



# ENCATC

The European network on cultural management and policy

07 April 2022

## Academy on sustainable cultural management and policy

27-30 April 2022  
Maastricht, Netherlands

An initiative of



In partnership with

**Goldsmiths**  
UNIVERSITY OF LONDON

**Julie's Bicycle**  
CREATIVE • CLIMATE • ACTION



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## ACADEMY PRESENTATION

The 2022 ENCATC Academy on sustainable cultural policy and management is taking place in Maastricht, Netherlands from 27-30 April for professionals in creative careers. This year's programme is addressing some of the biggest environmental and social problems of our day. For this new edition, ENCATC continues to partner with Goldsmiths University of London as well as Julie's Bicycle, NEMO and Future Religious Heritage to deliver four days of lectures, debates, case studies, and cultural visits to further develop skill sets. Our Academy will allow speakers from a variety of academic and non-governmental organizations across Europe to facilitate pathways for collaborative learning.

The Academy's themes emphasize the importance of environmental sustainability across the operations and artistic programming of cultural heritage and performing arts organisations. Educators, researchers, professionals working in museums, performing arts, CCIs, and non-profits, will vastly benefit from our programme of events. These four days will also help participants expand their knowledge so that their organization is equipped to tackle climate change as an interdisciplinary issue.

The 2022 Academy will include thought-provoking events such as:

- Lectures and seminars from leading experts in the cultural sector
- Case studies designed to develop essential skills
- Group practical exercises to consolidate knowledge and encourage discussion
- Debated to promote sharing of experience with lecturers and other participants
- Hands-on experiences through study visits
- Networking opportunities to forge connections and build relationships across the creative sectors

The Academy is proud to host speakers from Goldsmith's, Julie's Bicycle, Ki Culture, Mitos21, and Caravan Cultura CreAcademy to guide participants through their learning experience in Maastricht. Visits to sites such as the Maastricht Treaty signing, Bureau Europa, the Bonnefantemuseum, and many more aim to refine perspectives of the role sustainability plays in the creative sectors. The unique combination of cultural policy, cultural management, sustainability, and digital studies aims to produce an Academy to remember for practitioners and academics alike.

On the first day of the Academy (27/04), participants will experience a lecture on cultural policy and climate change by one of our industry experts. Discussing a recent international survey conducted by Julie's Bicycle on behalf of the British Council and its findings, this session will present an overview of cultural policies that have incorporated climate concerns. A particular focus will be on the exemplar environmental sustainability programme of the Arts Council England and its outcomes after ten years of implementation. Participants will be offered the latest updates in this field of cultural policy and evidence-based knowledge, highlighting both the theoretical, as well as the practical aspects of a blueprint for environmental cultural policy-making. This lecture will be accompanied by group exercises, debates, and networking activities.

On Thursday (28/04), attendees will discuss sustainability and the role of sustainable cultural management of museums. As a sector with stewardship and community at its heart and an extraordinary reach, museums have a unique perspective to bring and role to play in their response to the climate and ecological crisis. This seminar will explore how museums are responding to the climate crisis, giving examples of the kind of action they are taking. It will look at how



museums can develop their environmental practice and embed environmental thinking and action within their organisation, based around Julie's Bicycle [Museums' Environmental Framework](#). Attendees will take away from the lecture an understanding of the climate and ecological crisis and the role that culture and museums play in addressing it, an understanding what action for museums means and looks like, using existing case studies from the sector, and an understanding of the Museum's Environmental Framework and how to embed it into your practice.

Following the networking coffee, participants will continue to ponder sustainability and its meaning in a case study session. When considering "sustainability," we often think of climate change, plastic pollution, waste, and the environment. But sustainability has three pillars - environmental, economic, and social. And these three are completely intertwined. It is not possible to talk about the burning of the Amazon without talking about Indigenous Rights without talking about Black Lives Matter without talking about structural racism and economic inequality. As we look deeper into our own practices as cultural professionals, we can see the incredible opportunity that we have to support sustainability from all lenses - from the impact we have on the planet to the impact we have on people. As a result of this presentation, attendees will be able to understand and recognize the interconnectivity of all three pillars of sustainability, establish culture's role in sustainability from a social lens, learn about how we as individual can make a difference for our audiences, communities, and society, and see how social sustainability supports climate action.

Later on Thursday (28/04), participants will experience a lecture on sustainable cultural tourism. The lecture will explore the relationship between sustainable development policy and cultural tourism. Analysing how sustainable policy relates to cultural tourism, participants will evaluate both the opportunities and benefits of a sustainable model of cultural tourism and the existential threats to it. These threats include overtourism and climate change. Utilising examples from within and outside Europe we will then consider policy measures of how to mitigate and adapt to these challenges. Attendees will take from this talk the understanding of the relationship between sustainability and cultural tourism, the opportunities and benefits from cultural tourism for sustainable development,

threats of overtourism and climate change, and policy for mitigation and adaptation to ensure a model of sustainable cultural tourism.

The last activity on Thursday (28/04) before the study visit is a case study presented by one of ENCATC's partners. The lecture will explore the relationship between sustainable development policy and cultural tourism. Analysing how sustainable policy relates to cultural tourism, participants will evaluate both the opportunities and benefits of a sustainable model of cultural tourism and the existential threats to it. These threats include overtourism and climate change. Utilising examples from within and outside Europe attendees will then consider policy measures of how to mitigate and adapt to these challenges.

On Friday (29/04), the day will open with a lecture on cultural heritage and cultural neutrality. This session will share the sustainability journey of Blenheim Palace, a UNESCO World Heritage Site, which declared a climate emergency in 2019 and committed to becoming carbon neutral by 2027. Participants will talk about Blenheim's roadmap for achieving carbon neutrality through energy saving, renewable energy generation and natural climate solutions, as well as their environmental fund for visitors to offset their travel carbon footprint. For Blenheim, sustainability does not stop at climate action - it is about creating space for nature on its own land. The presenter will share the learnings and insights on how cultural organisations can get started in taking climate and environmental action. Debates and case studies presented by cultural partners, as well as study visits will round out the day.

On Saturday (30/04), the day will open with a lecture on cultural relations and climate change. This lecture explores how cultural relations is an underutilised resource in addressing the climate emergency, and how organisations having cultural relations as part of their mission and/or activities have an important part to play. The departure point of the lecture is that telling 'better stories' about where we want to go and the sort of world we want to live in is a better approach to climate action than distant, apocalyptic visions of climate change. In this approach, cultural relations, and cultural relations organisations, can play a vital role in shaping this new framing of climate change. Attendees will discuss how emerging ecosystems of care, bolstered since the start of the

Covid-19 pandemic can be linked to cultural relations, with its focus on expanding shared knowledge, understanding and trust. Lines of action developing the use cultural engagement for participation in climate action will be explored, focusing on the greening of cultural relations organisations, diversifying cultural engagement interventions, elevating programme evaluations and learning by design.

To continue the learning process, Yelena Kharitonova, founder of Caravan Cultura CreArt Agency will tell about the status of sustainable and responsible fashion, which is stuck nowadays in a pattern of "take-make-waste", which causes devastating environmental impacts, not to mention huge economic losses! The fashion industry can transform from the linear model to a circular good fashion approach that is restorative and regenerative by design! Sustainable and Responsible Fashion can be a part of cultural diplomacy and also a part of international cultural relations nowadays!

Fashion Clash Festival in Maastricht is one of such examples, which will be highlighted! Participants will learn about: how to accelerate and scale up in fashion; catalyze access to financial opportunities; discover transparency and traceability; digital acceleration; environmental impact; regenerate closed loop system in fashion; use fashion as a well-being methodology; and fashion as a Cultural Ambassador!

The day and conference will end with a debate and study visit concerning sustainable fashion. Concluding with a final lunch, the ENCATC Academy will provide various opportunities for learning, professional growth, and networking for all who attend the four-day series in Maastricht.

**For those who are not able to join the ENCATC Academy and online programme will be available. The online programme will include the following learning material:**

1. Videos of the Lectures
2. Podcasts with experts
3. Teaching material
4. Resources

## SCIENTIFIC COMMITTEE OF THE ENCATC ACADEMY

The programme of the 2022 edition of the ENCATC Academy was designed by:

**GiannaLia Cogliandro Beyens**, ENCATC Secretary General

**Carla Figueira**, Goldsmiths University London

**Iphigenia Taxopoulou**, Secretary General of mitos21

## LOCAL COORDINATION OF THE ENCATC ACADEMY

The logistics and the cultural and study visits programme of the 2022 edition of the ENCATC Academy were designed and organized by our member:

**Yelena Kharitonova**, Caravan Cultura CreArt Agency



# JOIN US IN MAASTRICHT!



**Let us be together in-person again!** Let us take the opportunity to have conversations, build relationships and share knowledge face-to-face in the vibrant cultural scene of this historic Dutch city.



**Let us learn more about sustainability** - now a must-have priority across the cultural management field. Together we can understand the questions that need to be asked and learn how to implement this priority in our projects and activities.



**Let us dive deep into the topic**, accessing cutting edge perspectives in environmentally responsible cultural policy and practice, and connecting with expert speakers from a range of backgrounds and approaches.



**Let us take part in a programme** designed to deliver hands-on practical experience along-side theoretical knowledge, including case studies, group activities, and study visits.



**Let us think holistically** about the role of the cultural sector in addressing climate crisis, including methods for putting sustainable cultural tourism into action, and envisioning new paths and solutions.



**Let us understand** how to imagine, develop, and implement transnational European projects in a way that better reflect the transversal priority of sustainability.



**Let us forge and nurture** new networks and enable cooperation with leading organisations in the cultural heritage, museum, and performing arts sectors.

# ADMISSION FEES AND REGISTRATION

**TO REGISTER TO THE ENCATC ACADEMY IN MAASTRICHT, CLICK HERE:**

<https://www.eventbrite.co.uk/e/2022-encatc-academy-on-sustainable-cultural-management-and-policy-tickets-306291274447>

Online registration will open on Monday 11 April.

The course fee, are the following:

ENCATC Academy in Maastricht	Maastricht (NL) 27-30/04/2022	ENCATC members and partners (NEMO, FRH, AAAE, TAPCS, ASEF)	<b>140 euro</b>
		Non members	<b>200 euro</b>
ENCATC Academy in Maastricht + access to the Online Academy programme		ENCATC members and partners (NEMO, FRH, AAAE, TAPCS, ASEF)	<b>170 euro</b>
		Non members	<b>230 euro</b>
Online Academy Programme	Online programme open on the 20/05	ENCATC members and partners (NEMO, FRH, AAAE, TAPCS, ASEF)	<b>140 euro</b>
		Non members	<b>200 euro</b>

## Who is the course for?



Academics



Researchers



Masters and PhD students



Artists



Cultural operators and professionals



Representatives from international organizations and Institutes of Culture



Anyone interested in this topic

## Contact information

ENCATC  
GiannaLia Cogliandro Beyens  
[g.cogliandro@encatc.org](mailto:g.cogliandro@encatc.org)

# AGENDA

## PROGRAMME

### ENCATC ACADEMY ON SUSTAINABLE CULTURAL MANAGEMENT

27-30 April - Maastricht, NL

## DAY 1

### WEDNESDAY 27/04

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**VENUE:** Cutuurmanagement Maastricht/ Culura Mosae Premises

*Vrijthof 23 6211 LE Maastricht, Netherlands*

AM	Participants' Arrival
11:00	Departure from Design Hotel to CultuurManagement/Cultura Mosae location
12:00 – 14:00	<b>Welcome Lunch</b> showcasing Dutch and local culinary traditions & talk on King's Day including a toast to the King with an Oranjebitter and traditional tompoezen tarts
14:30 – 14:45	<b>Welcome and official opening of the Academy</b> Gerald Lidstone (video recorded), Goldsmiths University of London
14:45 – 15:00	<b>Introduction to the first edition of the ENCATC Academy and presentation of the programme</b> GiannaLia Cogliandro Beyens, ENCATC Secretary General
15:00 – 16:00	<b>Group practical exercises chaired by:</b> Andrew Holden, Goldsmiths University of London
16:00 – 17:00	<b>Lecture on cultural policy and climate change by:</b> Iphigenia Taxopoulou, Secretary General of mitos21
17:00 – 17:30	<b>Debate with the participants animated by:</b> Andrew Holden, Goldsmiths University of London
18:00 – 18:30	<b>Visit to the Domenicanen Bookshop</b>
19:00 – 20:00	<b>Networking drink at Kruisherhotel</b>



## DAY 2

### THURSDAY 28/04

**VENUE:** Faculty of Arts and Social Sciences (FASOS) at Maastricht University, room 0.0039,  
Grote Gracht 80-82 6211 AD Maastricht, Netherlands

9:00 - 9:30	<b>Networking coffee</b>
9:30 - 10:30	<b>Lecture on sustainable cultural management of museums:</b> by <b>Kathy Hopkin</b> , Julie's Bicycle
10:30 - 11:00	<b>Debate with participants</b> animated by <b>Andrew Holden</b> , Goldsmiths University of London
11:00 - 11:30	<b>Networking Coffee</b>
11:30 - 12:00	<b>Case study Ki Culture</b> by <b>Caitlin Southwick</b> , Founder of Ki Culture
12:00 - 13:00	<b>Debate with participants guided by</b> <b>Andrew Holden</b> , Goldsmiths University of London
13:00 - 14:30	<b>Networking Lunch</b> <b>Venue:</b> Bandito Espresso <i>Maastricht University FASoS, Grote Gracht 90-92, 6211 AD Maastricht, Netherlands</i>
14:30 - 15:00	<b>Lecture on sustainable cultural tourism</b> by <b>Andrew Holden</b> , Goldsmiths University of London
15:00 - 15:30	<b>Case study proposed by FRH: Heritage as a driving force of sustainable development and the topic of neutrality</b> <b>Maaïke de Jong</b> , University of Groningen and Center of Religion and Heritage
15:30 - 16:30	<b>Debate</b> with participants guided by <b>Andrew Holden</b> , Goldsmiths University of London
17:30 - 18:30	<b>Study Visit and networking reception at Bureau Europa</b> <b>Venue:</b> Bureau Europa <i>Boschstraat 9, 6211 AS Maastricht, Netherlands</i>
19:00	<b>Evening at Lumier &amp; Bold Rooftopbar</b> <b>Venue:</b> Lumière Restaurant <i>Bassin 88, 6211 AK Maastricht, Netherlands</i>

## DAY 3

### FRIDAY 29/04

**VENUE:** Faculty of Arts and Social Sciences (FASOS) at Maastricht University, room 0.0039,  
*Grote Gracht 80-82 6211 AD Maastricht, Netherlands*

9:30 – 10:30	<b>Lecture Cultural heritage and cultural neutrality</b> by <b>Catherine Bottrill</b> , Julie's Bicycle
10:30 – 11:00	<b>Debate with participants</b> guided by: <b>Gerald Lidstone</b> , Goldsmiths University of London
11:00 – 11:30	<b>Case study to be proposed by NEMO</b>
11:30 – 12:00	<b>Debate with participants</b> guided by: <b>Gerald Lidstone</b> , Goldsmiths University of London
12:30 – 13:30	<b>Study Visit and networking lunch at the Studio Europe 's Office</b> <b>Venue:</b> Studio Europa Maastricht <i>22a Onze Lieve Vrouweplein, 6211 HE Maastricht, The Netherlands</i>
14:00 – 15:00	<b>House of Province's visit:</b> welcome tot he Parliament ,short introduction to the Province of Limburg Commitment to SDG's and the green policy of Euroregio, Q & A session <b>Venue:</b> Government of Limburg Building <i>Limburglaan 10, 6229 GA Maastricht, Netherlands</i>
15:00 – 15:30	<b>Lecture Maastricht Treaty and Beyond the Cultural Paragraphs of it.</b> <b>Prof.de Jong</b> , University of Maastricht
15:30 – 16:00	<b>Guided visit to Maastricht Treaty</b>
16:30 – 17:00	<b>Study Visits to Bonnefantenmuseum and SRAL</b> <i>Addresses: Avenue Ceramique 250, 6221, KX Maastricht, Netherlands</i> <i>Addresses: Avenue Ceramique 224, 6221, KX Maastricht, Netherlands</i>
18:00 – 19:00	Drink/bite at Theater aan het Vrijthof and Introduction to Dutch Dance culture
20:00	Nederlandse Dancedagen evening

## DAY 4

### SATURDAY 30/04

**VENUE:** CultuurManagement Maastricht/Culura Mosae Premises  
*Vrijthof 23 6211 LE Maastricht, Netherlands*

9:30 – 10:30	<b>Lecture on International cultural relations and climate change</b> by <b>Carla Figueira</b> , Goldsmiths University of London
10:30 – 12:00	<b>Debate followed by the presentation of the Fashion Clash Festival</b> <b>Yelena Kharitonova</b> , Founder of Caravan Cultura CreArt Agency and Consultancy
12:00 – 13:00	<b>Conclusion of the Academy and discussions / feedback from the participants</b> <b>GiannaLia Cogliandro Beyens</b> , ENCATC Secretary General
13:00 – 14:00	<b>Farewell Networking drink</b>

# STUDY VISIT DESCRIPTIONS



## BUREAU EUROPA

Bureau Europa- As a presentation platform and network organisation, Bureau Europa presents exhibitions, lectures, workshops, city tours, and other discourse-based activities in the field of architecture, urbanism, and design. From a societal perspective, Bureau Europa aims to advance knowledge production and talent development and operate within the realm of cultural significance. Bureau Europa's focus is primarily on the common social agenda of Europe and the Maas-Rhine Euroregion.



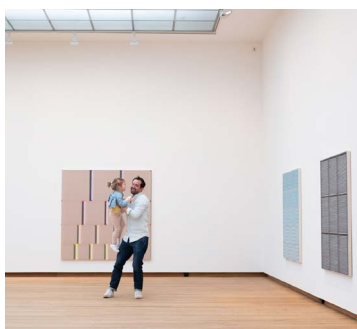
## STUDIO EUROPA MAASTRICHT

Studio Europa Maastricht- The organization was founded in 2018 and is supported by the partners of the Maastricht, Working on Europe programme: Maastricht University, the Province of Limburg and the City of Maastricht. Studio Europa Maastricht aims to position Maastricht, the capital of Limburg as a meeting place for citizen dialogue and debate and establish a centre of excellence for research on Europe and European integration. The organization focuses on academic research, European heritage, and public debate.



## MAASTRICHT TREATY

Maastricht Treaty- The Maastricht Treaty (officially the Treaty on European Union) was signed on 7 February 1992 by the members of the European Community in Maastricht, Netherlands to further European integration. On 9–10 December 1991, the same city hosted the European Council which drafted the treaty. The treaty founded the European Union and established its pillar structure which stayed in place until the Lisbon Treaty came into force in 2009. The treaty also greatly expanded the competences of the EEC/EU and led to the creation of the single European currency, the euro.



## BONNEFANTENMUSEUM

Bonnefantenmuseum- Alongside modern and contemporary art, old masters find their place in the iconic building designed by the architect Aldo Rossi. The Bonnefantenmuseum tells stories with its permanent collections, temporary exhibitions, guided tours, special lectures, events, and family activities. The Bonnefanten aims to link the art world to society and to challenge people to better understand themselves and the world in which they live.

SRAL- Founded in 1987 the organization carries out restoration work, research, and advises public institutions and organizations and individuals. SRAL profiles itself as a heritage knowledge institute with a subsidy from the Province of Limburg. SRAL restores for Limburg museums (including Bonnefantenmuseum, where SRAL is located), corporate collections, ecclesiastical institutions, and other organizations located around the world.

## DISTINGUISHED SPEAKERS



### CATHERINE BOTTRILL

Julie's Bicycle

<https://juliesbicycle.com/>

Catherine has 20 years' experience working in environmental sustainability. Catherine as CEO of Pilio leads the development of innovative products, services, and business models for business communities to play their part in the necessary transition to create a climate, nature, and people positive world. Pilio supports organisations across the economy - including: the arts, heritage, fashion, education, retail and land management. Catherine and her team have worked with Blenheim Palace, a UNESCO World Heritage site, to carbon footprint their impact and develop their net zero strategy to achieve net zero by 2027. Catherine has worked with Julie's Bicycle since 2007 and was Director of Strategy until 2019 at Julie's Bicycle running the Creative Green Programme, which included developing sustainability strategies for the Royal Albert Hall, BRIT Awards, OCC, TATE and V&A. Catherine built up the Creative Green community to 50+ organisations becoming certified per annum in good sustainability practice and launched for CG Awards. Catherine leads Julie's Bicycle's Arts Council England Spotlight programme supporting 30 large arts organisations set and implement science-based carbon reduction targets. Pilo Catherine was a researcher at Oxford University's Environmental Change Institute working on building energy use, sustainability innovation and climate policy. Catherine holds an MSc in Environmental Management from Yale University School of the Environment. In 2016, selected as one of 12 women on the 2016 Angel Academe for women in tech supported by the City of London. Open Data Institute's 2019 Women Entrepreneur Longlist.



### GIANNALIA COGLIANDRO BEYENS

ENCATC

[www.encatc.org](http://www.encatc.org)

GiannaLia Cogliandro Beyens, has been since 2004 the Secretary General of ENCATC, the European network in the field of cultural management and policy. She is also the administrator of the Thomassen mobility programme and serves on several boards. With more than 20 years experience in international relations, GiannaLia is an expert in advocacy, cultural policy and strategic management, in particular in the context of international cultural organisations. Former Policy Officer of the Cultural Forum of EUROCITIES, the network of major European cities, she successfully designed and coordinated several transnational and cross-sectorial projects in the field of culture and education. GiannaLia was Secretary General of the Association of the European Cities of Culture of the year 2000 set up in 1996 by the European Commission. Journalist since 1993, she started her career as Press & PR Officer for the N.A.T.O organisation in Rome. For the European Commission she wrote 10 Reports on social European policy and a major study on the European Cities of Culture for the year 2000. Educated at the University "La Sapienza" in Rome, GiannaLia holds a Degree in Political Sciences - International Relations, a M.A. in European & International Career Studies and a M.A. in European Constitution. GiannaLia was trained for six months at the European Commission and at the Italian Institute for Foreign Trade, ICE, in Brussels.





## CARLA FIGUEIRA

Institute for Creative and Cultural Entrepreneurship, Goldsmiths

<https://www.gold.ac.uk/icce/>

Carla Figueira, BA MA PhD FHEA FRSA, is an academic and consultant in the field of international cultural relations, cultural and creative industries, and linguistic policies. She is the Director of the MA in Cultural Policy, Relations and Diplomacy and of the MA in Tourism and Cultural Policy at the Institute for Creative and Cultural Entrepreneurship, Goldsmiths, University of London. Carla is an international relations graduate of the Instituto Superior de Ciências Sociais e Políticas, Universidade Técnica de Lisboa (Portugal), she moved to London after a career in arts management. In the UK, she went on to gain an MA in Arts Management (City University, UK, Chevening Scholar) and a PhD in Cultural Policy and Management (City University, UK, Praxis XXI Scholar). Carla is a member of ENCATC, the European network on Cultural Management and Cultural Policy education, and of ICRRRA, the International Cultural Relations Research Alliance. She is a Chevening Alumna and Buddy.



## ANDREW HOLDEN

Institute for Creative and Cultural Entrepreneurship, Goldsmiths

<https://www.gold.ac.uk/icce/>

Andrew Holden is Professor of Environment and Tourism at Goldsmiths, University of London. He conducts research that focuses on the environment/culture interface especially in the context of sustainable tourism, mobilities and the history of tourism. Andrew's research focuses on the relationship between cultures and the environment. His current research interests include: tourism; connection to nature; mobilities and identity; sustainable lifestyles and culture; and environmental ethics. He has worked on research and consultancy projects related to tourism and sustainability in Nepal, Indonesia, Russia, Turkey, Greece and the United Kingdom. Projects have been funded through the Nuffield Foundation, the European Union and the private sector.

He is an experienced doctoral supervisor and supervises research students working in the areas of sustainability, mobilities and development. He has supervised 12 students to doctoral completion and acted as the external examiner for 30 doctoral students in the United Kingdom, Australia and New Zealand. His books published by Routledge include the Environment and Tourism; Tourism Studies and the Social Sciences; Tourism, Poverty and Development; The Routledge Handbook of Tourism and the Environment; and Scientific Tourism: Researchers as Travellers.



## KATHY HOPKIN

Julie's Bicycle

<https://juliesbicycle.com/>

Kathy Hopkin is Climate Change and Sustainability Specialist at Julie's Bicycle, focusing on museums and galleries.

Kathy has worked within the sustainability sector for over 10 years, with experience ranging from universities and local community initiatives to delivering Scotland's multi-million pound Climate Challenge Fund. She has a passion for community-owned businesses and has been a Director of Community Energy Birmingham for a number of years. She holds an MSc in Climate Change from the University of East Anglia, where she undertook research on Personal Carbon Allocation schemes.



## J.B.M. (MAAIKE) DE JONG

University of Groningen, Network for Religious Heritage

<https://www.rug.nl/research/centre-for-religious-studies-old/centre-religion-heritage/>

Maaïke de Jong (1969) contributes to knowledge about heritage, museums and tourism to the research and teaching activities of the CRH. De Jong was trained at the UvT / University of Amsterdam and earned her Ph.D. from Utrecht University in 2014 with a dissertation on the complexity of cultural identity and belonging. Her publications include "Implications for Managed Visitor Experiences at Muktinath Temple (Chumig Gyatsa) in Nepal;" "Native American Objects, Tourism, and Museums. A De-Reterritorialized View;" "The Museum as Visitor Experience: Displaying Sacred Haitian Vodou objects," among others. De Jong is a Senior Lecturer at NHL Stenden University of Applied Sciences and an Assistant Professor in Sustainable Entrepreneurship at the University of Groningen, Campus Fryslân. Moreover, she is a member of the Professorship in Sustainable innovation in the Regional Knowledge Economy (NHL Stenden University & Alfa-college).

De Jong is currently conducting research which intends to contribute to sustainable development within fields that are relevant to heritage, museums, and tourism. She develops and participates in research projects with national and international scholars and other stakeholders. Currently, she focuses on three themes using applied philosophy and critical theory. The following themes discuss how communities engage with questions that involve heritage, cultural identity, and belonging:

1. Research on collection ethics and responsibility. Museum representation: housing, care, and restitution of museums' sensitive collections. Dialogue with source communities (Museum of the Rockies, Quai Branly Museum, Tropenmuseum, Néprajzi Múzeum)
2. Heritage as a driver of sustainable development and communities (Veenhuizen & Frederiksoord)
3. Museums as platforms for sustainable cities and communities (Humboldt Forum, Museum of Boulder, District Six Museum)

De Jong aims at opening up discussions about heritage, museum (collections), and tourism in new ways through these projects. She also wants to contribute to the Sustainable Development Goals on issues such as 'sustainable cities and regions' and 'multi-stakeholder partnerships.'



## YELENA KHARITONOVA

Founder, Caravan Cultura CreAcademy, The Netherlands

Yelena Kharitonova is ENCATC's member and is a Founder of Caravan Cultura CreArt Agency and Consultancy, which is based in the Netherlands. She has been creating educational opportunities for young designers for Annual Dutch Design Weeks. She is busy with different EU's projects nowadays, such as European Spaces for Culture and The New European Bauhaus.

She holds MA in Cultural Management, Policy and Education and MA in European Public Affairs from Maastricht University.

Her recent interests include all aspects of EU International Cultural Relations. She believes that the way we, Europeans, are dealing with creativity and cultural diversity determines the level of the trust we build not only among ourselves, but also the rest of the World.



## GERALD LIDSTONE

Institute for Creative and Cultural Entrepreneurship, Goldsmiths

<https://www.gold.ac.uk/icce/>

Gerald Lidstone, BA MA ATC Dr.h.c FRGS is the Director of the Institute for Creative and Cultural Entrepreneurship at Goldsmiths, University of London and founder of the MA Arts Administration and Cultural Policy and co founder of the MA in Creative and Cultural Entrepreneurship programme and the MA in Cultural Policy, Relations and Diplomacy, the first worldwide. Previously he was HOD of the Department of Theatre and Performance in Goldsmiths, having originally trained as a scenographic and lighting designer as well as a production manager with extensive design and touring experience in Eastern Europe and the USA. For the British Council and other agencies he has also taught Arts Management courses including, Arts Marketing, Arts Education, Fundraising, Copyright and Strategic Planning in over 20 countries. He has worked for over twelve years on behalf of The Ministry of Culture and Information in Viet Nam establishing Arts Management education in Hanoi University of Culture, funded by the Ford Foundation, well as being awarded the national medal for culture in Viet Nam. He was also the director of a four-year British Know-How Fund (Foreign Office) project establishing arts management education in Slovakia. An outcome of this was the publication of the first book on arts management in Slovak and the British Council project Closer to the Museum. He has recently completed a major research evaluation of a dance projects for Sadler's Wells in the UK using the Five Ways to Wellbeing framework created by the New Economics Foundation.



## CAITLIN SOUTHWICK

Ki Culture

<https://www.kiculture.org/>

Caitlin is the Founder and Executive Director of Ki Culture. She holds a Professional Doctorate in Conservation and Restoration of Cultural Heritage from the University of Amsterdam.

Caitlin has worked in the conservation field and in museums around the world, including the Vatican Museums, The Getty Conservation Institute, and Easter Island. She was a professional member of the American Institute of Conservation's Sustainability Committee and is the Secretary of the Working Group on Sustainability for the International Council of Museums (ICOM).



## IPHIGENIA TAXOPOULOU

Mitos21

<https://www.mitos21.com/#1>

Iphigenia Taxopoulou is a founding member and General Secretary of the European theatre network mitos21. She is also an Associate of Julie's Bicycle, the UK based charity, bridging environmental sustainability and the creative sector. She has served as Associate General Secretary of the International Association of Theatre Critics, as cultural advisor to the Speaker of the Hellenic Parliament and has collaborated as a dramaturg, artistic advisor and international projects manager with theatres, festivals and cultural institutions in Greece and abroad. Over the past few years she has also been working extensively as an expert consultant and lecturer in the field of culture and environmental sustainability.

She holds a degree in Philology & Modern Greek Studies, as well as an MA in Cultural Management & Theatre Criticism. She is currently writing a book, 'Sustainable Theatre: Theory, Context, Practice', which will be published by Methuen Drama (Bloomsbury Publishing).



# USEFUL INFORMATION

## ACCOMMODATION

ENCATC's recommended accommodation is Designhotel Maastricht. The hotel has been made aware of the Academy event, and many rooms are available for booking. Contact [info.designhotel@edenhotels.nl](mailto:info.designhotel@edenhotels.nl) or call +31(0) 3282525 for reservations.

### **Designhotel Maastricht**

Address: *Stationstraat 40, 6221 BR Maastricht, Netherlands*

<https://www.designhotelmaastricht.com/en/>

## ARRIVING BY AIR

Closest airports

**Maastricht-Aachen Airport = 9 km**

**Liège Airport = 30 km**

- Trains are available to take from Liège-Guillemins Train Station to Maastricht Randwyck Station
- Transportation is needed from Liège Airport to Liège-Guillemins Train Station
- City public transportation is available to get to train station
- Estimated travel time: 1 hr 26

**Eindhoven Airport = 90 km**

- Trains are available to take from Eindhoven Central Station to Maastricht Central Train Station
- Transportation is needed from Eindhoven Airport to Eindhoven Central Station
- City public transportation is available to get to train station
- Estimated travel time: 1 hr 35

**Brussels Airport (BRU) = 100 km**

- Trains are available to take from Brussels Airport to Maastricht Randwyck Station
- Requires two changes of trains at Leuven (Louvain) and Liège (Luik)
- Train leaves directly from Brussels Airport
- Estimated travel time: 1 hr 35

## CURRENCY, ATMS AND CREDIT CARDS

The Netherlands, like many countries within the European Union, uses the Euro as its official currency. The chances of using another currency to pay for goods and services are low, so be prepared to take out Euros or arrive to Maastricht having already exchanged for Euros at your local banking institution. It is recommended to take Euros from local ATMs, and not to exchange or take out currency at airports, hotels, or local businesses. One important thing to note is banks in the Netherlands will rarely exchange money unless you have an open Dutch account with the institution, but ATM usage is accessible to tourists. Local and trustworthy bank ATMs include:

- ING Bank
- Rabobank
- ABN AMRO
- DHB Bank
- SNS Bank

One positive for using local bank ATMs is that there is no added fee associated with tourists withdrawing Euros. It is also possible to use local ATMs not specifically associated with a bank. These include Plus, Cirrus, and other recognizable companies. Always ensure you are selecting Euro as the exchange currency, and not the currency from where your card originates (ex: Pounds in the UK, Dollars in the USA, etc.) This alleviates the withdrawal taking on a larger exchange rate fee.

Credit Cards can also be used in the Netherlands. Visa, MasterCard, and American Express are all widely accepted for use. However, the use of debit cards is more common amongst the locals, so always ensure the business takes credit cards or have cash on hand before leaving your lodgings. One important thing to note is that many places that do take credit cards require a PIN instead of a chip, swipe, or contactless form of authorization. It is therefore crucial to ensure you know your credit card's PIN or get in contact with your financial institution before arriving to the Netherlands if you plan on using a credit card to make purchases.

## HEALTH, MEDICINE, AND COVID-19

**Emergency number: 112 (police, fire, and ambulance)**

**Non-emergency number: 0900-8844**

**COVID-19 Hotline: 0800-1351**

<https://www.holland.com/global/tourism/information/practical/medical-information.htm>

<https://www.iamat.org/country/netherlands>

Emergency calls from public phones are free of charge. Emergency services and medical treatment for tourists must be paid by the person upfront, as the Netherlands does not cover healthcare costs for noncitizens. If you need an emergency medical or doctor appointment, the hospitality workers at the reception desks of hotels should be able to assist.

COVID-19 regulations surrounding masking and quarantining have been lifted, but masking is still required on all public transportation and in airports. Noncitizens are unable to obtain free COVID-19 testing, but test availability is high. Self-tests are available at pharmacies, grocery stores, and chemists.

## TRANSPORTATION

Taxis are available for rent in Maastricht. Taxi Frenske and Marzouk Taxi Service are the two largest companies in Maastricht, and both allow for prebooking trips. "False taxis" are an issue in Maastricht, so be careful to ensure you have a legitimate, registered driver. Uber is not available in the city, but the Taxi-APP Maastricht app allows for easy booking of taxis.

Buses are also available to take in Maastricht. The bus service is run by Arriva Transport and operates throughout the city. As a result of the COVID-19 pandemic, cash payment on the bus for tickets is no longer allowed; thus, only credit/debit cards may be used.

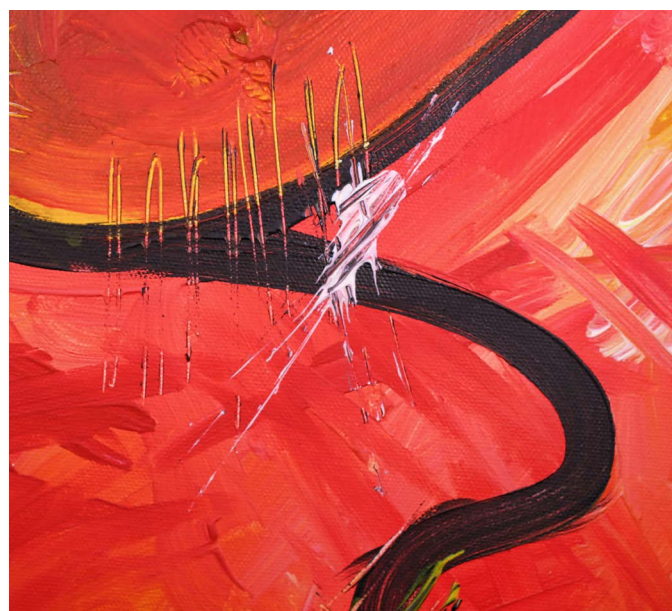
Bikes are recommended for travelling around the city, as they not only are environmentally friendly, but they also are the easiest form of transportation to maneuver through the city center. Bikes can be rented short-term through the OV-fiets program, which is owned by one of the Dutch national train services. The blue- and yellow-colored bikes can be rented at train stations, and require the use of an OV-chipkaart, the Dutch national transportation card. If you do not own an OV-chipkaart, local bike shops also tend to rent out bikes for short periods of time.

## TOURIST INFORMATION

<https://www.holland.com/global/tourism/destinations/maastricht.htm>

## CULTURAL EVENTS TAKING PLACE DURING 27/04-30/04

- Exhibition, Laure Prouvost "Deep see blue surrounding you", Bonnefanten Museum
- Exhibition, Paul Devens "The Derailment of the Usual", Bonnefanten Museum
- Exhibition, Adelina Gomes, Carlos Pertuis, and Fernando Diniz "Images from the Subconscious", Marres, House for Contemporary Culture
- Guided tour, free, 30/04, 14h 00, Museum of the Art of Printing



## KING'S DAY



King's Day may well be the best party in Holland. On 27 April, we celebrate King Willem Alexander's birthday with music, street parties, flea markets, and fun fairs. Originally, Princess' Day was celebrated in Holland on Wilhelmina's birthday (31 August), when she was still a princess. The feast involved many children's games and decorated streets. When Wilhelmina became the new queen after her father's death, it was changed to Queen's Day.

Juliana, the next queen and Wilhelmina's daughter, celebrated Queen's Day on 30 April with a parade on Soestdijk. [Beatrix](#) also celebrated Queen's Day on 30 April (her own birthday is in January) but contrary to her mother, she took her entire family and travelled around the country to visit several municipalities. [King Willem Alexander](#) has followed in this tradition. He was born on 27 April and this became the official King's Day in 2014.

The Dutch royal family bears the name: [House of Oranje](#). This literally means the colour orange. As a result it has become Holland's national color. On King's Day people wear orange clothes, often even donning orange wigs or make-up.

On King's Day, people are allowed to sell things on the street without requiring a permit. Flea ('free') markets are held in parks and streets, with many people offering their unwanted possessions, music or other entertainment for sale. In Utrecht, the flea markets even start the night before King's Day.

A feast requires a toast. On King's Day, the people make a toast to the king with Orange Bitter, a bright orange liqueur. The drink was created in 1620 to celebrate Prince Fredrick Henry's victory. Initially it was not well-known but after William of Orange became the first king, it was produced once more. Since then, Orange Bitter has been closely associated with the Dutch royal family.

The city of Maastricht is pleased to announce that Maastricht will be hosting King's Day 2022. The Royal Family will visit Maastricht, allowing residents, visitors and the Royal Family to celebrate King's Day together. On 27 April 2022, Maastricht will turn orange: the national colour of the Netherlands. And the Royal Family's visit is sure to add a touch of gold to this special day.

**Learn more about this special event before we get to take part here!**

<https://www.holland.com/global/tourism/information/general/the-royal-family/kings-day.htm>

[https://kingsday.visitmaastricht.com/?\\_gl=1\\*1dv5wq6\\*\\_ga\\*MTY4ODkyMTY3OS4xNjQ5MzIzODk5](https://kingsday.visitmaastricht.com/?_gl=1*1dv5wq6*_ga*MTY4ODkyMTY3OS4xNjQ5MzIzODk5)





# ABOUT ENCATC AND OUR PARTNERS

## ENCATC

ENCATC- Established in 1992 in Warsaw, ENCATC, the leading European network on cultural management and policy, is an independent organisation and the only European network in the field of cultural management and policy. Currently, it is made up of more than 100 member institutions in over 40 countries. ENCATC is an NGO in official partnership with UNESCO and an observer of the Council of Europe's Steering Committee for Culture. Our mission is 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. Our members are higher education institutions, training centres, cultural organisations, consultancies, public authorities, and artists. Since its creation, ENCATC cooperates in many ways with the Council of Europe, UNESCO, European institutions, and the European Cultural Foundation. As results of our internationalisation policy, ENCATC is also a strategic partner of the AsiaEurope Foundation, the Association of Arts Administration Educators in the United States, and the Taiwan Association of Cultural Policy Studies. We believe cultural management and policy education, training, and research have the power to make the cultural sector stronger, resilient, and sustainable in Europe and beyond. [www.encatc.org](http://www.encatc.org)



## GOLDSMITHS, UNIVERSITY OF LONDON

The Institute for Creative and Cultural Entrepreneurship (ICCE) at Goldsmiths, University of London delivers entrepreneurship, cultural management and policy education to the creative and cultural sectors, and supports research into new approaches to business, financial models and management in the Creative Economy. It delivers a range of academic programmes and presents activities and events to promote an environment in which creative and cultural entrepreneurship can flourish. Our approach is to integrate entrepreneurship within the development of creative practices, and to take a creative approach to the development of new businesses and the infrastructure that supports them. ICCE is Goldsmiths' response to the growing significance of the creative industries and cultural sector in the UK's economy. Figures have shown that the creative industries account for 9% of the UK's GDP and a rising part of its export trade and total employment. Business skills, management skills and entrepreneurial skills with a specific understanding of the sector are needed to support its continued growth. Goldsmiths' reputation as a leading provider of creative education, and its longstanding engagement with cultural practice and analysis, make it the ideal home for ICCE. Engagement with the creative industries and the not-for-profit cultural sector has long existed across many of Goldsmiths' academic departments and research centres. What makes ICCE different is its interdisciplinarity. Artistic creativity increasingly blurs the old boundaries of subject disciplines such as music, drama, dance, fine art, design, communications, media and technology. ICCE serves as an area for experimentation, where all of these disciplines can come together to learn from each other and to develop new creative alliances.. <http://www.gold.ac.uk/icce/aboutus/>





## JULIE'S BICYCLE

Julie's Bicycle is a pioneering not-for-profit organisation mobilising the arts and culture to take action on the climate and ecological crisis. Founded by the music industry in 2007 and now working across the arts and culture, JB has partnered with over 2000 organisations in the UK and internationally. Combining cultural and environmental expertise, Julie's Bicycle focuses on high-impact programmes and policy change to meet the climate crisis head-on.

JB works with cultural policymakers to create structural change at a local, national and international level. JB's freely available resources are the most comprehensive library of good environmental practice for culture anywhere, co-created with the thousands of artists, cultural workers, and creative organisations we have worked with. We exist at the heart of a thriving informal network of organisations and individuals who share our vision across the world, using our 14 years of experience to support others on their journey, and helping to catalyse new projects at the intersection of culture and climate. [www.juliesbicycle.com](http://www.juliesbicycle.com)

Julie's Bicycle

CREATIVE • CLIMATE • ACTION

## FRH

Future for Religious Heritage (FRH) is committed to reaching the goal of engaging Europeans from every community in the heritage and culture of Europe. Founded in 2008, FRH is a non-profit, non-religious, organisation dedicated to building a Pan European Network of heritage connections devoted to providing European citizens with opportunities to participate in, and appreciate, all forms of heritage and culture throughout Europe. Through an Annual General Assembly each year, hundreds of its members meet at a landmark heritage location in Europe to celebrate the rich heritage of Europe. As the only European Network for Historic Places of Worship, FRH is a leading voice for the active and engaged cultural life of all Europeans. The Network provides support, tools and resources to a wide variety of cultural organisations to help them unite the Continent of Europe through engagement in its heritage.



## NEMO (NETWORK OF EUROPEAN MUSEUM ORGANISATIONS)

The Network of European Museum Organisations (NEMO) was founded in 1992 as an independent network of national museum organisations representing the museum community of the member states of the Council of Europe. Together, NEMO's members speak for more than 30,000 museums in 40 countries across Europe. NEMO ensures museums are an integral part of European life by promoting their work and value to policy makers and by providing museums with training, information, networking and opportunities for collaboration.



# HOSTING ORGANISATIONS

## CULTURA MOSAE

Cultura Mosae is a non-profit foundation that is committed to both culture makers and culture lovers in Maastricht. For this, Cultura Mosae works together with all cultural organizations in the city, such as museums, amateur clubs, theaters and creative companies. Cultura Mosae programs throughout the year, mainly in the public space of Maastricht.



## MAASTRICHT UNIVERSITY

Maastricht University (UM) is the most international university in the Netherlands and, with nearly 22,000 students and 4,400 employees, is still growing. The university distinguishes itself with its innovative education model, international character and multidisciplinary approach to research and education. Located in the heart of Europe, UM can rightly call itself the European university of the Netherlands. More than half of the student population and almost half of the academic staff come from abroad. Together, they represent more than 100 different nationalities.



## **ENCATC IS THE 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, professionalise 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.

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