



ENCATC news

A monthly e-newsletter for the latest in cultural management and policy
ISSUE N° 127

FOR MEMBERS AND FOLLOWERS

SPECIAL ISSUE!
ENCATC Members' Stories

inspire





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NOTE FROM THE EDITOR

What are 'Members' Stories' and how can you create your own this October?

Dear members and colleagues,

I'm delighted to share with you the first 2019 issue of our special series of the ENCATC newsletters dedicated to "Members' Stories"! This annual collection of inspiring transdisciplinary and cross border projects is meant to showcase the impact of the European network of cultural management and policy, ENCATC, for its membership.

In these pages of *ENCATC News*, we **present you 16 successful stories** designed and implemented by **33 members** in **19 countries**. They have **joined their forces to teach together, share knowledge, and expertise, organise events, produce publications, and do transnational projects**. These achievements are valuable contributions to our mission to **stimulate the development of cultural management and cultural policy education** in Europe and beyond, engaging and responding to new developments in politics, economics, societies and technology.

All these **successful rewarding collaborations are born from the connections made and nurtured within our network**. I am extremely proud each time I learn of members are working together. It demonstrates the added value our network generates!

In the preparation of the second issue, we hope that by December you will **make more lasting connections, find experts and partners, and collaborate** on projects. What better chance to make this happen than joining all your colleagues and friends at the occasion of the **2019 Annual Members' Forum? Organised** on Wednesday, **2 October** in **Dijon, France**, this event will gather members from ENCATC as well as

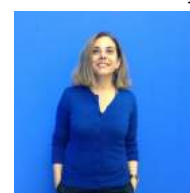
the networks AAAE and TACPS (with whom we have Memorandums of Understanding) in a privileged and convivial networking environment. As part of the **2019 ENCATC Congress "Diversity and sustainability at work. Policies and practices from culture and education"** (2-5 October) the **Annual Members' Forum** is a **core membership benefit**.

Another way to jump start **cooperation between members is the ENCATC Project Marketplace**. It aims to help connect our members searching for partners for existing proposals they are working on, or to share that they are interested in becoming partners, and/or that they are looking for other members to exchange about potential project ideas.

If you're not yet a member of ENCATC or know an institution or colleague that is missing out on these opportunities, I invite you share with them your experience and our special offer to join, attend the Annual Members' Forum, unlock many benefits, and be part of the ENCATC Family enjoyed by more than 150 members in 44 countries.

I am confident this special issue will inspire you to create innovative projects and exciting collaborations with other members in our network. I look already forward to reading more wonderful stories in the next issues!

Yours sincerely,



GiannaLia Cogliandro Beyens
ENCATC Secretary General

MEMBERS' STORIES



SHARING EXPERTISE & MOBILITY

France & Sweden

Cultural Heritage - ownership and community building



On 6 February 2019 in Ostersund, Sweden, **ENCATC member Claire Giraud-Labelle**, President Pôle des acteurs du patrimoine en Pays de la Loire from France was invited to share her expertise at the 2019 Spring **Conference "Cultural Heritage - ownership and community building"** (6-7 February) organised by the Nordic Centre of Heritage Learning and Creativity and **hosted at the Jamtli open air museum**, a member of ENCATC.

The conference looked at the **potential of cultural heritage** in processes that are aimed at **strengthening social cohesion** and **active citizenship**. A central question was **how can heritage institutions create a space where society can contribute and communities actively own their heritage?**

For her presentation **"Building heritage communities in a European and regional perspective"**, Claire Giraud-Labelle approached the conference's theme from two angles. First, she provided an **overview of the European Cultural Heritage Strategy for the 21st Century** (as formulated by the Council of Europe 2017) that was inspired by the Faro Convention. Second, she guided participants through the **Pôle des acteurs du patrimoine en Pays de la Loire**, a **cooperation network of cultural heritage stakeholders** at the regional level.

LEARN MORE: <http://nckultur.org/english/spring-conference17/>

TEACHING TOGETHER & MOBILITY

United States & United Kingdom

New York to London! Learning beyond borders



From 18-22 March 2019, arts administration graduate students studying at ENCATC member institution **New York University Steinhardt** travelled to London for a **weeklong study programme** delivered in partnership with fellow ENCATC member **Goldsmiths, University of London**.

Accompanied by their professor, ENCATC Board Member **Dr. Richard Maloney**, Clinical Associate Professor and Director of the Performing Arts Administration graduate programme, the students deepened their understanding of the **cultural and creative industries in the UK** and the **role government plays in supporting their development**.

Many thanks to ENCATC members **Gerald Lidstone**, **Carla Figueira**, **Siân Prime**, and **George Musgrave** for their lectures on **UK cultural policy**; **cultural relations and diplomacy**; **UK cultural and creative Industries**; **cultural entrepreneurship**; **creativity**; **branding**; and more.



SHARING EXPERTISE

Belgium & Romania

Young Creative Generations Conference

On 26 March 2019 in Brussels, ENCATC member [Damien Helly](#) joined fellow member [Carmen Croitoru](#) from [The National Institute for Cultural Research and Training](#) (NIRCT), to present at the “**Young Creative Generations**” Conference, an event hosted by the **Romanian Presidency of the Council of the European Union**. Their collaboration to share expertise is thanks to an open call shared among the membership.

Successful result from open call to members



ENCATC members Damien Helly (left) and Carmen Croitoru (right) at the “Young Creative Generations” Conference in Brussels.

The focus was on ways to **bring the young European population to the table**, to **create an environment where young voices are heard**, and to **unite youth to create a strong sense of a European identity**.

[Carmen Croitoru](#) from NIRCT spoke on “**Urban myths about cultural and creative sectors. What does or does not want the young creative generation**”. It is important to engage young creatives to become an active part of the Cultural and Creative Sectors. Croitoru also **debunked two urban myths**. First, there is a presumption that youth do not engage in CCSs due to the lack of financial resources, reasons of bureaucracy, and fear of failure. The second myth is that younger generations are not interested in cultural participation because they prefer the Internet.

[Damien Helly](#) of DH Creative Partnerships, spoke on “**Ways forward to foster a stronger sense of European belonging among young people through education and culture**.” He shared current trends for young creatives in Europe, policy agendas, toolboxes, and six different creative strategies, including acting local and thinking European, supporting peer-to-peer sharing, and investing in the resilience of social fabric and the production of the commons.

Lastly, another ENCATC member was present, Melat Gebeyaw, project coordinator of [BOZAR, Centre for Fine Arts](#), who spoke on “**Next Generation, Please!**”, a youth civic engagement programme that partners young people with an artist, political expert, and a European partner with whom they interact with digitally.

NETWORKING

Germany & United Kingdom

Annual Gathering 'Democratizing the arts and the arts sector'

The Annual Gathering “**Democratizing the arts and the arts sector**” of the **Brokering Intercultural Exchange Network** took place from 23-25 May 2019 at [Heilbronn University](#), a member of ENCATC, in Germany.

This network, which also include **ENCATC member Goldsmiths, University of London** (UK) has been initiated through an Arts and Humanities Research Council Research Network Grant awarded to Victoria Durrer from Queen's University Belfast, UK and [Raphaella Henze](#) from **Heilbronn University of Applied Sciences**, Germany. It seeks to **understand the role of arts and cultural managers as intercultural brokers** in our context of globalisation, internationalisation, and global migration. Intercultural understanding suggests capacity for appreciating, recognising and relating to different world viewpoints and experiences. Historical and empirical research recognises the role arts and cultural objects and expressions, like fine and performing arts and heritage, play in political, cultural and ethnic relations. Yet, little is known about the role of arts and cultural managers, their practice and education, in this process.



In fact, arts and **cultural managers shape and structure intercultural exchange**. They direct and administer arts and cultural projects between nations, and devise, plan and develop arts and cultural programming to attract and include growing migrant populations as audiences, participants and creators within nations. Global, cultural, post colonial, and intercultural studies show that mechanisms for fostering or hindering intercultural understanding are often based on long standing terminology, institutional structures, and habits upheld by practices and pedagogies within specific professions.

LEARN MORE: <https://managingculture.net/>



PERFORMANCE & MOBILITY

Czech Republic & Slovakia

The International Festival of Theatre Schools SETKÁNÍ/ENCOUNTER 2019

Organised by ENCATC member, the [Janáček Academy of Music and Performing Arts \(JAMU\)](#), the 29th edition of the SETKÁNÍ/ENCOUNTER festival from 4-6 April 2019 celebrated talented young performers from art academies and universities from all around the world. Each year it is an opportunity to meet their student colleagues and professionals from the international theatre field.



The festival is a unique and important event of its kind not only in the Czech Republic, but also in Europe. It has a special design, preparation, and management - the festival is organised by students of JAMU as part of the curriculum.

Every year about 12 theatre academies from all over (mostly from the Europe) come to the festival and perform. The fiveprogramme also includes sessions to share working methods or theatre techniques and exchange with peers and theatre professionals.

In 2019, ENCATC members the [Academy of Performing Arts in Prague](#) and the [Academy of Performing Arts in Bratislava](#) also participated having students from their theatre departments perform at the festival.

The Festival has great partnerships; it is supported by The International Visegrad Fund, The Ministry of Culture, The Ministry of Education, The South Moravian Region and The Municipality of Brno. In 2019 it also received the ENCATC label.

LEARN MORE: <http://www.encounter.cz/en/>

SHARING EXPERTISE & MOBILITY

Italy & Spain

Preserve and utilize maritime cultural heritage for societal good

ENCATC members **Professor Luca Zan** from the [University of Bologna](#) in Italy and artist **Savina Tarsitano** from [Espronceda - Center for Art and Culture](#) in Spain participated the first International Knowledge Exchange Workshop for the **PERICLES project**, funded by the European Union's Horizon 2020 research and innovation programme.

Through a successful open call to the membership for those who would like to attend on behalf of ENCATC and contribute to the workshop's discussions, Mr. Zan and Ms. Tarsitano travelled to Den Helder in The Netherlands on 25 April 2019.

PERICLES is running from 2018-2021. It promotes **sustainable, participatory governance of cultural heritage** in European coastal and maritime regions through a unique interdisciplinary and geographically wide-ranging approach. The overall aim of the project is to develop and demonstrate a comprehensive framework to understand, **preserve and utilize maritime cultural heritage for societal good**.

The **rationale for the workshop** was to share experiences of **management of Coastal and Maritime Cultural Heritage (CMCH)** in the case regions. The main objective was to **understand how cultural heritage management works in each case region**: what works, what doesn't work and why, to identify good approaches and existing challenges.

LEARN MORE: <https://www.pericles-heritage.eu/about/>



SHARING EXPERTISE & MOBILITY

Belgium & Croatia

Cultural Relations—EU International Conference

ENCATC members from Belgium and Croatia shared their expertise at the **"Cultural Relations EU International Conference"** that took place on 30-31 May 2019 in Rijeka, Croatia. ENCATC members from France and The Netherlands were also in attendance as participants.

The conference was organised in anticipation of the **Rijeka 2020 European Capital of Culture**. Among the speakers was ENCATC member, **Jean-Pierre Deru** from the [Association Marcel Hicter](#) in Belgium who moderated the panel on **"The Role of Cultural Policies in Fostering International Cultural Cooperation"** to explore how International mobility and exchange of artists and other cultural workers are crucial in spreading new ways of communication and long-term international cultural cooperation.

Speaking on the panel, **"Croatia in International Cultural Cooperation"**, ENCATC member **Nansi Ivanišević** from the [Prokultura - Observatory of Cultural Policies-Split](#) in Croatia, shared her expertise in her presentation on **"Cultural Policies - Similarities and Differences Between the French and Croatian Management Models"**.



ENCATC member Jean-Pierre Deru (far left) from Belgium sharing expertise and ENCATC member Yelena Kharitonova (right) from The Netherlands was a participant.

The two-day conference was one in a series of events that are leading up to when Rijeka will be a European Capital of Culture in 2020. It has developed a project based not only on the cultural, but also the complete elevation of the city.

LEARN MORE: <https://rijeka2020.eu/en/projekti/culture-relations/programme/>.

CONFERENCE PREPARATIONS

Belgium, Bulgaria, Finland & Serbia

Culture, Heritage and Tourism as Factors for Sustainable Development of Small and Medium-Size Cities (SMCs): the European Perspectives

The International Conference **"Culture, Heritage and Tourism as Factors for Sustainable Development of Small and Medium-Size Cities (SMCs): the European Perspectives"** was held in Blagoevgrad, Bulgaria from 29-31 May 2019.

The event was organised by the Department of Cultural Studies at the Faculty of Arts at the South-West University and ENCATC member [Svetlana Hristova](#), the Bulgarian Sociological Association, and Blagoevgrad Municipality, and supported by the Scientific Research Fund at the Bulgarian Ministry of Education and Science.

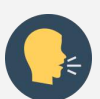


This conference is also a prime example of **ENCATC members working together as the conference's Scientific Committee** included ENCATC members **Annick Schramme**, Professor from the [University of Antwerp/Antwerp Management School](#) in Belgium, **Anita Kangas**, Professor, emerita, from the [University of Jyväskylä](#) in Finland, and **Milena Dragičević-Šešić**, Professor from the [University of Arts in Belgrade](#) in Serbia.

The conference turned into an interdisciplinary and intergenerational forum **to review and critically discuss the potentials, challenges and limits of culture, heritage and tourism** to contribute to the **sustainable development of European small and medium size cities (SMCs)** which confront nowadays graver problems than ever before, therefore the need to **plan strategically and mobilize assets** has never been greater.

The issues of SMCs still remain ignored at the national and European stages, for this reason, **a decision was taken** at the end of the conference to **establish an international research network** focused on **culture of sustainable development of SMCs**.

LEARN MORE: <https://www.encatc.org/en/events/detail/culture-heritage-and-tourism-as-factors-for-sustainable-development-of-small-and-medium-size-cities-smcs-the-european-perspectives/>



SHARING EXPERTISE & MOBILITY

Iceland, Portugal & United States

9th Nordic Conference on Cultural Policy Research (NCCPR)

The 9th Nordic Conference on Cultural Policy Research (NCCPR) 2019 will be held at [Bifröst University](#), a member of ENCATC, in Iceland from 28-30 August 2019.



The theme of the conference is **cultural peripheries** and it focuses on **questions concerning marginal culture, definitional boundaries of cultural policy research, and fringes in cultural politics**. What is peripheral to cultural policy research? What is peripheral to culture or the Nordic? What is peripheral to cultural policy?

The NCCPR 2019 is an inclusive, multidisciplinary conference where practitioners and researchers address issues regarding Nordic cultural policy, from standpoints which are relevant both to academic research and to the cultural sector.

ENCATC members will be sharing the expertise: **Constance DeVereaux** from the MFA programme in cultural management at [University of Connecticut](#), United States, will speak on **"Cultural policy and the identity of the incomplete"**; and **Nancy Duxbury** from [University of Coimbra](#), Portugal, will speak on **"Cultural development in rural and remote areas: an emerging international conversation?"**

LEARN MORE: <https://www.bifrost.is/english/research/nccpr-2019>

SHARING EXPERTISE & MOBILITY

Belgium & United Kingdom

Summer School on Fashion Management



Organised by ENCATC member, the [University of Antwerp/Antwerp Management School](#) in Belgium, this summer school will provide the ins and outs of fashion management in two global fashion capitals: Antwerp and Paris from 26 August to 4 September 2019.

This summer school gives a comprehensive overview of the fashion industry (independent fashion designers and luxury brands) and their dynamics, with an emphasis on entrepreneurship and sustainability.

The programme is designed for professionals and recently graduated master students, highly interested in or motivated to work in the fashion industry, with or without experience in the sector.

The courses are organised in Antwerp (26-30 August) and in Paris (2-4 September). Topics cover from **fashion marketing** and **PR**, to **finance**, **supply chain management** and **leadership in fashion**.

Among the experts who will present are ENCATC members: **Annick Schramme**, Professor from the [University of Antwerp/Antwerp Management School](#) and **Ian King**, Professor of Aesthetics and Management from King's College - [University of the Arts London](#) in the United Kingdom.

Summer school past editions have had participants coming from many different countries across the world such as: Australia, Belgium, Canada, China, Cyprus, Estonia, France, Germany, Italy, Latvia, Lithuania, Romania, Slovakia, Spain, Taiwan, The Netherlands, Pakistan, U.K., U.S.A, among others.

LEARN MORE: <https://www.uantwerpen.be/en/summer-schools/fashion-management/>



SHARING EXPERTISE & MOBILITY

Belgium, Croatia & Iceland

Bringing expertise from the network for the European Diploma in Cultural Project Management

In 2019 and 2020 the **European Diploma on Cultural Project Management**, organised and managed by ENCATC member, the [Association Marcel Hicter](#) in Belgium, will be travelling with its students to **meet with ENCATC members in Iceland and Croatia**.

The Diploma is a **pan-European training programme** arising from the will to **foster cultural diversity** as well as **transregional** and **transnational cultural cooperation**. As a founding member of ENCATC, **Jean-Pierre Deru**, the Association's Director, takes full advantage of the expertise and knowledge that fellow members can share with his students.

From 6-14 October 2019, the group will be at [Bifröst University](#) in Iceland to meet with ENCATC member, Assistant Professor **Njörður Sigurjónsson**. Then in May 2020, another group will travel to Zagreb, Croatia to meet with **ENCATC Board member, Dea Vidović**, Director of the [Kultura Nova Foundation](#). Both meetings will be excellent opportunities to learn about project management in different cultural and national contexts, bringing added value in the Diploma's European spirit.

The Diploma frequently works with other ENCATC members, having in the past welcomed expertise from the University of Barcelona in Spain, The Audience Agency in the United Kingdom, and the Faculty of Drama Arts, University of Arts Belgrade, in Serbia.

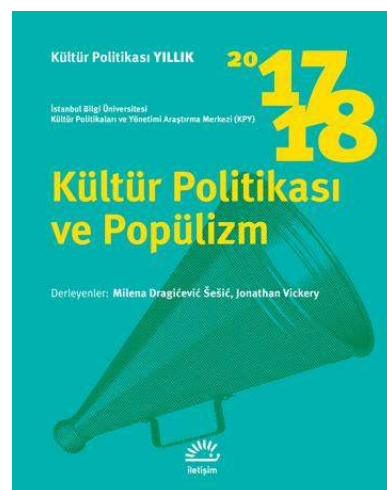
LEARN MORE: <http://fondation-hicter.org/fr/formations/diplome-europeen/>

PUBLISHING

Croatia, Germany, Serbia, Spain, Sweden & Turkey

Cultural Policy Year Book of 2017/18 is published!

The KPY Yearbook, prepared by ENCATC members, [İstanbul Bilgi University](#) and its [Cultural Policy and Management Research Center](#), has two important changes in its seventh (2017/18) issue. Previously published under the name of Cultural Policy and Management (KPY) Yearbook, is now published under the title of **Cultural Policy Yearbook**. In addition, the yearbook previously published by İstanbul Bilgi University Publications will now be published and distributed by İletişim Publishing.



The "Focus" of the 2017/18 issue is **Cultural Policy and Populism**. This issue examines the **history of the concept of populism and its taking on new meanings during the 21st century**. In addition, the effects of populism on cultural policy, politics, art and culture are analyzed through the examples from the Balkans, Europe, South Africa and South America.

What's more, there are five ENCATC members among the contributors from [The Kultura Nova Foundation](#) (Croatia), [Heilbronn University](#) (Germany), the [Faculty of Drama Arts, University of Arts Belgrade](#) (Serbia), the [University of Barcelona](#) (Spain), and [Malmö University](#) (Sweden).

LEARN MORE: <https://kpy.bilgi.edu.tr/en/news/cultural-policy-year-book-of-2017-18-is-published/1201>



TRANSNATIONAL EU PROJECTS

Italy & Romania

EU Heritage - Skills for promotion, valorisation, exploitation, mediation and interpretation of European Cultural Heritage

EU Heritage is a transnational project (2019-2021) developed under Erasmus+ EU programme. The project aims to create a **new transnational**

curriculum for cultural heritage professionals, focused on **digital skills, transferable and transversal competences, soft skills** and **skills connected to "experience tourism"** in the field of cultural heritage.

ENCATC is very proud to be a project partner in the consortium that also includes members: the [Fitzcarraldo Foundation](#) in Italy and [The National Institute for Cultural Research and Training](#) (NIRCT) in Romania. The other project partners are the University of Malta - Institute for Tourism, Travel & Culture (Malta), the Hellenic Open University (Greece), Materahub (Italy), Alden Biesen (Belgium), the Asociation Plataforma La Cultura (Spain), M2C Institut für angewandte Medienforschung GmbH (Germany), and the Camara de Comercio e Industria Italiana para Espana - CCIS (Spain).

EU Heritage is focusing on an **experiential approach** and will deploy a **cross-sectoral and multidisciplinary methodology** that will **enhance the potentials of connecting the heritage sectors with other sectors**, i.e. tourism, technology, Creative and Cultural industries, entrepreneurship and business.

Moreover, the ten EU partners will **jointly address the shortage of transversal and transferable and digital skills** in the field of Heritage Promotion, Valorisation, Exploitation, Mediation and Interpretation.

The project's **objectives** are to: **Define a set of skills** needed in the CH sector (Cultural Heritage) drawing on partner research and on the strengths and wide experience of the consortium in research, needs analysis and training; **Develop European occupational core profiles** for professionals employed in the field of promotion, valorisation, exploitation, mediation and interpretation of CH (level 6 EQF); **Design an innovative and needs-oriented training course** which integrates several sector-specific and transversal skills, including digital, entrepreneurial, and soft skills. **Integrate the materials** into partner teaching or training activities, and mainstream the insights and the materials produced to the CH, culture and tourism sectors across Europe.

LEARN MORE HERE: <http://www.euheritage.eu/>



TRANSNATIONAL EU PROJECTS

Italy, Poland & United Kingdom

CONNECT Knowledge Alliance for Audience Development



CONNECT (2017-2019) is an Erasmus+ project that promotes innovative cooperation between universities and enterprises in the cultural sector across Europe.

During the project a **new Twin-track programme in audience development for students and practitioners working in arts management** is being designed and launched by a transnational team of 54 researchers, teachers and trainers in five national hubs in Spain, UK, Italy, Denmark and Poland, each one composed by higher education institutions and private cultural organisations. The programme is based on **multidisciplinary training modules mixing formal and informal learning methodologies and digital resources**. Parallel running sessions will introduce **audience development theory, practice and philosophy, transfer management and strategic skills**, and develop **entrepreneurial skills** through a **mentoring and coaching** scheme matching students and professionals in practice-based learning activities.

ENCATC is proud to be a partner in the consortium that also includes members from Italy, Poland, and the United Kingdom: the [Fitzcarraldo Foundation](#); [Melting Pro. Laboratorio per la Cultura](#); the [ROK AMU Culture Observatory](#), [Adam Mickiewicz University of Poznan](#), [Goldsmiths, University of London](#); and [The Audience Agency](#). Other project partners include: the University of Deusto (Spain); the Danish Centre for Arts and Interculture (Denmark); the City of Warsaw (Poland); and Asimetrica (Spain).

CONNECT will achieve the following results: a **new Programme** with a Mentoring and Coaching Scheme for the development of transversal skills, reflective practice, entrepreneurial mind-set to adapt to continuous change in the labour market; two **Summer Schools** and two **EU Forums** in audience development; a **EU platform with new digital resources** supporting audience development internationally, by drawing on academic sources and in-work practice; a **mutually supportive network and learning community** of academics, practitioners and students in the arts management field; and an **innovative model of cooperation** between universities and cultural organisations.

LEARN MORE: <http://connectingaudiences.eu/>



TRANSNATIONAL EU PROJECTS

Italy

Traces, "TRansnational Accelerator for a Cultural and Creative EcoSystem"

The [University of Salento](#) - Department of Management and Economics, a member of ENCATC, is the lead beneficiary of the TRACES project (2018-2020) funded through the Interreg V-A Greece-Italy Programme. It is being done in cooperation with two Italian partners, the [Tecnopolis Science and Technology Park of Bari](#) (a member of ENCATC) and the Creative Apulia Cluster Association, and two Greek partners, the Hellenic Management Association and the Chamber of Achaia. ENCATC is proud to be involved as an associate partner along with the Foundation for Ethical Finance.



The TRACES project, financed under Priority Axis 1 – Innovative and Competitiveness, with a budget of about 1 Million euro, focuses on cultural and creative micro and small and medium enterprises (CC MSMEs) in Apulia and Western Greece regions and addresses the common challenge to promote creative entrepreneurship as a key contributor to competitiveness across all economic and social sectors.

TRACES is working to **develop a creative service exchange ICT platform**, where creatives **can share services between Greece and Italy**. The project will implement ten Local Ateliers, five in Puglia and five in the Region of Western Greece as public spaces to reuse according to the **Apulia Urban Lab Model** to offer **co-working and cross-fertilization services**. In addition, the first edition of the **creativity trade fair**, as a biennale event, will be organised where creatives, entrepreneurs and stakeholders will involve in a **creative networking business trip** across Puglia and Greece.

LEARN MORE: <https://greece-italy.eu/tag/traces/>

TRANSNATIONAL EU PROJECTS

Czech Republic, Finland & United Kingdom

Audience Segmentation System in European Theatres (ASSET)

ENCATC members in the Czech Republic, Finland, and the United Kingdom are in the consortium of the project **Audience Segmentation System in European Theatres (ASSET)**, funded through the Creative Europe programme.



Running from October 2018 until February 2021, the project aims to **develop, test and provide theatres/performing arts organisations** across Europe with the tool and skills to **learn about their audiences** and **utilize the findings to diversify and deepen the relationship** with their audiences and creating their artistic programme and marketing using the European Theatre Night and similar audience development events as a focal point.

The foreseen project results include **50-75 trained data collection managers**; 6,500 responses from the audience; a **conference** and a **symposium**; **five case studies**; **ASSET prototype** and **methodology website**; **dissemination outreach** among **796 organisations** and **438,500 viewers**; and engaged **theatre communities** from **14 countries**.

The **ENCATC members** involved include: the [Academy of Performing Arts in Prague](#); the [Helsinki Metropolia University of Applied Sciences](#); and [The Audience Agency](#). The other project partners include: The Arts and Theatre Institute (Czech Republic); Cultural Centre Dubrava, as part of Peoples University (Croatia); IG Kultur Österreich (Austria); and the Arts Project Foundation (Bulgaria).

LEARN MORE: <http://asset4art.eu/partners.html>





ANNUAL MEMBERS' FORUM

2 October 2019 in Dijon, France

ENCATC member get even more out of their experience at the [2019 ENCATC Congress "Diversity and sustainability at work. Policies and practices from culture and education"](#) with free* registration to the **Annual Members' Forum**.

On **2 October** in Dijon, France the **Annual Members' Forum** is being hosted by ENCATC member and local Congress partner, the Burgundy School of Business, it will **welcome members of ENCATC** and **members from our partners the Association of Arts Administration Educators (AAAE)** and the **Taiwan Association of Cultural Policy Studies (TACPS)**.

This year, the Members' Forum begins with a special consultation. It is the opportunity to gather a diverse collection of voices to work together on the **future developments of the network** and how it can **continue to be a leader in the field of culture and education**.

The second part of the programme is the **ENCATC-AAAE International Panel** which will continue the discussions held on 1 June 2019 in Madison, WI, USA during the AAAE Conference. In Dijon, scholars from different countries will share **insight into how international cultural management functions in their respective countries**. This will be followed by a moderated conversation with the panellists and the audience.

The Forum also **grants access this exclusive gathering for sharing ideas and finding trustworthy partners for projects and programmes**; constructing valuable **professional contacts** within the networks that will lead to **new collaborations and exchanges** in the future; and **exchanging practices on education** with members from the networks AAAE and TACPS.

This gathering of members from three networks in Europe, North America, and Asia is one of the many benefits enjoyed by ENCATC members and its partners. It is a special opportunity to **boost networking and exchange before the official Congress opening** on the evening of 2 October and the arrival of all Congress participants.

FREQUENTLY ASKED QUESTIONS



How is the Annual Members' Forum linked to the Congress?

This annual event takes place on 2 October from 09:30-16:30. It is an opportunity for members to have a privileged moment together before the start of the Official Congress opening at 19:00 where all registered Congress participants will come together.

What if I am not a member of ENCATC, AAAE or TACPS?

Right now ENCATC has a special offer for new members who join (see page 14)!

Registered Congress participants who apply to be members and whose applications are accepted not only unlock access to the Members' Forum, but also save 40% on their 2019 membership fee! [Learn more...](#)

Is registration to the Members' Forum the same as a Congress registration?

No, the Congress registration to attend from 3-4 October is a separate registration. [Learn more about the registration types and fees here.](#)



ENCATC ANNUAL CONGRESS

Focusing on "[Diversity and sustainability at work. Policies and practices from culture and education](#)", the 2019 ENCATC Congress from **2-5 October in Dijon, France** at the Burgundy School of Business, will gather **academics, trainers and researchers** from the cultural management and policy educational fields with **cross-disciplinary interests** to connect with **professionals, policy makers and artists**.

Together they'll thoroughly explore the **practical meanings of diversity** in the **cultural and creative sector**, investigate how its **different connotations are implemented in practice**, and how they are contributing to the

sustainability discourse in the field. Moreover, it will shed light on **ground-breaking innovations in cultural management and policy education** and encourage steps to **ensure significant improvements** in this industry.

With an **exciting and diverse international audience** at the only **European Congress on Cultural Management and Policy**, this is a fantastic opportunity to not only gain **new knowledge**, but also **grow your professional networks**, raise your **institution's profile to the world stage**, and **find interesting partners** for your project and collaboration ideas!

Diversity and sustainability at work

Policies and practices from culture and education

2-5 October 2019 in Dijon, France

27th

edition organised
since 1992



Keynote

David Throsby,
Distinguished
Professor of
Economics at
Macquarie University



30+

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education experts
leading discussions
and panels



150+

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delegates



35+

countries being
represented from
Europe and beyond



70

papers from
educators and
researchers from
around the globe



3

celebrations to
recognise excellence
and commitment in
our field



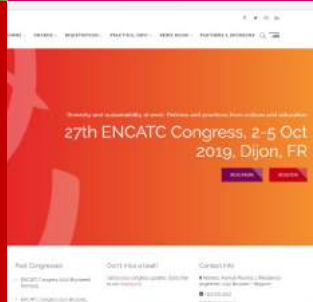
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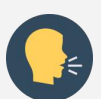
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newly designed
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save with early
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GET A HEAD START

Why not make connections now before meeting in person at the Annual Members' Forum and the ENCATC Congress?

On 30 November 2018, ENCATC launched a **new Project Marketplace space** in its Members' Area.

The Project Marketplace **is intended to help connect over 150 members in 44 countries who are interested and open to transnational and cross cultural cooperation**. Via an online form in the [Members' Area](#) under "Project Marketplace", ENCATC members can:

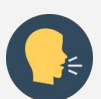
- ✓ express their interest in **searching for partners** for existing proposals they are working on;
- ✓ **raise their profile** and share that they are **interested to become partners**;
- ✓ look for members to **exchange about potential project ideas**.

The information collected is then available in the Members' Area on the ENCATC website under "Project Marketplace". Members can review, reach out, and connect with other members who match their needs and interest in order to put together successful project applications.

There is no deadline to fill in the online form, but members are encouraged to complete it as soon as possible to allow for sufficient time to collaborate on project calls and to check regularly the Project Marketplace for updates.

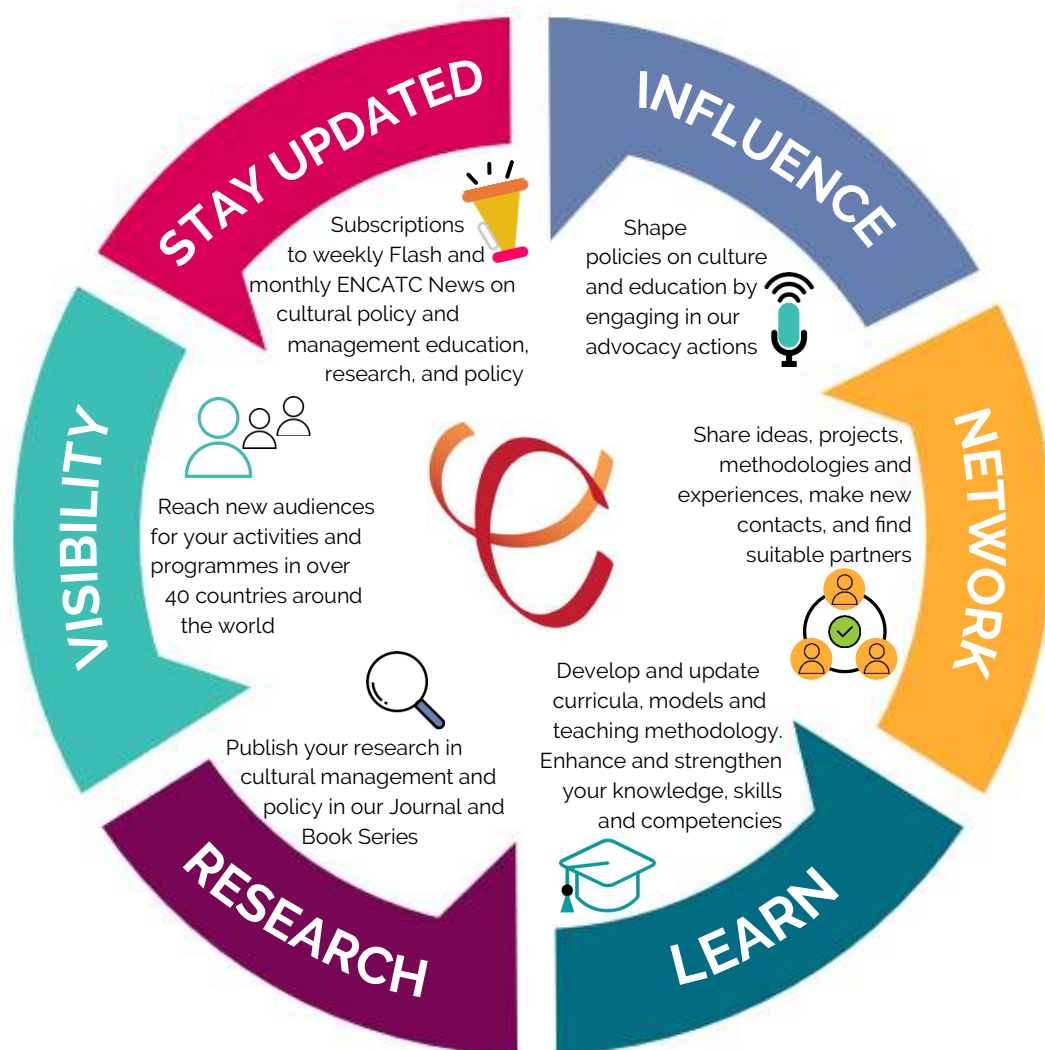
ENCATC is confident this will grow to be an extremely useful tool for the network's membership to facilitate successful collaborations and new successful applications!

The Project Marketplace is only available to [ENCATC members](#) and [new members who join](#)





JOIN THE NETWORK



Apply to become a member now:

www.encatc.org/en/members/apply-now/

REGISTERED 2019 ENCATEC CONGRESS PARTICIPANTS
CAN **SAVE 40% ON**

NEW

FULL MEMBER:	ASSOCIATE MEMBER:	SUPPORTING MEMBER:	INDIVIDUAL MEMBER:
500€	330€	550€	200€

DISCOUNTS

ENCATEC MEMBERS **SAVE 20% ON**
EVENT REGISTRATION FEES



TESTIMONIALS



What attracts institutions from around the world to join Europe's leading network on cultural management and policy? Hear in their own words why members value being part of ENCATC and what this means for collaboration, new projects, and more!

"ENCATC is a vital network for us in our international work. We have something to contribute, both in terms of our focus on audience development, research and insight and also in terms of the way we do training which is involving, participatory, and provides practical outcomes for people. This is something we want to share with others, try out and improve over the next few years. There are also very practical elements for us such as meeting interesting people, learning about new cultural experiences and finding collaborators for our work."

- Jonathan Goodacre, The Audience Agency, United Kingdom



"ENCATC is an international platform for communicating and developing new forms of Cultural Administration. It is a creative and dynamic forum for an international community of creative people, researchers and experts. And we appreciate to be a part of it."

- Friedrich Loock, Institut für Kultur- und Medienmanagement, Germany





"During ENCATC events, I have met a huge number of scholars and practitioners in the field of cultural heritage, having the opportunity to share both our experience and emerging issues in cultural policy and management. Many of these organizations are already part of the network and participate in international projects. Joining the network, UniMC hopes to have more opportunities to collaborate with them."

- Mara Cerquetti, University of Macerata, Italy



"Being an ENCATC member gives many possibilities to widen our perspective on the professional field. As a network of universities and organizations it helps us to make useful connections for our own professional purposes relating to various international projects and seminars. The more we have chances to learn from each others' experiences, studies and practices, the better we are able to develop this field and this education."

- Pekka Vartianinen, HUMAK University of Applied Sciences, Finland





"Being part of ENCATC means positive engagement and collaboration with international educators, researchers, students, policymakers, cultural managers and operators with a long lasting forum for transfer of knowledge and professional networking."

- Jerry C Y Liu, National Taiwan University of Arts



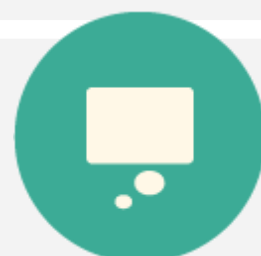
"The Arts, Entertainment and Media Management Department joined ENCATC the first year that membership opened to programmes outside of Europe. We are in an era in which global communication and collaboration is increasingly important."

- Dennis J Rich, Columbia College Chicago, United States



"We want to operate in an international scope besides the Euroregion we are now working in. We hope to meet colleagues and colleague institutions to learn from each other by developing new innovative formats to enlarge the involvement of citizens in art and culture."

- Tom de Rooij, De Domijnen, The Netherlands



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WHERE WILL YOU GET THE LATEST UPDATES HAPPENING IN THE FIELD OF CULTURAL MANAGEMENT AND POLICY?

ENCATC News is a trusted source for what is happening in the wide field of cultural management and policy. Since its creation, ENCATC has dedicated itself to keeping its members abreast of the latest developments in the field, as well as highlighting a plethora of opportunities for them to deepen their knowledge and advance the visibility of their institutions as well as their careers. Furthermore, in each issue our readers can learn from peers in the ENCATC in Contact interview series, see what other members and cultural organisations are contributing to the field, and consult recently published books, studies, and reports.

ENCATC News is an electronic newsletter produced for ENCATC members by the ENCATC Secretariat in Brussels. A shorter *Digest* version is made available to non members.

ENCATC IS THE LEADING EUROPEAN NETWORK ON CULTURAL MANAGEMENT AND POLICY.

It is an independent membership organisation gathering over 100 higher education institutions and cultural organisations in over 40 countries. ENCATC was founded in 1992 to represent, advocate and promote cultural management and cultural policy education, professionalize the cultural sector to make it sustainable, and to create a platform of discussion and exchange at the European and international level.

ENCATC holds the status of an NGO in official partnership with UNESCO, of observer to the Steering Committee for Culture of the Council of Europe, and is co-funded by the Creative Europe programme of the European Union.

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