ENCATC

The European network on cultural management and policy

ARTIFICIAL INTELLIGENCE EMBRACED:
THE FUTURE OF THE CULTURE AND CREATIVE SECTOR

11-13 OCTOBER 2023 / HELSINKI, FINLAND / HYBRID EVENT

An initiative of:

ENCATC
The European network on cultural management and policy

In partnership with:

UNIARTS HELSINKI

ARCADA

HUMAK
Humak University of Applied Sciences

Metropolia
University of Applied Sciences

cupore

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SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES

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EUROPEAN YEAR OF SKILLS

in the frame of the European year of skills

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FOREWORD

Dear members,

Dear participants,

It is with great pleasure that we welcome you to Helsinki for the **2023 ENCATC Congress** on Cultural Management and Policy "**Artificial Intelligence Embraced: the future of the cultural and creative sector**".

This year has brought Artificial Intelligence to the fore of public consciousness. Across all fields, the potential applications of AI and the challenges which accompany it are pressing matters for discussion, and the topic is just as urgent in the cultural and creative sector. **AI will have a massive impact on our professional lives** and on the transformation of practices in our educational and cultural institutions.

Organised in partnership with our members **Sibelius Academy/Uniarts Helsinki**, **Arcada University, Humak University, Metropolia University, Cupore and Seinäjoki University**, the ENCATC Congress 2023 will offer a unique opportunity to analyse and debate the many ways in which AI may be implemented and impact our research and practice, examine ethical, social and legal implications, and imagine new possibilities for the future of the culture and creative sector.

The Congress will start on the 11th of October with a sound performance by the audiovisual artist **Jonatan Snapir**. The Congress will open with an Introduction to the concept of AI by **Leonardo Espinosa Leal**, Principal Lecturer in Technology at Arcada University, and will be followed by a talk by **Stefan Lindström**, Ambassador of Digitalization and New Technologies of Finland. Together, they will provide us with the basis to understand the different interventions of the 3-day programme. These interventions will be followed by a dedicated **panel in response** involving experts from the academic, institutional and practitioners' fields, to further assess the impact of the AI in management, research, education and artistic practice.

In the afternoon, participants will be invited to visit one of the **five cultural institutions** who have partnered with us: the **Museum of Contemporary Art, Kiasma**, **Helsinki Central Library Oodi**, the complex of the **National Museum of Finland**, the **Amos Rex** museum and the **National Opera**.

Finally, to close the first day, participants will come together for an exclusive **reception at the Helsinki City Hall**. There, we will be welcoming talks from the city officials and a musical performance by the **Duo Emilia Lajunen & Suvi Oskala**, a five-string fiddle duo promising to enchant us with traditional Finnish tunes blended with new compositions.

On the 12th of October, the day will start with a **Keynote speech** by **Oonagh Murphy**, Senior Lecturer in Digital Culture and Society at the Institute for Creative and Cultural Entrepreneurship of Goldsmiths, University of London. Professor Murphy will enlighten us on the key **ethical questions** of the use of technology in the cultural field. In response to her vision, a **high level panel**, composed by experts from different regions and horizons, will follow.

The second day will also celebrate **young, emerging and confirmed researchers** coming from all the World regions, through a number of consolidated ENCATC initiatives: the **Education and Research Session**, the **Young and Emerging Researchers Forum**, the **ENCATC Award Ceremony** and the Ceremony for the **Best research paper**.

The programme of the 12th of October, also includes both the annual **ENCATC Policy Debate** initiative, this year focusing on "**Global perspectives in current and future trends on cultural policy**", and six **Members Talks**. Designed to contibute to the **2023 European Year of Skills**, they address a variety of topics, from the use of AI in cultural marketing to emerging profiles and curricula in the cultural and creative sector, to skills for the green transition in the CCIs. The second day will end with a **networking dinner** including a special performance by the ENCATC member and recognized Finnish pianist **Osmo Palonen**.

On the 13th of October, the day will begin with a captivating morning concert by **Pajuh's Electro-Acoustic Trio**, an experimental electro-acoustic project combining multiple genres and rhythms. After this morning Concert, all the attention will be devoted to **Prof. Lluís Bonet**, Professor of Applied economy and Director of the Cultural Management Programme at the University of Barcelona, our **2023 Laureate of the ENCATC Award for Outstanding Contribution** to cultural management, education, research, and policy.

The ceremony in his honour will include speeches both from the laureate and ENCATC Board members. In the afternoon the 2023 edition of the **Global Conversation** will focus on how AI is redefining the boundaries of **film and music industries**, involving expert speakers from all corners of the world in a stimulating exchange. Finally, the Congress will conclude with a performance by the **quartet Wanne**, bringing together percussions, flute, double bass and marimba with vocals.

This year's Congress is once again an opportunity for ENCATC to demonstrate its closeness to the **key challenges affecting the cultural management and policy community** and its strong commitment to continue leading the debate on the solutions to overcome them.

Guided by our **environmental sustainability policy**, we continue with our practice to reduce our impact as much as possible - through the promotion of sustainable travel conditions, the pursuit of awareness raising also among our partners, the attention to waste management - with a preference for reusable, recyclable or compostable items - and the commitment to purchase local products.

We have many people to thank this year. First and foremost, we want to thank all **ENCATC members** for their continued and loyal membership, financial support, intellectual contributions and dedication to our field, which makes it possible for ENCATC to be the leading network on cultural management and policy.

This event has been made possible thanks to the support of our members and Congress partners **Sibelius Academy** (**Uniarts Helsinki**), **Arcada University of Applied Sciences**, **Humak University of Applied Sciences**, **Helsinki Metropolia University of Applied Sciences**, **CUPORE/Foundation for Cultural Policy Research**, **Seinäjoki University of Applied Sciences**.

Their involvement in the organisation of the logistics and cultural programme has been of immense help in the organisation of this Congress. In particular, our special gratitude goes to our members **Violeta Simjanovska** from the Sibelius Academy and **Maria Bäck** from Arcada for their professionalism and tireless commitment to the organization of the Congress.

Our gratitude also goes to the cultural institutions **Kiasma Museum of Contemporary Art**, **Helsinki Central Library Oodi**, the **National Museum of Finland**, the **Amos Rex** museum and the **National Opera** for welcoming our participants during the Study Visits.

This programme of this 2023 edition of the Congress has been made possible thanks to the commitment of both the Scientific Committee of the Congress led by **Gerald Lidstone** and composed by Violeta Simjanovska, Maria Bäck and GiannaLia Cogliandro, and the operational committee gathering all **ENCATC Board members**.

Our gratitude is also due both to the Congress' Scientific Committee members efficiently led by our Board member **Elena Borin** as well as to the **chairs of each Research and Education session** who have kindly accepted to moderate this important part of the programme.

We are also grateful to all our **Keynotes and speakers** who have travelled near and far to share their expertise and perspectives to nourish our discussions with their years of experience, knowledge, and key insights.

Our thank also goes to **Richard Maloney** and **Leticia Labaronne** for the design of the programme of the Young and Emerging Researchers Forum and for their close involvement in its implementation.

ENCATC is also grateful to our strategic partners with whom we have signed Memorandums of Understanding in 2016 and 2017 respectively: the **Association of Arts Administration Educators** and the **Taiwan Association of Cultural Policy Studies**. The involvement of **Alan Salzeinstein**, **Dan Green**, **Richard Maloney** and **Wu Chieh Hsiang** in the organisation of the 2023 edition of the Global Conversation was extremely important and appreciated.

We also would like to thank everyone who is participating in our **International Book Exchange**, a project designed to transfer knowledge across countries and culture and leave a **strong legacy** in the hosting country by building in the hosting university an international section of books on cultural management and policy.

Last but not least, the **ENCATC Secretariat** has been dedicated, professional, and hardworking! We are deeply grateful to **Isabel Verdet** for the efficient and professional coordination of the Education and Research Session and the Young and Emerging Researchers' Forum. Communication is an essential part of the success of any event. This is why I want to deeply thank **Juan Manuel Hegedüs-Gravina** for his tireless energy, positive mindset and for the professional coordination of the Communication of the Congress. I also wish to thank **Irene Dominioni** for the implementation of the communication campaigns and for her contribution to the drafting of the communication material. Last but not least, I also want to thank our content strategist, **Nerina Finetto**. Her strategic advice in the communication strategy was key to the high number of participants we have registered this year.

Our gratitude for the organisation of the Congress also goes to our project officer, **Francesco Spina** for his efficient support to the logistics of the event and this despite the complexity of the activity. My sincere thank you is also due to our local support **Linda Hedlund**. Linda has impressed all of us for her professionalism, efficiency, spirit of initiative and entrepreneurship and positive mindset.

This Congress would not have been possible but for the generous support of the **Creative Europe Programme of the European Union**. ENCATC is very proud to have this strong partnership and recognition that the European Union values ENCATC's work and especially its Congress on Cultural Management and Policy.
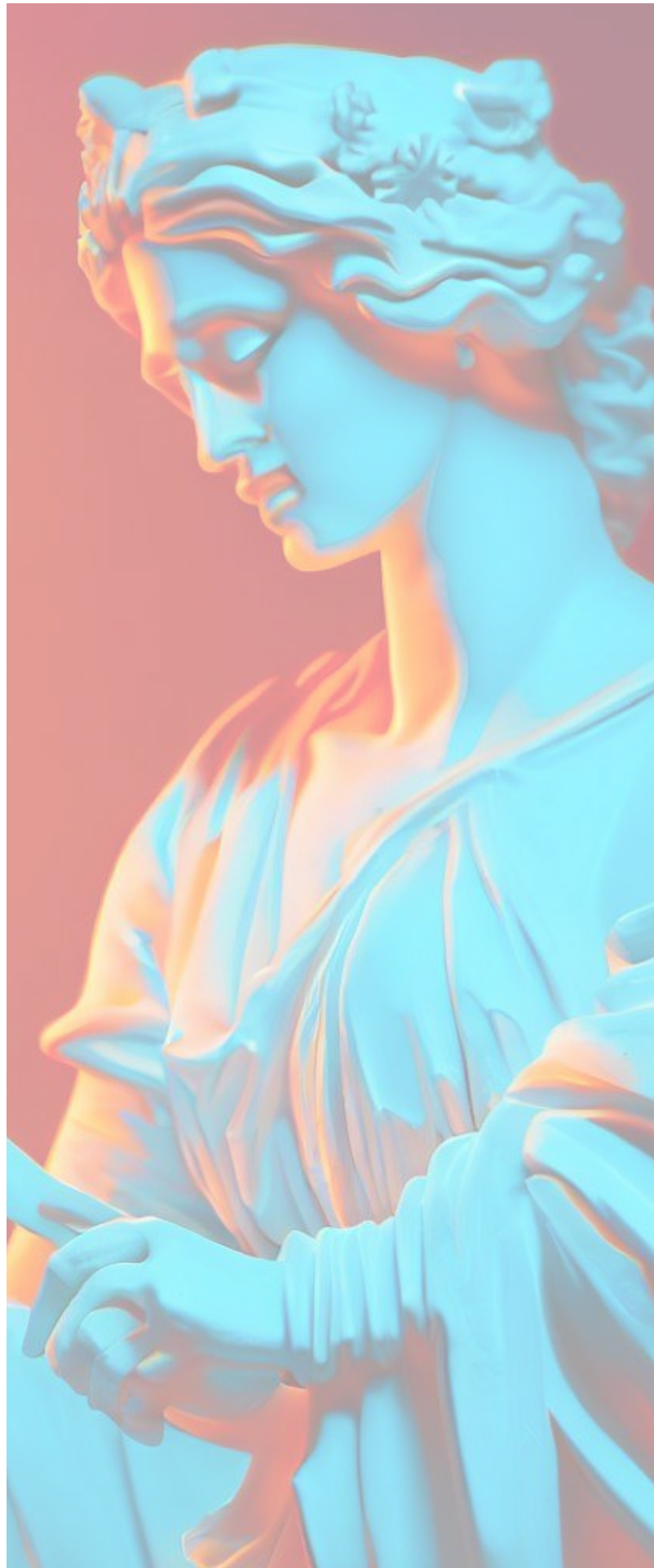
Our profound hope for this new edition of our annual Congress is that the programme will help each participant gain new policy and research approaches and practices in cultural management education and policy.

Yours sincerely,

GiannaLia Cogliandro Beyens

GiannaLia Cogliandro Beyens
ENCATC Secretary General

2023 CONCEPT NOTE
Artificial Intelligence: impact on cultural policy, management, education and research

According to the European Commission's Communication on "Artificial Intelligence for Europe", published in 2018: "Artificial intelligence (AI) refers to systems that display intelligent behaviour by analysing their environment and taking actions – with some degree of autonomy – to achieve specific goals". AI is strongly present across society and life areas, and culture is no exception. The Congress on "**Artificial Intelligence Embraced: the future of cultural and creative sector**" aims to explore the impact of Artificial Intelligence (AI) on the cultural field with a focus on the opportunities and challenges.

AI is **influencing cultural policy** in various ways. For instance, AI-powered tools can provide policy makers with insights into the cultural and creative sector's economic impact, helping them make informed decisions about funding and support. Additionally, AI can assist policy makers in identifying and addressing issues related to diversity, equity, and inclusion in the cultural sector. Parallel to that, it is also under policymakers' remit to respond to the increasing demand of higher transparency, intelligibility and accountability for the AI (Merzagora, Ghilbert & Meunier, 2022). In this sense, as pointed out by Octavio Koulesz, "[i]t will be essential to develop strategies that go beyond a merely abstract code of ethics and design public policies to ensure that AI systems – and the actors that exploit them – are auditable and accountable" (2018, p. 2).

AI is also transforming the management of the cultural and creative sectors. The use of AI and digital technologies has indeed revolutionized the cultural and creative industries (CCI) (Caramiaux, 2020; Murphy, 2019; Pisoni et al., 2021) and their link with other sectors and fields. It has disrupted their value chains (Fuglsang, 2023), triggering new cultural policy and management reflections (Robinson, 2020; Townse, 2020), and offering new educational opportunities and threats that need to be further explored in terms of their ethical and educational approaches (Malik, Tayal & Vij, 2019).
AI-powered tools can analyze data on consumer preferences and market trends, helping cultural organizations make informed decisions about programming, marketing, and audience development.

Moreover, AI can automate administrative tasks, freeing up time for creative professionals to focus on their craft. The whole cultural and creative sectors are therefore experiencing an unprecedented opportunity for innovation but also on reflection on the potentialities and threats of these technologies.

AI is changing the way we learn about and engage with culture. For instance, AI-powered tools can enhance the learning experience by providing personalized recommendations, feedback, and assessment. Additionally, AI can help educators in the field of cultural management and policy design and deliver more effective and engaging educational programs. However, in its automatising nature, "there is [also] a risk that AI might be used to scale up bad pedagogical practices" (Tuomi, 2018, p. 4). Furthermore, a deeper reflection on how AI itself is taught and learned needs to take place; beyond basic knowledge about its functioning, education and training there exists an increasingly need to focus on "how AI is made visible and recognisable and how it is represented (…) essential aspects if we want to preserve a capacity to operate informed choices about AI" (Merzagora, Ghilbert & Meunier, 2022, p. 131).

Finally, AI is revolutionizing research in the field of cultural management and policy. AI-powered tools can analyze large data sets, identify patterns and trends, and generate insights that can inform research and scholarship. Moreover, AI can enable new forms of interdisciplinary research by facilitating collaboration between cultural researchers and experts in fields such as computer science, engineering, and data analytics.

In conclusion, AI is having a profound impact on cultural policy, management, education, and research. As AI continues to evolve, it will undoubtedly play an increasingly critical role in shaping the future of culture and creativity.

MAIN PROGRAMME OVERVIEW

11 OCT 2023
DAY 1
HELSINKI

12 OCT 2023
DAY 2
HELSINKI

13 OCT 2023
DAY 3
HELSINKI

WEDNESDAY

09:00	Sound installation and audio visual live performance
09:30	Welcome and official opening
10:00	**Introduction: what is AI?**
10:20	**Opening Talk**
10:40	**Audio visual / live performance**
11:00	**Panel response**
12:30	Networking lunch
13:30	Meeting point
14:00	**Study Visits**
17:00	Free time
18:15	Meeting point
19:00	**Reception with the mayor of Helsinki**

THURSDAY

9:00	Welcome and opening
09:30	**Keynote: Navigating ethical issues at the intersection of creativity and technology**
09:55	**Panel response**
11:00	**Education and Research Session - part 1**
12:35	Networking lunch
13:30	**Presentation by the finalists of the ENCATC Research Award**
14:00	**Education and Research Session - part 2**
15:30	Networking coffee
16:15 17:15	**Policy debate: Perspective in current and future trends on cultural policy**
16:30 19:00	**Young and Emerging Researchers' Forum (YERF)**
17:30	**Members forum**
19:30	**ENCATC Research Award ceremony**

FRIDAY

09:30	Morning concert to open the Award Ceremony
10:00	**ENCATC Outstanding Award Ceremony**
10:25	**Keynote**
11:00	Networking coffee
11:30	**Global Conversation on AI's impact on film and music industries**
12:50	**Closing remarks**
13:00	Music concert
13:40	Networking drink and snacks
15:00	End of the Congress

FULL PROGRAMME

		WEDNESDAY, 11 OCTOBER
		Location: Musiikkitalo (Sibelius Academy). Address: Töölönlahdenkatu 16 C
8:30	17:00	**Registration**
9:00	9:30	**Sound Installation by Jonatan Snapir** Music Technology Department, Sibelius Academy
9:30	9:35	**Welcome and official opening** **Gerald Lidstone**, ENCATC President
9:35	9:55	**Opening speeches** **GiannaLia Cogliandro Beyens**, ENCATC Secretary General **Emilie Gardberg**, Dean of the Sibelius Academy, University of the Arts Helsinki (Finland) **Ernesto Renato Ottone Ramírez**, Assistant Director-General for Culture of UNESCO **Catherine Magnant**, Head of Unit Cultural Policy at DG EAC, European Commission
10:00	10:15	**A definition of Artificial Intelligence: main capabilities and scientific disciplines** **Leonardo Espinosa Leal**, Principal Lecturer in Technology at Arcada University of Applied Sciences in Helsinki (Finland)
10:15	10:18	**Introduction to the opening talk** **Gerald Lidstone**, ENCATC President
10:20	10:35	**Opening Talk** **Stefan Lindström**, Ambassador of Digitalization and New Technologies (Finland)
10:40	10:55	**Audio visual live performance** **Jonatan Snapir**, Music Technology Department, Sibelius Academy
11:00	12:00	**Panel session in response to the talk** **Chair: Gerald Lidstone**, ENCATC President **Panelists:** **Vuk Ćosić,** Experience strategist & social network designer / classic of net.art (Slovenia) **Linden Walcott-Burton**, Culture Policy Officer at Greater London Authority (UK) **Katri Halonen**, Head of Master's program in Cultural Management at Metropolia University of Applied Sciences (Finland) **María Iglesias**, Team Leader, DG EAC, European Commission

12:00	12:15	**Q&A session** moderated by **Gerald Lidstone**, ENCATC President
12:30	13:30	**Networking lunch**
13:30		Meeting point for the Study Visits at the info desk of Musiikkitalo
14:00	17:00	**Study visits in parallel** 1. **Museum of Contemporary Art, Kiasma** (Mannerheiminaukio 2) 2. **Helsinki Central Library, Oodi** (Töölönlahdenkatu 4) 3. **National Museum of Finland** (Mannerheimintie 34) 4. **Amos Rex** (Mannerheimintie 22-24) 5. **National Opera** (Helsinginkatu 28)
17:00	18:00	**Free time**
18:15	19:00	**Registration to access the City Hall** Meeting point: In front of the restaurant Kappeli in the Esplanade park (Esplanadinpuisto) at the following address: Etelä esplanadi 1, 00130 Helsinki
19:00	20:00	**Helsinki City Reception at the Helsinki City Hall** With musical performance by the **Duo Emilia Lajunen & Suvi Oskala** Address: Old Court House, Aleksanterinkatu 20, Helsinki

THURSDAY, 12 OCTOBER

Location: ARCADA University of Applied Sciences. Address: Jan-Magnus Janssonin aukio 1

8:30	19:00	**Registration**
9:00	9:25	**Welcome and Opening speeches** **Gerald Lidstone**, ENCATC President **Mona Forsskåhl**, Rector of Arcada University of Applied Sciences (Finland) **Elena Borin**, Associate Professor, Link Campus University (Italy) **GiannaLia Cogliandro Beyens**, ENCATC Secretary General
9:25	9:30	**Introduction to the Keynote** by **Gerald Lidstone**, ENCATC President
9:30	9:50	**KEYNOTE: Navigating ethical Issues in the intersection of creativity and technology** **Oonagh Murphy**, Senior Lecturer in Digital Culture & Society, Institute for Creative and Cultural Entrepreneurship, Goldsmiths, University of London (UK)
9:55	10:30	**Panel response and conversation with the audience** Chair: **Violeta Simjanovska**, Head of Arts Management Department and Lecturer in Arts Management at Sibelius Academy, University of the Arts Helsinki (Finland) **Panelists:** **Alfons Karabuda**, President of the International Music Council **Emma Duester**, Associate Professor, Shanghai Jiao Tong University (China) **Anna Mari Wallenberg**, University Lecturer in Cognitive Science, University of Helsinki, Finnish Center for AI (Finland)

10:30	10:45	**Coffee break**
11:00	12:30	**E&RS Part 1** 🖥️⊗ **Session 1: General track: Artificial intelligence: impact on cultural policy, management I** **/ Hybrid session** **Chair: Toni-Matti Karjalainen**, Sibelius Academy, University of the Arts Helsinki (Finland) **Abstract. AI-generated Works and Copyright Law**. By I-Ping Wang, National Taipei University **Abstract. Incorporating AI into Arts Management Undergraduate Education.** By Alicia Jay, Indiana State University **Abstract. Towards AI didactics: Call for teachers to train language models for research writing in higher arts education.** By Lauri Väkevä and Heidi Partti, University of Helsinki **Abstract. The Influence of Intelligent Automation on Employees' Sense of Meaningfulness at Work.** By Sal Saad, and Scott Wysong, University of Dallas
11:00	12:30	**Session 2: Decolonisation of cultural institutions and curricula on cultural management and policy I** **Onsite presenters only** **Chair: Brandon Farnsworth**, Lund University (Sweden) **Abstract. Cultural Sensitivity Practices and Intercultural Communication Competence on the Protection of Indigenous Peoples' Cultures.** By Karla Penna, Sustaining Cultures **Abstract. Transfiguration of Representations: Strategic and intersectional construction of representations in arts organisations.** By Lilja Lehmuskallio, Sibelius Academy, University of the Arts Helsinki **Abstract. Socially Sustainable Internationalization of Arts Universities.** By Outi Niemensivu, University of the Arts Helsinki **Abstract. Voices from Inside and Outside.** By Te-Ling Chen, Taiwan Film & Audiovisual Institute
11:00	12:30	**Session 3: Decolonisation of cultural institutions and curricula on cultural management and policy II** **Onsite presenters only** **Chair: Leena Björkqvist**, Metropolia University of Applied Sciences (Finland) **Abstract. Cultural organisations vs. networks: Cultural activism and decoloniality in Uganda's cultural sector.** By Meike Lettau, Zeppelin University **Abstract. Transformative learning experiences in arts universities.** By Kristina Kuznetsova-Bogdanovitsh and Anna Ranczakowska, Learning for living LLC **Abstract. Back to the beginning: Learning to critically examine my own position within my research.** By Caitlin McKinnon, Queen Margaret University and the University of Stirling **Abstract. Supporting the CCIs in the Global South - Can we decolonize the cultural entrepreneurship paradigm in development?.** By Matina Magkou, University Côte d'Azur and Avril Joffe, University of Wits

11:00	12:30	🖥️👤 **Session 4: The ecosystem of hospitality – not without culture and creativity! I** ⁄ **Hybrid session** **Chair: Elena Borin**, Link Campus University (Italy) and **Lucia Marchegiani**, Roma Tre University (Italy) **Abstract. Explaining Creative Tourism Practices in Historical Cities in the Age of Social Media - The Case of Xi'an and Santa Fe.** By Yingchong Wang, University of Virginia **Abstract. Cultural Justice in the Urban Landscape: A Multidimensional Approach.** By Tal Feder and Emil Israel, Israel Institute of Technology **Abstract. Museums and their ecosystems in Barcelona: participatory approaches and engagement for dealing with tourism challenges**. By Elena Borin, Link Campus University
11:00	12:30	**Session 5: General track: artificial intelligence: impact on cultural policy, management, education and research II** **Onsite presenters only** **Chair: Marjo Mäenpää**, Cupore (Finland) **Abstract. Leveraging Artificial Intelligence Software in the Arts and Cultural Nonprofit Sector: Expanding Reach and Enhancing Giving Experiences.** By Cleopatra Charles, Rutgers University USA **Abstract. Applying artificial intelligence to cultural tourism: opportunities, threats and managerial implications. A literature review.** By Mara Cerquetti, Concetta Ferrara and Domenico Sardanelli, University of Macerata **Abstract. Organizing cultural festivals with AI's help. Case study of implementation of AI into festival's management and dramaturgy.** By Markéta Polášková and Zdeněk Rychtera, Masaryk University
11:00	12:30	🖥️👤 **Session 6: Technological acceleration and AI impact on skills and competences in the cultural sector I** ⁄ **Hybrid session** **Chair: Herman Bashiron Mendolicchio**, University of Barcelona (Spain) **Abstract. Cyrillic Heritage in the Shadows: Exploring the Diminishing Use of Serbian Cyrillic Online in the Age of AI.** By Sara Tvrdišić, University of Arts, Faculty of Dramatic Arts, Belgrade **Abstract. The New Generation of Contemporary Digital Artists in China: AI and Digital Work Workshop and Archives.** By Emma Duester, Shanghai Jiao Tong University **Abstract. Bio-Maps - European Literary Chart: towards no more erased/forgotten literary heritage.** By Maria de Fátima Lambert, Polytechnic of Porto **Abstract. How do we cope with emerging IA in managing the classical music field? A Romanian nationwide case study Democratization of the High Arts.** By Oana Balan-Budoiu, The National Academy of Music in Cluj-Napoca

11:00	12:30	**Session 7: General track: artificial intelligence: impact on cultural policy, management, education and research III** **Onsite presenters only** **Chair: Leticia Labaronne,** Zurich University of Applied Sciences (Switzerland) **Teaching Demo. The platformization of cultural industries.** By Genni Perlangeli and Andrea Rea, La Sapienza **Teaching Demo. Cultural institutions collectively lead - opportunities and challenges.** By Julia Glesner, University of Applied Sciences Potsdam **Abstract. Are horizontal leadership models in cultural organizations more resilient, transparent, open, transpositional, and generous?** By Lluis Bonet, University of Barcelona and Anders Rykkja, Inland University of Applied Sciences
12:35	13:30	**Networking lunch**
13:30	14:00	**Presentation by finalists of the ENCATC Research Award**
13:30	13:35	**Introduction to the session** **Gerald Lidstone**, ENCATC President **Presentation of the two finalists of the ENCATC Research Award** **Michal Lázňovský**, Senior Lecturer at the Academy of Performing Arts in Prague, Theatre Faculty (Czech Republic)
13:35	13:40	**Talk on transnational networks and policy harmonization in the cultural and creative sector** **Carlotta Scioldo**, Lecturer at Erasmus School of History, Culture and Communication, Erasmus University Rotterdam (The Netherlands)
13:40	13:45	**Talk on cultural cooperation, cultural activism and the role of political emotions** **Giuliana Ciancio,** Researcher at the University of Antwerp and Co-founder of Liv.in.g. (Belgium)
13:45	13:55	**Q&A session moderated by ENCATC Jury members** **Jaime Ruiz Gutiérrez**, Associate Professor, Universidad de los Andes (Colombia) **Dan Green**, Co-President of Association of Arts Administration Educators (AAAE); Director of the Master of Entertainment Industry Management Program, Carnegie Mellon University (USA)
13:55	14:00	**Closing of the session and invitation to join the Ceremony at 19:30** **GiannaLia Cogliandro Beyens**, ENCATC Secretary General
14:00	15:30	**E&RS Part 2**

14:00	15:30	**Session 8: Decolonisation of cultural institutions and curricula on cultural management and policy III** ／ **Hybrid session** **Chair: Wu Chieh-Hsiang**, TACPS and National Changhua University of Education (Taipei) **Abstract. Unconference as a pedagogical tool for 'decolonising' teaching and curricula**. By Carla Figueira and Roxanne Persaud, Goldsmiths University of London **Teaching Demo. Possibilities for cultural activism through the teaching of cultural management**. By Shira Lapidot and Yeala Hazut, Sapir College **Teaching Demo. Whose Values? Decolonizing Discussions of Cultural Policy.** By Julie Goodman, Drexel University
14:00	15:30	**Session 9: Decolonisation of cultural institutions and curricula on cultural management and policy IV** ／ **Hybrid session** **Chair: Ann-Sofie Köping Olsson**, Södertörn University (Sweden) **Abstract. Socially Engaged Art and EU Cultural Policy.** By Noa Mamrud, Zeppelin University **Abstract. Mapping Colonization and Decolonization in Oakland's Art Eco System: A Collaborative Experiential Learning Scenario Exploring Cultural Policy and Institutional Practice.** By Miriam Paeslack, University at Buffalo **Abstract. Cultures, Codes, Communities: the decolonization of AI and the renewal of cultural frameworks.** By Luca Baraldi, Ammagamma **Abstract. Decolonizing Cultural Policy: The Cultural and Linguistic Rights of the Sámi and Colonialism in Finland.** By Laura Valoma, Uniarts Helsinki, Sibelius Academy
14:00	15:30	**Session 10: Technological acceleration and AI impact on skills and competences in the cultural sector II** ／ **Hybrid session** **Chair: Manuèle Debrinay Rizos**, Fonds Roberto Cimetta (France) **Abstract. Online cultural engagement: why, what and how to measure?**. By João Oswaldo Leiva Filho, Goldsmiths University **Abstract. Exploring the Role of Digital Embodiment and Surrogate: The Transformative Role of AI in Design Education at University of Technology.** By Deng Teng Shih, China University of Technology **Teaching Demo. Supporting the mindset of tech-savvy arts managers: How to build technology mindset in cultural management**. By Kaari Kiitsak-Prikk and Annukka Jyrämä, Estonian Academy of Music and Theatre **Teaching Demo. Future Perfect.** By Dr. Susanne Adahl, Dr. Tomas Träskman and Richard Silin, Arcada University of Applies Sciences

14:00	15:30	**Session 11: General track: artificial intelligence: impact on cultural policy, management, education and research IV** ／ **Hybrid session** **Chair: Jaime Ruiz Gutiérrez**, Universidad de los Andes (Colombia) **Abstract. Cultural Management in Argentina today: teaching, research and profession in the AI era.** By Ursula Rucker and Alejandra Navarro, Universidad Nacional de Avellaneda **Abstract. EU external cultural policy in the age of AI: challenges and opportunities for the cultural sector.** By Ina Kokinova, Culture Solutions **Abstract. Greening our future: cultural policy and the ecological imperative.** By Vânia Rodrigues, University of Coimbra **Abstract. Democratizing AI - Utilizing LLM as a Cultural Technology to Reshape the Digital Public Sphere.** By Yen-Lin (mashbean) Huang, Ministry of Digital Affairs, Taipei
14:00	15:30	**Session 12: The ecosystem of hospitality – not without culture and creativity! II** ／ **Hybrid session** **Chair: Douglas DeNatale**, Boston University (USA) and **Lucia Marchegiani**, Roma Tre University (Italy) **Abstract. Creative places'. A glimpse into creative activities within the ecosystem of Gdansk (Poland).** By Piotr Firych, Adam Mickiewicz Univeristy **Abstract. Re-cycling industrial heritage in the digital era: The case of Ruhr.** By Evinç Doğan, Boğaziçi University **Abstract. Network and capacity building in small rural towns in Italy: opportunities and challenges from Next Generation EU in Italy.** By Francesca Sabatini, University of Bologna **Abstract. Revisiting the CCIs-tourism nexus: insights from Smart Specialisation Strategies.** By Alessandra Marasco, Giulia Lazzeri, Maria Tartari, Sara Ubaldi, and Pier Luigi Sacco, National Research Council of Italy - Institute of Heritage Science (CNR ISPC)
14:00	15:30	**Session 13: The ecosystem of hospitality – not without culture and creativity! III** **Onsite presenters only** **Chair: Mara Cerquetti**, University of Macerata (Italy) **Abstract. Patterns of Hospitality, Sustainability, and Entrepreneurship in Cultural Sites and Creative Cities.** By Constance DeVereaux, The University at Buffalo and Deborah Stevenson, Western Sydney University **Abstract. The bottom-up cultural policies – culture of hospitality, care and solidarity (for a new local ecosystems of integral development).** By Milena Dragićević-Šešić, University of Arts, Belgrade **Abstract. Value manifestations in early-stage art-based startups.** By Jenni Pekkarinen and Kati Uusi-Rauva, University of the Arts Helsinki / University of Jyväskylä
15:30	16:00	Coffee break

16:15	17:15	**POLICY DEBATE. Global perspectives in current and future trends on cultural policy** **Introduction and moderation of the debate by:** **Anita Kangas**, Professor Emerita at University of Jyväskylä (Finland) **Marjo Mäenpää**, Director, Center for Cultural Policy Reserach Cupore (Finland) **Panelists:** **Rod Fisher**, Associate Lecturer at Institute for Creative and Cultural Entrepreneurship, Goldsmiths, University of London (UK) **Wu Chieh-Hsiang**, President of TACPS and Professor at the National Changhua University of Education (Taipei) **Constance DeVereaux**, Director of the Arts Management Programme at the University at Buffalo (USA) **Carmen Croitoru**, General Manager at NIRCT - National Institute for Cultural Research and Training (Romania) **Marcin Poprawski**, Senior Lecturer and Researcher at HUMAK University of Applied Sciences (Finland)
16:30	19:00	**Young and Emerging Researchers' Forum**
16:30	16:40	**Introduction** **Richard Maloney**, ENCATC Vice President **Leticia Labaronne**, Head of the Center for Arts Management, Zurich University of Applied Sciences (Switzerland)
16:40	17:25	**Session I. Presentation by Caitlin McKinnon, PhD candidate, Queen Margaret University (and the University of Stirling)** **Chair: Richard Maloney**, ENCATC Vice President **Response by senior scholars** **Leticia Labaronne**, Head of the Center for Arts Management, Zurich University of Applied Sciences (Switzerland) **Elena Borin,** Associate Professor, Link Campus University (Italy) **Commentary by young and emerging researchers** **Noa Mamrud**, Zeppelin University, (Germany) **Matina Magkou**, Côte-d'Azur University (France)
17:25	17:40	Break
17:40	18:25	**Session II. Presentation by Younggeon Byun, PhD candidate, University of Warwick** **Chair: Richard Maloney**, ENCATC Vice President **Response by senior scholars** **Leticia Labaronne**, Head of the Center for Arts Management, Zurich University of Applied Sciences (Switzerland) **Elena Borin,** Associate Professor, Link Campus University (Italy) **Commentary by young and emerging researchers** **Lilja Lehmuskallio**, Sibelius Academy, University of the Arts Helsinki (Finland) **Oana Balan-Budoiu**, The National Academy of Music „Gh.Dima", Cluj-Napoca Romania, The National Academy of Music "Gh.Dima", Cluj-Napoca Romania (Romania)

18:25	19:00	**Speed dating led by young and emerging researchers** **Markéta Polášková**, Masaryk University (Czech Republic) **Leticia Labaronne**, Zurich University of Applied Sciences (Switzerland) **Tiffany Bourgeois**, Ohio State University (USA)
17:30	19:00	**Members' Forum - Parallel Members Talks**
17:30	19:00	**Members talk N°1: How to use ChatGPT in Cultural Marketing** **Chair: Julia Glesner**, Professor at Potsdam University of Applied Sciences (Germany) **Co-chair: Sara Tvrdišić**, Phd Candidate at the University of Arts (Serbia) with input on "Exploring Customer Perspectives on E-Commerce and AI vs. Traditional Retail"
17:30	19:00	**Members talk N°2: Being fit for the job: emerging profiles and curricula for the cultural and creative sector from a global perspective** **Introduction: Annick Schramme**, Full Professor and academic director of the Master in Cultural Management at University of Antwerp (Belgium) **Chair: Catarina Vaz Pinto**, Independent Arts and Culture Professional (Portugal) **Panelists:** **Milena Dragićević-Šešić**, Prof. Emerita at University of Arts Belgrade and Head of the UNESCO Chair on Interculturalism, Art Management and Mediation (Serbia) **Cristina Ortega**, Chief Scientific and Operating Officer of World Leisure Organization (Spain) **Milena Deleva**, Executive Director, American Association of Arts Administration Educators (USA) **Kerrine Goh**, Senior Project Executive, Asia-Europe Foundation – ASEF
17:30	19:00	**Members talk N°3: What are the challenges and opportunities in shaping the future workplace?** **Chair: Antonia Silvaggi**, co-founder of Melting Pro (Italy)
17:30	19:00	**Members talk N°4: International Cultural relations and communities of practice** **Chair: Carla Figueira**, 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 (UK) **In conversation with:** **Valentina Riccardi,** Head of Culture at Asia-Europe Foundation – ASEF **Tiffany Bourgeois**, Assistant Professor, Department of Arts Administration, Education & Policy, The Ohio State University (USA) **Natalia Grincheva**, Program Leader in Arts Management at LASALLE College of the Arts, University of the Arts Singapore (Singapore)
17:30	19:00	**Members talk N°5: Innovative and emerging curricula for cultural heritage professions, the latest funding from CHARTER project** **Lluís Bonet**, Professor and Director of the Cultural Management Graduate program at the University of Barcelona (Spain) **Herman Bashiron Mendolicchio**, Project Manager - CHARTER EU Erasmus, Faculty and Coordinator of the Postgraduate Course on International Cultural Cooperation, University of Barcelona (Spain) **Pirjo Hamari**, Director of Development at Museum Development Unit at the Finnish Heritage Agency (Finland)

17:30	19:00	**Members talk N°6: Skills for the green transition in the CCIs: sharing tools and approaches across Europe** **Introduction: GiannaLia Cogliandro Beyens**, ENCATC Secretary General **Chair: Jordi Baltà Portolés**, Consultant, Trànsit Projectes, L'Hospitalet de Llobregat (Spain) **Panelists**: **Daphne Tepper,** Policy Director, Media, Entertainment & Arts, UNI Europa (Belgium) **Anu Ahola**, Project Manager / KEMUT network, Elma.live (Finland) **Vânia Rodrigues**, Principal Investigator, "Green Production - Performing Arts in Transition", Centro de Estudios Interdisciplinares - CEIS20 | Centre for Interdisciplinary Research, Universidade de Coimbra (Portugal) **Giuliana De Francesco**, Policy Officer, Unit D3 Fair Societies and Cultural Heritage, DG RTD, European Commission
19:30	20:00	**ENCATC Research Awards Ceremony**
19:30	19:40	**Welcome and Opening speeches** **Gerald Lidstone**, ENCATC President **Annick Schramme**, Full Professor and Academic Director of the Master in Cultural Management at the University of Antwerp (Belgium)
19:40	19:45	**Presentation of the assessment by the jury** **Gerald Lidstone**, ENCATC President
19:45	19:50	**Announcement of the winner** **Mona Forsskåhl**, Rector of Arcada University of Applied Sciences (Finland)
19:50	20:00	**Best Research Paper announcement** **GiannaLia Cogliandro Beyens**, ENCATC Secretary General
20:00	21:30	**Networking dinner with dances and music** With a musical performance by **Osmo Palonen**, Finnish pianist

FRIDAY, 13 OCTOBER

Location: Musiikkitalo (Sibelius Academy). Address: Töölönlahdenkatu 16 C

08;30		**Registration and morning coffee**
09;30	10;00	**Morning Concert to open the Award Ceremony** **Pajuh's Electro-Acoustic Trio** at Blackbox (a performance by the Arts Management and Music Technology students)
10;05	11:00	**ENCATC Outstanding Award Ceremony**
10;05	10;10	**Opening Remarks** **Dea Vidović**, ENCATC Vice President

10;10	10;15	**Announcement of the Laureate** **Gerald Lidstone**, ENCATC President
10;15	10;24	**Acceptance speech** **Lluís Bonet**, Laureate of the Award
10;24	10;25	**Announcement of Keynote** **Dea Vidović,** ENCATC Vice President
10;25	10;45	**Keynote** **Lluís Bonet**, Laureate of the Award
10;45	11;00	**Conversations between Lluís Bonet and the audience** Moderated by **Dea Vidović**, ENCATC Vice President
11;00	11;05	**Closing** **Dea Vidović**, ENCATC Vice President
11;05	11;25	**Networking break**
11;30	12:45	**GLOBAL CONVERSATION. How AI is redefining the boundaries of film and music industries** **Introduction and moderation of the conversation by: Alan Salzenstein**, Professor/Director, Performing Arts Management/Arts Leadership, DePaul University (USA) **Panelists:** **Emma Duester,** Associate Professor, Shanghai Jiao Tong University (China) **Dan Green,** Co-President of Association of Arts Administration Educators (AAAE); Director of the Master of Entertainment Industry Management Program, Carnegie Mellon University (USA) **Daniel Nordgård**, Professor in Music Business and Management and Leader PhD Program Specialization in Popular Music Performance at University of Agder (Norway) **Javier Hernández Acosta**, Dean of the School of Arts, Design and Creative Industries, Universidad del Sagrado Corazón (Puerto Rico) **Annick Schramme**, Full Professor and Academic Director of the Master in Cultural Management at the University of Antwerp (Belgium)
12:50	13:00	**Conference sum up and closing remarks** **GiannaLia Cogliandro Beyens**, ENCATC General Secretary
13:00	13:30	**Music Concert** **Wanne** (Quartet composed of students and alumni from the Sibelius Academy's Global music department)
13:40	15:00	**Networking drinks and snacks**

SPEAKERS HIGHLIGHTS

Leonardo Espinosa Leal

Principal Lecturer in Technology at Arcada University of Applied Sciences in Helsinki

Leonardo Espinosa Leal pursued studies of M.Sc. in Physics from the National University of Colombia. Later he moved to Spain where he obtained an M.Sc. in Nanotechnology and a Ph.D. in Computational Materials Science both at the University of the Basque Country.

After three years of postdoctoral research at Aalto University where he researched the optical and structural properties of DNA interacting with metallic nanoparticles at a quantum scale, he switched his research interests towards the area of Machine Learning, Big Data, and Artificial Intelligence. From August 2017 until 2019, he joined Arcada as Researcher and Lecturer.

In January 2020, he was appointed as a Senior Lecturer in Big Data Analytics and in 2023 he was promoted to Principal Lecturer in Engineering. Since 2022 he is also the degree programme director of the Master in Big Data Analytics.

Stefan Lindström

Finnish Foreign Services first Ambassador of Digitalization and Technology

Stefan Lindström is a trade and networking expert with experience in branding, business promotion and building successful partnerships.

Prior to this assignment, he worked as Consul General/Ambassador at the Finnish Consulate General in Los Angeles, as Deputy Director at the MFA in Helsinki, as the Deputy Chief of Mission at the Finnish Embassies in Lisbon, Portugal and Jakarta, Indonesia.

Before that, he was the adviser to the undersecretary of state at the MFA in Helsinki, Finland and served with the Finnish missions in the USA and in India. Prior to joining the Foreign Service, Mr. Lindström worked as legal adviser for the European Commission in Brussels and as a research assistant at the London School of Economics.

Mr Lindström has a Master's Degree in Economics from the London School of Economics and a Master's Degree in International Law from the Åbo Akademi University.

Oonagh Murphy

Senior Lecturer in Digital Culture & Society, Institute for Creative and Cultural Entrepreneurship, Goldsmiths, University of London

Dr Oonagh Murphy is a Senior Lecturer in Digital Culture and Society at Goldsmiths, University of London. As an arts manager, writer and lecturer her research has taken her around the world to explore international best practice on the scalability of emerging technologies for cultural organisations.

Oonagh is Principal Investigator and co-founder of the Museums + AI Network, which is funded through an AHRC Network Grant. The Network was established in 2019 with Pratt Institute (New York), National Gallery (London) and the Metropolitan Museum of Art (New York).

She is a regular contributor to museum sector forums on digital culture, innovation and management, and has been invited to speak at leading cultural centres in the UK, Europe and US, including The Barbican Centre, V&A, National Theatre, the Belevedere, New Museum.

SPEAKERS

Anu Ahola,
Project Manager / KEMUT network, Elma.live (Finland)

Jordi Baltà Portolés
Consultant, researcher and trainer at Trànsit Projectes and advisor at the Committee on Culture of United Cities and Local Governments (UCLG) (Spain)

Herman Bashiron Mendolicchio
CHARTER Project Manager, Faculty and Coordinator of the Postgraduate Course on International Cultural Cooperation, University of Barcelona (Spain)

Lluís Bonet
Professor of Applied economy and Director of the Cultural Management Graduate program at the University of Barcelona (Spain)

Elena Borin
Associate Professor, Link Campus University (Italy)

Tiffany Bourgeois
Assistant Professor at Department of Arts Administration, Education and Policy, The Ohio State University (USA)

Wu Chieh-Hsiang
Professor at National Changhua University of Education (Taipei)

Giuliana Ciancio
Researcher at the University of Antwerp and Co-founder of Liv.in.g. (Belgium)

GiannaLia Cogliandro Beyens
ENCATC Secretary General

Vuk Ćosić
Experience strategist & social network designer, pioneer of net art (Slovenia)

Carmen Croitoru
Manager at NIRCT - National Institute for Cultural Research and Training (Romania)

Giuliana De Francesco
Policy Officer, Unit D3 Fair Societies and Cultural Heritage, DG RTD, European Commission

Milena Deleva
Executive Director, Association of Arts Administration Educators (USA)

Constance DeVereaux
Director of the Arts Management Programme at the University at Buffalo (USA)

Milena Dragićević-Šešić
Former Rector of the University of Arts, Belgrade, now Head of the UNESCO Chair on Interculturalism, Art Management and Mediation (Serbia)

Emma Duester
Associate Professor at Shanghai Jiao Tong University (China)

Leonardo Espinosa Leal
Principal Lecturer in Technology, Arcada University of Applied Sciences (Finland)

Carla Figueira
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 (UK)

Rod Fisher
Associate Lecturer at Institute for Creative and Cultural Entrepreneurship, Goldsmiths, University of London (UK)

Mona Forsskåhl,
Rector of Arcada University of Applied Sciences (Finland)

Emilie Gardberg
Dean of the Sibelius Academy, University of the Arts Helsinki (Finland)

Julia Glesner
Professor at Potsdam University of Applied Sciences (Germany)

Kerrine Goh
Senior Project Executive, Asia Europe Foundation

Dan Green
Co-President of AAAE; Director of the Master of Entertainment Industry Management Program, Carnegie Mellon University (USA)

Natalia Grincheva
Programme Leader, BA(Hons) Arts Management (Singapore)

Pirjo Hamari
Director of Development at Museum Development Unit at the Finnish Heritage Agency (Finland)

Katri Halonen
Head of Master's program in Cultural Management, Metropolia UAS (Finland)

Javier Hernández Acosta
Dean of the School of Arts, Design and Creative Industries, Universidad del Sagrado Corazón (Puerto Rico)

María Iglesias
Team Leader, DG EAC, European Commission

Anita Kangas
Professor emerita at University of Jyväskylä (Finland)

Alfons Karabuda
President of the International Music Council

Leticia Labaronne
Head of Center for Arts Management at ZHAW Zurich University of Applied Sciences (Switzerland)

Michal Lázňovský,
Senior Lecturer at the Academy of Performing Arts in Prague, Theatre Faculty (Czech Republic)

Gerald Lidstone
ENCATC President, Director of the Institute for Creative and Cultural Entrepreneurship, Goldsmiths, University of London (UK)

Stefan Lindström
Ambassador of Digitalization and New Technologies (Finland)

Marjo Mäenpää
Director of the Foundation of Cultural Policy Research Cupore (Finland)

Catherine Magnant
Deputy to the Director and Head of the Cultural Policies department in the European Commission

Richard G. Maloney
ENCATC Vice President, Director of the Performing Arts Administration Programme, New York University (USA)

Oonagh Murphy
Senior Lecturer in Digital Culture & Society, Institute for Creative and Cultural Entrepreneurship, Goldsmiths, University of London (UK)

Daniel Nordgård
Associate Professor at University of Agder (Norway)

Cristina Ortega Nuere
Chief Operating Officer, World Leisure Organization (Spain)

Ernesto Renato Ottone Ramirez
Assistant Director-General for Culture, UNESCO

Marcin Poprawski
Senior Lecturer and Researcher at HUMAK University of Applied Sciences (Finland)

Valentina Riccardi
Head of Cuture at Asia-Europe Foundation (ASEF)

Vânia Rodrigues
Principal Investigator at CEIS20, University of Coimbra (Portugal)

Jaime Ruiz Gutiérrez
Associate Professor at the Universidad de los Andes (Colombia)

Laura Ruotsalainen
Associate Professor at University of Helsinki and Sustainability Leader at the Finnish Center for Artificial Intelligence (Finland)

Alan Salzenstein
Professor/Director, Performing Arts Management/Arts Leadership, DePaul University, (USA)

Annick Schramme
Professor at University of
Antwerp / Management School
of Antwerp (Belgium)

Carlotta Scioldo
Lecturer at Erasmus School of
History, Culture and
Communication at Erasmus
University Rotterdam (The
Netherlands)

Antonia Silvaggi
Head of Skills for Culture and
Co-founder at Melting Pro
(Italy)

Violeta Simjanovska
Head of Arts Management
Department and Lecturer
in Arts Management at
Sibelius Academy (Finland)

Daphne Tepper
Policy Director at UNI Europa
(Belgium)

Sara Tvrdišić
PhD candidate at Faculty of
Dramatic Arts in Belgrade
(Serbia)

Catarina Vaz Pinto
Former Deputy Mayor for
Culture of the Lisbon City
Council, Independent Arts
and Culture professional
(Portugal)

Dea Vidović
ENCATC Vice President,
Director of Kultura Nova
Foundation (Croatia)

Linden Walcott-Burton
Culture Policy Officer at
Greater London Authority
(UK)

Anna Mari Wallenberg,
University Lecturer in Cognitive
Science, University of Helsinki,
Finnish Center for AI (Finland)

The 2022 ENCATC Congress, the only global congress dedicated to theadvancement of theory, education, research and practice on cultural management and policy.

A great opportunity to widen perspectives, give a boost to networking, nurture project ideas, design new collaborations with fellow professionals, for the advancement of knowledge on cultural policy and management.

Welcome!

INTRODUCTION & OPENING TALK
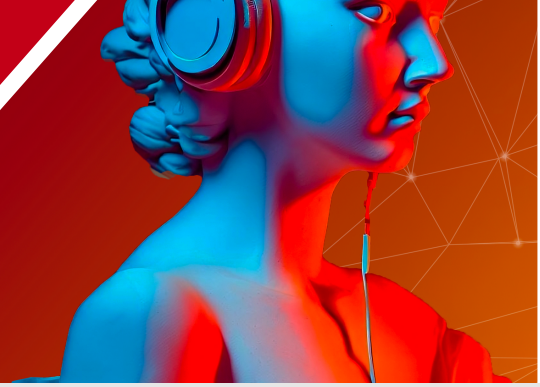
🕐 When 📍 Where ? 11 October 2023, from 10:00 to 10:35, Musiikkitalo, Töölönlahdenkatu 16 C, 00100 Helsinki, Finland

The Congress will start on a high note with interventions from two distinguished speakers in the Nordic landscape in the field of new technologies. **Leonardo Espinosa Leal**, Principal Lecturer in Technology at Arcada University, will provide an **introduction** framing the topic of Artificial Intelligence in its very premises, setting the **theoretical basis** for the discussions to follow in the next days.

He will be followed by **Stefan Lindström**, the first **Ambassador of Digitalization and New Technologies** ever appointed in Finland. His speech will provide the first insights on the impact of AI on cultural management, policy, education and research, giving participants directions on the key elements to look at when talking about the opportunities and challenges of Artificial Intelligence in the cultural field.

Introduction

A definition of Artificial Intelligence: main capabilities and scientific disciplines

Leonardo Espinosa Leal

Principal Lecturer in Technology at Arcada University of Applied Sciences in Helsinki (Finland)

Leonardo Espinosa Leal
Principal Lecturer in Technology, Arcada University of Applied Sciences (Finland)

Opening Talk

Stefan Lindström

Finnish Foreign Services first Ambassador of Digitalization and Technology

Stefan Lindström
Ambassador of Digitalization and New Technologies (Finland)

Panel in response to the Talk

🕐 When 📍 Where ? 11 October 2023, from 11:00 to 12:00, Musiikkitalo, Töölönlahdenkatu 16 C, 00100 Helsinki, Finland

Gerald Lidstone
ENCATC President, Director of the Institute for Creative and Cultural Entrepreneurship, Goldsmiths, University of London (UK)

Vuk Ćosić
Experience strategist & social network designer, pioneer of net art (Slovenia)

Linden Walcott-Burton
Culture Policy Officer at Greater London Authority (UK)

María Iglesias
Team Leader, DG EAC, European Commission

Katri Halonen
Head of Master's program in Cultural Management, Metropolia UAS (Finland)

CASE STUDY VISITS

KIASMA - Finish National Gallery

Photo: Finnish National Gallery/ Susanna Kesänen

The Museum of Contemporary Art Kiasma is part of the Finnish National Gallery, along with the Ateneum Art Museum and the Sinebrychoff Art Museum. The Finnish National Gallery is Finland's largest art museum organisation.

Kiasma organises exhibitions, performances and events. Public programming in Kiasma makes contemporary art accessible to everyone. Its services range from colour play for toddlers to art workshops for grownups to guided tours and events. Kiasma's extensive educational programming integrates contemporary art into schoolwork.

The museum also houses the Kiasma Library, which specialises in contemporary art, and the Kiasma Theatre, a stage for contemporary live art.

Kiasma not only presents contemporary art but also collects and preserves it. Its art collections are part of the collections of the Finnish National Gallery and as such it is a significant element of Finland's cultural heritage. Currently, Kiasma has over 8,500 contemporary artworks in its collections.

www.kiasma.fi

OODI - Helsinki Central Library

Photo: Maarit Hohteri

Helsinki Central Library Oodi is a living meeting place at Kansalaistori square, right at the heart of Helsinki. It is one of 37 branches of Helsinki City Library and part of the Helmet library network.

Oodi complements the cultural and media hub formed by Helsinki Music Centre, Finlandia Hall, Sanoma House and the Museum of Contemporary Art Kiasma. Oodi is a non-commercial, urban public space that is open to all, and a library of a new era.

www.oodihelsinki.fi

AMOS REX - Art Museum

JKMM Amos Rex Photo: Mika Huisman / Amos Rex

Amos Rex is an art museum where the past, present and future meet. Located within the functionalist landmark of Lasipalatsi, the newly built domed exhibition spaces lie under the distinctively undulating Lasipalatsi square. Amos Rex presents site-sensitive, experiential, and often technologically experimental exhibitions by contemporary artists and their Modernist predecessors. Amos Rex is owned by Föreningen Konstsamfundet, whose collection is one of the largest private art collections in Finland, covering 7,000 artworks, mostly paintings, sculptures, drawings, graphics and photographs.

www.amosrex.fi

NATIONAL MUSEUM OF FINLAND

Photo: Omar El Mrabt

The National Museum of Finland is a national cultural history museum. They engage in multidisciplinary, national and international cooperation with several partners and authorities to ensure that cultural heritage is preserved and its significance is communicated and strengthened. Their task of supporting cultural change has become increasingly important. Cultural change enables them to build an ecological and social future society with cultural well-being.

The National Museum of Finland contains the oldest and most comprehensive cultural history collections in Finland with approximately half a million objects.

The artefacts illustrate Finnish history, folk culture and the culture of Finno-Ugric peoples as well as world cultures from various parts of the world. The National Museum of Finland also documents contemporary culture in Finland. The collections are mainly accumulated through donations.

The National Museum of Finland was born when several collections were combined to form the State Historical Museum in 1893. As Finland became independent, the name of the museum, National Museum of Finland, was established. The building of the National Museum of Finland was completed in Helsinki in 1910 and opened to the public in 1916. At that time, the museum already included the Seurasaari Open-Air Museum, which was opened in 1909. Currently, the National Museum of Finland operates in a total of ten locations, and the museum collections are exhibited in other museums throughout Finland from the south all the way to Lapland.

Their programme consists of temporary exhibitions, short-term pop-up exhibitions and events as well as themed tours and workshops. Many of the events are implemented in cooperation with partners and the public. Their goal is to introduce versatile audiences to topical, interesting viewpoints to culture and history in a comprehensive fashion. www.kansallismuseo.fi

FINNISH NATIONAL OPERA AND BALLET

The Finnish National Opera and Ballet is the only professional opera house in Finland. It traces its history back to 1911 and the Ballet was founded in 1922. Performances took place in the compact Alexander Theatre for a long time, until the current Opera House provided an up to date venue in 1993.

There are generally four new opera productions and three new ballet productions staged each year. Added to these are revivals of old productions. The Finnish National Opera and Ballet performs both established classics and contemporary opera and dance works, especially new Finnish works.

There are generally four new opera productions and three new ballet productions staged each year. Added to these are revivals of old productions. The Finnish National Opera and Ballet performs both established classics and contemporary opera and dance works, especially new Finnish works.

In terms of personnel, Finnish National Opera and Ballet is a mid-sized opera and ballet company, with approximately 550 people on the monthly payroll from 32 countries. This includes 53 opera singers in soloist and choral roles, 74 dancers (additional 14 dancers in the Youth Company), and 111 orchestra musicians. www.oopperabaletti.fi

KEYNOTE

Navigating ethical issues in the intersection of creativity and technology

One of the key topics that the Congress will address is the **ethical considerations surrounding the development of AI** within the cultural sphere, particularly its applications in education and research. This is the most crucial aspect to analyze when dealing with the development of new technologies. While AI can bring major benefits in many areas, without an ethical compass it risks **reproducing real world biases and discriminations**, fueling divisions and threatening fundamental human rights and freedoms.

The field of culture is no exception to these mechanisms. Rather, it is **key to understanding these changes** and governing them. Stakeholders are guided by **UNESCO's Recommendation on the Ethics of Artificial Intelligence**, a framework containing actionable steps and a procedural framework for the ethical design of AI systems. The Recommendation is grounded in the adoption of ten core principles laying out a **human-rights centred approach** to the Ethics of AI, including considerations on proportionality and do no harm to right to privacy and data protection, responsibility and accountability, awareness and literacy, and human oversight and determination.

These constitute a solid basis to make strides toward responsible developments in AI, but there is still much work to be done to **provide stakeholders with actionable resources** that can ensure the effective implementation of the Recommendation. It is imperative to improve the transparency and understandability of the workings of **algorithms behind AI systems** and their potential impact on human dignity, human rights and all other spheres of social life. There is a need to understand the ways in which **AI technologies can deepen existing divides and inequalities** in the world, and how to ensure that no one is left behind in having fair access to AI technologies and being protected against their negative implications. It is also important to ensure that the increasing use of AI technology is backed up by **increased media and information literacy**, and to recognize that addressing ethical concerns should not hamper innovation, but rather **stimulate ethically-conducted research**, capable of anchoring AI technologies in human rights and fundamental freedoms.

2023 Keynote Speaker

The **second day**, the Congress will start with a keynote speech on "AI's ethical considerations and future implications for cultural management and policy", delivered by Oonagh Murphy, Senior Lecturer in Digital Culture and Society at Goldsmiths.

During her keynote address, Professor Murphy will draw upon her academic background and research findings to provide insights into the ethical issues associated with the use of new technologies in museums and cultural institutions, elaborating on the experience of The Museums + AI Network, which aims to establish an ethically robust professional framework for them.

Oonagh Murphy
Senior Lecturer in Digital Culture & Society, Institute for Creative and Cultural Entrepreneurship, Goldsmiths, University of London (UK)

POLICY DEBATE
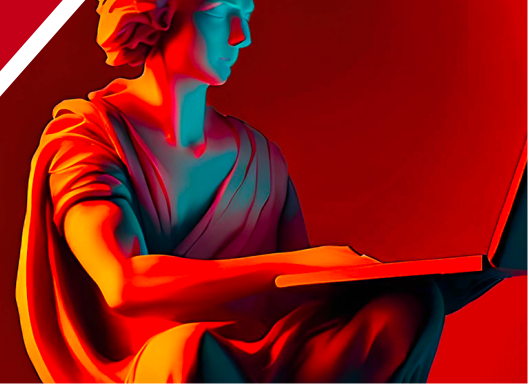
Perspectives in current and future trends on cultural policy

Are you interested in the current and future trends of cultural policies in Europe and beyond? Do you have unique perspectives and ideas to share on this topic? The Policy Debate at the ENCATC Congress will explore the **challenges, opportunities, and best practices** in cultural policies today.

This session will bring together experts, policymakers, and stakeholders from different sectors to discuss the most **pressing issues facing cultural policies** in Europe and beyond. We will delve into topics such as the role of **funding**, the impact of **digitalization** on cultural industries, the importance of **cultural diversity**, and the challenges of ensuring **access to culture** for all.

It is a unique chance to learn from experts in the field, exchange ideas with peers, and make the voice of professionals heard on a number of key critical issues.

CHAIRS

Anita Kangas
Professor emerita at University of Jyväskylä (Finland)

Marjo Mäenpää
Director of the Foundation of Cultural Policy Research Cupore (Finland)

SPEAKERS

Rod Fisher
Associate Lecturer at Institute for Creative and Cultural Entrepreneurship, Goldsmiths, University of London (UK)

Wu Chieh-Hsiang
Professor at National Changhua University of Education (Taipei)

Constance DeVereaux
Director of the Arts Management Programme at the University at Buffalo (USA)

Carmen Croitoru
Manager at NIRCT - National Institute for Cultural Research and Training (Romania)

Marcin Poprawski
Senior Lecturer and Researcher at HUMAK University of Applied Sciences (Finland)

12
October

EDUCATION AND RESEARCH SESSION

The E&RS annual gathering is a truly unique global space, to **share and learn about the latest world-class research and teaching experiences** in the field of cultural policy and management.

This event is for **researchers** in the field of cultural management and policy, **practitioners** involved in knowledge development and/or wanting to expand their knowledge in relation to AI, **educators** faced with new AI developments, as well as anyone interested in the future of cultural management and policy, which will be undoubtedly linked to the future of AI. The uniqueness of this event lies in bringing these diverse actors together for the joint development and advancement of evidence-based knowledge.

At the 2023 Congress, **13 sessions** will be held, following **6 thematic tracks**:

1. General track: Artificial Intelligence: impact on cultural policy, management, education and research
2. The Ecosystem of Hospitality – Not without Culture and Creativity!
3. Arts Fundraising and the digital transformation
4. Decolonisation of Cultural Institutions and Curricula on Cultural Management and Policy
5. Digitization and AI in the cultural and creative sectors in Latin America: connections and peculiarities
6. Technological acceleration and AI impact on skills and competences in the cultural sector

In this edition of the **ENCATC Education and Research Session (E&RS)** we will feature **50 presenters**, coming from **21 countries** from all around the world.

PART 1
Session 1, 2, 3, 4, 5, 6 and 7 of the Education and Research Sessions (12 October 2023, 11:00 to 12:30, ARCADA University, Jan-Magnus Janssonin aukio 1, 00550 Helsinki, Finland)

Session 1: General track: Artificial intelligence: impact on cultural policy, management I
Hybrid session
Chair: **Toni-Matti Karjalainen**, Sibelius Academy, University of the Arts Helsinki (Finland)

Abstract. AI-generated Works and Copyright Law. By **I-Ping Wang**, National Taipei University
Abstract. Incorporating AI into Arts Management Undergraduate Education. By **Alicia Jay**, Indiana State University
Abstract. Towards AI didactics: Call for teachers to train language models for research writing in higher arts education. By **Lauri Väkevä** and **Heidi Partti**, University of Helsinki
Abstract. The Influence of Intelligent Automation on Employees' Sense of Meaningfulness at Work. By **Sal Saad**, **Scott Wysong**, and **Michael Stodnick**, University of Dallas

Session 2: Decolonisation of cultural institutions and curricula on cultural management and policy I

Onsite presenters only
Chair: **Brandon Farnsworth**, Lund University (Sweden)

Abstract. Cultural Sensitivity Practices and Intercultural Communication Competence on the Protection of Indigenous Peoples' Cultures. By **Karla Penna**, Sustaining Cultures
Abstract. Transfiguration of Representations: Strategic and intersectional construction of representations in arts organisations. By **Lilja Lehmuskallio**, Sibelius Academy, University of the Arts Helsinki
Abstract. Socially Sustainable Internationalization of Arts Universities. By **Outi Niemensivu**, University of the Arts Helsinki
Abstract. Voices from Inside and Outside. By **Te-Ling Chen**, Taiwan Film & Audiovisual Institute

Session 3: Decolonisation of cultural institutions and curricula on cultural management and policy II

Onsite presenters only
Chair: **Leena Björkqvist**, Metropolia UAS (Finland)

Abstract. Cultural organisations vs. networks: Cultural activism and decoloniality in Uganda's cultural sector. By **Meike Lettau**, Zeppelin University
Abstract. Transformative learning experiences in arts universities. By **Kristina Kuznetsova-Bogdanovitsh** and **Anna Ranczakowska**, Learning for living LLC
Abstract. Back to the beginning: Learning to critically examine my own position within my research. By **Caitlin McKinnon**, Queen Margaret University and the University of Stirling
Abstract. Supporting the CCIs in the Global South - Can we decolonize the cultural entrepreneurship paradigm in development?. By **Matina Magkou**, University Côte d'Azur and **Avril Joffe**, University of Wits

Session 4: The ecosystem of hospitality – not without culture and creativity! I

∕ Hybrid session
Chair: **Elena Borin**, Link Campus University (Italy) and **Lucia Marchegiani**, Roma Tre University (Italy)

Abstract. Explaining Creative Tourism Practices in Historical Cities in the Age of Social Media - The Case of Xi'an and Santa Fe. By **Yingchong Wang**, University of Virginia
Abstract. Cultural Justice in the Urban Landscape: A Multidimensional Approach. By **Tal Feder** and **Emil Israel**, Israel Institute of Technology
Abstract. Museums and their ecosystems in Barcelona: participatory approaches and engagement for dealing with tourism challenges. By **Elena Borin**, Link Campus University

Session 5: General track: artificial intelligence: impact on cultural policy, management, education and research II

Onsite presenters only
Chair: **Marjo Mäenpää**, Cupore (Finland)

Abstract. Leveraging Artificial Intelligence Software in the Arts and Cultural Nonprofit Sector: Expanding Reach and Enhancing Giving Experiences. By **Cleopatra Charles**, Rutgers University USA
Abstract. Applying artificial intelligence to cultural tourism: opportunities, threats and managerial implications. A literature review. By **Mara Cerquetti**, **Concetta Ferrara** and **Domenico Sardanelli**, University of Macerata
Abstract. Organizing cultural festivals with AI's help. Case study of implementation of AI into festival's management and dramaturgy. By **Markéta Polášková** and **Zdeněk Rychtera**, Masaryk University

Session 6: Technological acceleration and AI impact on skills and competences in the cultural sector I

∕ Hybrid session
Chair: **Herman Bashiron Mendolicchio**, University of Barcelona (Spain)

Abstract. Cyrillic Heritage in the Shadows: Exploring the Diminishing Use of Serbian Cyrillic Online in the Age of AI. By **Sara Tvrdišić**, University of Arts, Faculty of Dramatic Arts, Belgrade
Abstract. The New Generation of Contemporary Digital Artists in China: AI and Digital Work Workshop and Archives. By **Emma Duester**, Shanghai Jiao Tong University
Abstract. Bio-Maps - European Literary Chart: towards no more erased/forgotten literary heritage. By **Maria de Fátima Lambert**, Polytechnic of Porto
Abstract. How do we cope with emerging IA in managing the classical music field? A Romanian nationwide case study Democratization of the High Arts. By **Oana Balan-Budoiu**, The National Academy of Music in Cluj-Napoca

Session 7: General track: artificial intelligence: impact on cultural policy, management, education and research III

Onsite presenters only
Chair: **Leticia Labaronne**, Zurich University of Applied Sciences (Switzerland)

Teaching Demo. The platformization of cultural industries. By **Genni Perlangeli** and **Andrea Rea**, La Sapienza
Teaching Demo. Cultural institutions collectively lead - opportunities and challenges. By **Julia Glesner**, Potsdam University of Applied Sciences
Abstract. Are horizontal leadership models in cultural organizations more resilient, transparent, open, transpositional, and generous? By **Lluis Bonet**, University of Barcelona and **Anders Rykkja**, Inland University of Applied Sciences.

PART 2
Session 8, 9, 10, 11, 12 and 13 of the Education and Research Sessions (12 October 2023, 14:00 to 15:30, ARCADA University, Jan-Magnus Janssonin aukio 1, 00550 Helsinki, Finland)

Session 8: Decolonisation of cultural institutions and curricula on cultural management and policy III

∕ Hybrid session
Chair: **Wu Chieh-Hsiang**, National Changhua University of Education (Taipei)

Abstract. Unconference as a pedagogical tool for 'decolonising' teaching and curricula. By **Carla Figueira** and **Roxanne Persaud**, Goldsmiths University of London
Teaching Demo. Possibilities for cultural activism through the teaching of cultural management. By **Shira Lapidot** and **Yeala Hazut**, Sapir College
Teaching Demo. Whose Values? Decolonizing Discussions of Cultural Policy. By **Julie Goodman**, Drexel University

Session 9: Decolonisation of cultural institutions and curricula on cultural management and policy IV

∕ Hybrid session
Chair: **Ann-Sofie Köping Olsson**, Södertörn University (Sweden)

Abstract. Socially Engaged Art and EU Cultural Policy. By **Noa Mamrud**, Zeppelin University
Abstract. Mapping Colonization and Decolonization in Oakland's Art Eco System: A Collaborative Experiential Learning Scenario Exploring Cultural Policy and Institutional Practice. By **Miriam Paeslack**, University at Buffalo
Abstract. Cultures, Codes, Communities: the decolonization of AI and the renewal of cultural frameworks. By **Luca Baraldi**, Ammagamma
Abstract. Decolonizing Cultural Policy: The Cultural and Linguistic Rights of the Sámi and Colonialism in Finland. By **Laura Valoma**, Uniarts Helsinki, Sibelius Academy

Session 10: Technological acceleration and AI impact on skills and competences in the cultural sector II

/ Hybrid session
Chair: **Manuèle Debrinay Rizos**, Fonds Roberto Cimetta (France)

Abstract. Online cultural engagement: why, what and how to measure?. By **João Oswaldo Leiva Filho**, Goldsmiths University
Abstract. Exploring the Role of Digital Embodiment and Surrogate: The Transformative Role of AI in Design Education at University of Technology. By **Deng Teng Shih**, China University of Technology
Teaching Demo. Supporting the mindset of tech-savvy arts managers: How to build technology mindset in cultural management. By **Kaari Kiitsak-Prikk** and **Annukka Jyrämä**, Estonian Academy of Music and Theatre
Teaching Demo. Future Perfect. By **Dr. Susanne Adahl**, Dr. **Tomas Träskman** and **Richard Silin**, Arcada UAS

Session 11: General track: artificial intelligence: impact on cultural policy, management, education and research IV

/ Hybrid session
Chair: **Jaime Ruiz Gutiérrez**, Universidad de los Andes (Colombia)

Abstract. Cultural Management in Argentina today: teaching, research and profession in the AI era. By **Ursula Rucker** and **Alejandra Navarro**, Universidad Nacional de Avellaneda
Abstract. EU external cultural policy in the age of AI: challenges and opportunities for the cultural sector. By **Ina Kokinova**, Culture Solutions
Abstract. Greening our future: cultural policy and the ecological imperative. By **Vânia Rodrigues**, University of Coimbra
Abstract. Democratizing AI - Utilizing LLM as a Cultural Technology to Reshape the Digital Public Sphere. By **Yen-Lin (mashbean) Huang**, Ministry of Digital Affairs, Taipei

Session 12: The ecosystem of hospitality – not without culture and creativity! II

/ Hybrid session
Chair: **Douglas DeNatale**, Boston University (USA) and **Lucia Marchegiani**, Roma Tre University (Italy)

Abstract. Creative places'. A glimpse into creative activities within the ecosystem of Gdansk (Poland). By **Piotr Firych**, Adam Mickiewicz Univeristy
Abstract. Re-cycling industrial heritage in the digital era: The case of Ruhr. By **Evinç Doğan**, Boğaziçi University
Abstract. Network and capacity building in small rural towns in Italy: opportunities and challenges from Next Generation EU in Italy. By **Francesca Sabatini**, University of Bologna
Abstract. Revisiting the CCIs-tourism nexus: insights from Smart Specialisation Strategies. By **Alessandra Marasco, Giulia Lazzeri, Maria Tartari, Sara Ubaldi**, and **Pier Luigi Sacco**, National Research Council of Italy - Institute of Heritage Science (CNR ISPC)

Session 13: The ecosystem of hospitality – not without culture and creativity! III

Onsite presenters only
Chair: **Mara Cerquetti**, University of Macerata (Italy)

Abstract. Patterns of Hospitality, Sustainability, and Entrepreneurship in Cultural Sites and Creative Cities. By **Constance DeVereaux**, The University at Buffalo and **Deborah Stevenson**, Western Sydney University
Abstract. The bottom-up cultural policies – culture of hospitality, care and solidarity (for a new local ecosystems of integral development). By **Milena Dragićević-Šešić**, University of Arts, Belgrade
Abstract. Value manifestations in early-stage art-based startups. By **Jenni Pekkarinen** and **Kati Uusi-Rauva**, University of the Arts Helsinki / University of Jyväskylä

YOUNG AND EMERGING RESEARCHERS FORUM

🕐 When 📍 Where? 12 October 2023, from 16:30 to 19:00 at ARCADA University, Jan-Magnus Janssonin aukio 1, 00550 Helsinki, Finland

The global gathering for the new generation of researchers

The **Young and Emerging Researchers Forum (YERF)** is a unique global gathering designed to help the new generation of researchers in cultural management and policy **advance in their career.**

It is a key appointment where young academics come together to **present their research** and **get feedback** from others, **share their views** on the common problems they face, **enlarge their network** and **receive advice and insight** from more experienced researchers.

This year attendees have the opportunity to **participate both in person in Helsinki and online**, connecting from anywhere they are on 12 October.

Richard G. Maloney
ENCATC Vice President, Director of the Performing Arts Administration Programme, New York University (USA)

Leticia Labaronne
Head of Center for Arts Management at ZHAW Zurich University of Applied Sciences (Switzerland)

16:30-16:40	**Introduction to the YERF** **Richard Maloney**, ENCATC Vice President **Leticia Labaronne**, Zurich University of Applied Sciences (Switzerland)
16:40-17:20	**Session I. Presentation by Caitlin McKinnon, PhD candidate, Queen Margaret University and the University of Stirling** **Chair: Richard Maloney**, ENCATC Vice President **Response by senior scholars** **Leticia Labaronne**, Zurich University of Applied Sciences, (Switzerland) **Elena Borin**, Link Campus University (Italy) **Commentary by young and emerging researchers** **Noa Mamrud**, Zeppelin University (Germany) **Matina Magkou**, Côte-d'Azur University (France)
17:25-17:40	Break
17:40-18:25	**Session II. Presentation by Younggeon Byun, PhD candidate, University of Warwick** **Chair: Richard Maloney**, ENCATC Vice President **Response by senior scholars** **Leticia Labaronne**, Zurich University of Applied Sciences (Switzerland) **Elena Borin**, Link Campus University (Italy) **Commentary by young and emerging researchers** **Lilja Lehmuskallio**, Sibelius Academy, University of the Arts Helsinki (Finland) **Oana Balan-Budoiu**, The National Academy of Music „Gh.Dima", Cluj-Napoca Romania, The National Academy of Music "Gh.Dima", Cluj-Napoca Romania (Romania)
18:25-19:00	**Speed dating led by young and emerging researchers** **Markéta Polášková**, Masaryk University (Czech Republic) **Leticia Labaronne**, Zurich University of Applied Sciences (Switzerland) **Tiffany Bourgeois**, Ohio State University (USA)

2023 ENCATC RESEARCH AWARD

10 years advancing research in cultural management and policy

On the evening of 12 October, the winner of the 2023 ENCATC Research Award will be announced to an **international audience** of researchers, academics, cultural professionals. policy makers, and media. In attendance will also be members of the Award's **international jury**, as well as past Research Award winners.

Launched in 2014, the ENCATC Award is the only international Award recognising **excellence in cultural policy and cultural management research**. The ENCATC Award also has the ambition to contribute to the process of creating a network of scholars who are competent in doing **comparative research projects** in cultural policy and cultural management.

The Award consists of the publication of the winner's doctoral thesis in the **ENCATC Advances in Cultural Management and Policy Book Series**. This is a series of publications launched in 2015 specialising in topics related to cultural management and cultural policy headed by ENCATC. The international dissemination of the ENCATC Book Series is ensured by **Routledge**, an international publishing group based in London and operating throughout the world.

Who are the two finalists in the running?

CARLOTTA SCIOLDO

Carlotta Scioldo is a researcher and consultant focusing on EU cultural policies. Through her professional and academic trajectory, she has acquired a multifaced view of the cultural and creative sector in Europe. Her fundamental drive is to bridge the communication gap between the cultural sector and policymaking, ensuring that the functioning and aspirations of the artistic field are effectively conveyed. With this motivation, she has worked as dance dramaturg, joined the Creative Europe Unit at EACEA, and served as Network Manager and Policy Advisor the European Dancehouse Network.
Carlotta completed her Ph.D. on how European transnational networks operate in the Cultural Sector at DIST the Interfaculty Department of the University and Polytechnic of Turin, and she was visiting researcher at the UCL's Public Policy Department. Her work questions the political and empirical implications of transnational networks in the EU's cultural sphere and the external dimension.

GIULIANA CIANCIO

Giuliana Ciancio is a researcher, cultural manager, curator and lecturer internationally active in the cultural field. Deeply convinced about the key role of cultural cooperation in the development of the contemporary world, she explores these topics both as an academic and as a practitioner. With a PhD in Management, Giuliana is a member of the C.C.Q.O. (Culture Commons Quest Office) at the University of Antwerp (Belgium). She studies cultural policies and cultural activism with a focus on the role of political emotions in these areas. As a practitioner, she collaborates with public and private institutions and independent organizations. Author and curator of several award-wining project proposals (at EU and national level), she often brings together international festivals, universities, municipalities, civil servants, artists and cultural activists. She is the co-founder of the Italian social enterprise Liv.in.g. (Live Internationalization Gateway) and she publishes in academic and popular journals in English and Italian.

	Rendez-vous at the Research Award Ceremony
13:30 - 13:35	**Introduction of the session and presentation of the two finalists** **Gerald Lidstone**, ENCATC President **Michal Lázňovský**, Senior Lecturer at the Academy of Performing Arts in Prague, Theatre Faculty (Czech Republic)
13:35-13:40	**Talk on transnational networks and policy harmonization in the cultural and creative sector** **Carlotta Scioldo**, Lecturer at Erasmus School of History, Culture and Communication, Erasmus University Rotterdam (The Netherlands)
13:40-13:45	**Talk on cultural cooperation, cultural activism and the role of political emotions** **Giuliana Ciancio**, Researcher at the University of Antwerp and Co-founder of Liv.in.g. (Belgium)
13:45-13:55	**Q&A moderated by Jury Members:** **Jaime Ruiz Gutiérrez**, Associate Professor, Universidad de los Andes (Colombia) **Dan Green**, Co-President of AAAE and Director/Professor at Carnegie Mellon University (USA)
13:55-14:00	**Closing of the session** **GiannaLia Cogliandro Beyens**, ENCATC Secretary General

The Research Awards will develop in **two moments**. First, it will give room for a **presentation by the two finalists** with questions from the Jury. Then, in the evening of 12 October, the assessment of the Jury will be presented, with the **announcement of The 2023 ENCATC Research Award winner** by Mona Forsskåhl, Rector of Arcada University of Applied Sciences. ENCATC Secretary General GiannaLia Cogliandro Beyens will announce the **Best Research Paper**.

An exciting and thrilling moment, in the company of **leading figures** of Europe's cultural sector, to celebrate the **success of the future generation** of cultural researchers and professionals!

19:30 - 19:40	**Welcome and Opening Speeches** **Gerald Lidstone**, ENCATC President, **Annick Schramme**, Full Professor and Academic Director, Master in Cultural Management at the University of Antwerp (Belgium)
19:40-19:45	**Presentation of the assessment by the jury** **Gerald Lidstone**, ENCATC President
19:45-19:50	**Announcement of the winner** **Mona Forsskåhl**, Rector of Arcada University of Applied Sciences (Finland)
19:50-20:00	**Best Research Paper announcement** **GiannaLia Cogliandro Beyens**, ENCATC Secretary General

2022 ENCATC Research Award Ceremony, October 2022 in Antwerp.

12 October

MEMBERS FORUM

The 2023 ENCATC Congress will feature a special session delivered by ENCATC members in the format of 6 physical **Members Talks**. **The Members Forum represents the multidisciplinary and cross-sectoral nature of ENCATC's global community**, reuniting the diverse fields of knowledge and expertise of our members in management, education, research and policy. The large array of topics covered in the Members Talks will cater to everyone's curiosity and interests. Attendees can expect to gain valuable insights and fresh perspectives on several of the key issues characterizing the field today.

EUROPEAN YEAR OF SKILLS

The Members Forum is a direct contribution from ENCATC to the 2023 European Year of Skills

Members Talk N°1: How to use ChatGPT in Cultural Marketing

At this hands-on Members Talk, you will use the software to carry out practical, exemplary tasks: create advertising texts, adapt them to social media channels, evaluate advertising spaces, plan dates for events and develop ticket prices ideas. By joining this workshop, you will come out knowing more of how algorithms, machine learning and ChatGPT work. You will understand the limitations of the programme and its margin for improvement, you will learn how to use the software for various tasks in marketing and you will know how to assess the quality of the results. Sara Tvrdišić will provide further inputs on "Exploring Customer Perspectives on E-Commerce and AI vs. Traditional Retail".

Julia Glesner
Professor at Potsdam University of Applied Sciences (Germany)
Chair

Sara Tvrdišić
PhD candidate at Faculty of Dramatic Arts in Belgrade (Serbia)

Members Talk N°2: Being fit for the job: emerging curricula for the cultural and creative sector

The cultural and creative sector is constantly evolving, and it is important for professionals to stay up-to-date with the latest industry trends and technologies. As a result, emerging profiles and curricula are being developed to meet these changing demands. Some of the key skills and competencies that are becoming increasingly important include digital literacy, entrepreneurship, and cross-disciplinary collaboration. To stay competitive in this field, professionals must be willing to adapt and continually update their skills sets. This Talk will address this important issue with some of the most prominent experts in the field, thus to share with the audience their views and recommendations.

Catarina Vaz Pinto
Former Deputy Mayor for Culture of the Lisbon City Council, Independent Arts and Culture professional (Portugal)
Chair

Annick Schramme
Professor at University of Antwerp / Management School of Antwerp (Belgium)

Milena Dragićević-Šešić
Former Rector of the University of Arts, Belgrade, now Head of the UNESCO Chair on Interculturalism, Art Management and Mediation (Serbia)

Milena Deleva
Executive Director, Association of Arts Administration Educators (USA)

Kerrine Goh
Senior Project Executive, Asia Europe Foundation

Cristina Ortega Nuere
Chief Operating Officer, World Leisure Organization (Spain)

Members Talk N°3: What are the challenges and opportunities in shaping the future workplace?

There is significant consensus that one massive change driven by the pandemic - the rise of remote and hybrid work - is here to stay. Organisations are experimenting with different models of workplace, or are experimenting with the end of the five-day workweek. How is the cultural sector or the educational sector responding to this issue? What skills and mindset do first-time or long term employees need to acquire? How do we approach effective collaborations in a hybrid workplace? This session aims to explore issues and opportunities at stake in shaping our working environment, between sharing physical spaces and using the digital ones to expand collaboration and improve productivity.

Join the session to explore specific, actionable steps that we can take to create better, more supportive and equitable workplaces and find common solutions. Please note this session will be in a participatory format.

Chair

Antonia Silvaggi
Head of Skills for Culture and Co-founder at Melting Pro (Italy)

Members Talk N°4: International Cultural relations and communities of practice

In this session you will learn about why and how the social learning paradigm can be useful for international cultural relations. Specifically, we will focus on discussing communities of practice cases and the importance of systems convening leadership. Please note that, besides involving leading academics and practitioners in cultural management and policy, this session will be run in an interactive format named fishbowl discussion, which allows to involve a large group in an intimate, small group conversation.

Please note that this session will be in a participatory format. In this session you will learn about why and how the social learning paradigm can be useful for international cultural relations, focus on discussing communities of practice cases and the importance of systems convening leadership.

Chair

Carla Figueira
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 (UK)

Valentina Riccardi
Head of Cuture at Asia-Europe Foundation (ASEF)

Tiffany Bourgeois
Assistant Professor at Department of Arts Administration, Education and Policy, The Ohio State University (USA)

Natalia Grincheva
Programme Leader, BA(Hons) Arts Management (Singapore)

Members Talk N°5: Innovative and emerging curricula for Cultural Heritage professions

The education and training sector must explore and closely accompany the rapid changes of the professional profiles in the broad field of culture and cultural heritage. New skills and competences are constantly emerging and innovative curricula and teaching models and formats must react and adapt to new challenges. Through the results of the CHARTER project and the input of other experts in the cultural heritage sector, in this Talk we will explore and discuss the current and future challenges in learning processes for cultural heritage professions. This session will be held in the form of an interactive workshop, where participants will exchange and debate on which are the elements required to innovate curricula.

In collaboration with CHARTER - The European Cultural Heritage Skills Alliance (Erasmus+)

Chair

Lluís Bonet
Professor of Applied economy and Director of the Cultural Management Graduate program at the University of Barcelona (Spain)

Chair

Herman Bashiron Mendolicchio
CHARTER Project Manager, Faculty and Coordinator of the Postgraduate Course on International Cultural Cooperation, University of Barcelona (Spain)

Pirjo Hamari
Director of Development at Museum Development Unit at the Finnish Heritage Agency (Finland)

Across Europe, many higher education institutions as well as organisations and platforms in the cultural and creative industries (CCIs) are working to develop tools and approaches to foster an adaptation of professional skills the the challenges raised by the green transition: training courses, guides and toolkits, collections of good practices, etc. Frequently, these initiatives cover specific sectors or countries and do not always travel easily across borders, thus generating challenges in accessing valuable information.

This session will present some initiatives that have contributed to enabling access to information and fostering the development of skills for the green transition in the CCIs. It is co-organised by the Working Group on Skills for the Green Transformation, established in the context of the EU Large-Skills Partnership for the Cultural and Creative Industries ecosystem (CCI LSP), which over the last year has mapped initiatives in this field and identified gaps. The session is held in the context of the European Year of Skills and the Creative Skills Week.

This Members Talk is going to be held online and it will be open to everyone. Register HERE.

Chair

Jordi Baltà Portolés
Consultant, researcher and trainer at Trànsit Projectes and advisor at the Committee on Culture of United Cities and Local Governments (UCLG) (Spain)

Anu Ahola,
Project Manager / KEMUT Network, Elma.live (Finland)

Vânia Rodrigues
Principal Investigator at CEIS20, University of Coimbra (Portugal)

Daphne Tepper
Policy Director at UNI Europa (Belgium)

Giuliana De Francesco
Policy Officer, Unit D3 Fair Societies and Cultural Heritage, DG RTD, European Commission

GiannaLia Cogliandro Beyens
ENCATC Secretary General

Do you want to keep learning and exchanging on the most pressing topics?

Become an ENCATC member and gain access to our monthly Members Talks!

COMING SOON

27 October 2023
Cultural leadership in arts and cultural organizations: do we have the right skills and competences for the new scenarios?

24 November 2023
Decolonising the cultural policy and management curriculum

08 December 2023
Digitization and AI in the Cultural and Creative Sectors in Latin America

Start your membership!

2023 ENCATC OUTSTANDING AWARD CEREMONY

🕐 When, 📍 Where ? 13 October 2023, from 10:00 to 11:00 Musiikkitalo, Töölönlahdenkatu 16 C, 00100 Helsinki, Finland

Introducing the 2023 Laureate

Prof. Lluís Bonet

Lluís Bonet is Professor of Applied economy and Director of the Cultural Management Programme at the University of Barcelona, specialized in cultural economics, cultural policies and arts management. He has been president of ENCATC, board member of many academic and cultural organizations, and coordinator / active participant of many international research projects (H2020, Erasmus+, Creative Europe, IADB, National research or Arts council, etc.). He is the coordinator of the Erasmus+ project CHARTER ('Cultural Heritage Action to Refine Training, Education and Roles').

The Award Panel, an interdisciplinary group integrated by 11 ENCATC members from different world regions, evaluated and assessed all nominations recognizing Prof. Bonet for his exceptional scholarship in cultural management and policy, his academic and professional career of international renown, his sustained contributions to cultural management and policy education and research, his innovative and interdisciplinary approaches, and his supportive character, looking to create sectoral synergies and support young researchers and professionals. Prof. Lluís Bonet is identified as a transformational leader and a key personality of the cultural field, whose work has impacted at local, national and international level.

About the ENCATC Award for Outstanding Contribution

The ENCATC Award is a biennial accolade established in 2019 to celebrate the Network's twenty-fifth anniversary. It represents the highest expression of recognition to exceptional achievements in developing and sustaining innovative and consistent approaches that contribute to positive changes in cultural education, research, management and policy. The Award is designed to acknowledge and honour visionary leadership, creativity, and contribution in education, research, policy, and advocacy within cultural management and/or policy. The Award recognizes individuals and organisations who have excelled in the following areas:

- **Transformational leadership** in cultural management of cultural organisations / institutions
- **Innovative** and **creative contributions to research** in the cultural management and/or cultural policy field
- **Advocacy efforts** that have a significant impact on the broader cultural policy landscape
- **Contributions** that have **broken new ground** in the cultural management and policy discipline and/or laid the groundwork for others.

GLOBAL CONVERSATION

🕐 When, 📍 Where ? 13 October 2023, from 11:30 to 12:45, Musiikkitalo, Töölönlahdenkatu 16 C, 00100 Helsinki, Finland

How AI is redefining the boundaries of film and music industries?

Today, the creation, composition, and consumption of creative products from the music and film industries are being transformed. Although earlier iterations of AI technology have been in use for years, it is developing at an alarming pace without the same attention to its consequences.

Alongside this transformation, there are pressing moral and ethical considerations to address. For example, this past summer a music producer used generative AI to craft a fictitious song of Canadian artists Drake and The Weeknd, amassing millions of downloads. As one music executive stated, "you must choose between advocating for artists, fans, and human creativity or risking the proliferation of deep fakes, fraud, and the denial of artists their rightful compensation."

In the context of the ENCATC Congress, this Global Conversation will bring together the different perspectives from different world regions, providing a platform to discuss different viewpoints over some of AI's most crucial questions at the same table. The session will be chaired by Alan Salzenstein of DePaul University.

Alan Salzenstein
Professor/Director, Performing Arts Management/Arts Leadership, DePaul University, (USA)

Emma Duester
Associate Professor at Shanghai Jiao Tong University (China)

Dan Green
Co-President of AAAE; Director of the Master of Entertainment Industry Management Program, Carnegie Mellon University (USA)

Annick Schramme
Professor at University of Antwerp / Management School of Antwerp (Belgium)

Javier Hernández Acosta
Dean of the School of Arts, Design and Creative Industries, Universidad del Sagrado Corazón (Puerto Rico)

Daniel Nordgård
Associate Professor at University of Agder (Norway)

Why people joins the ENCATC Congress

"The ENCATC Congress is the one and only place to start networking and building the competencies for any cultural management education programme."

Kaari Kiitsak-Prikk, Senior lecturer and head of studies for Cultural Management at the Estonian Academy of Music and Theatre
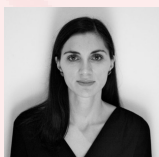
"It is a key event in the field of cultural policy and management in Europe and a brilliant platform for networking, meeting researchers, policy-makers and practitioners and exchanging new ideas and practices"

Kathrin Schmidt, Senior Associate, Tom Fleming Creative Consultancy

DON'T MISS ON...

Gaining knowledge on all the latest developments in cultural management and policy—in ways you've never considered before.

Advancing the debate, developing new ideas and proposals on education, research, training and practice in cultural management responding to global trends and phenomena, cultural transformations.

Networking with academics, researchers, professionals and representatives from various EU institutions, governments and European and international networks.

Contributing to raising the level of knowledge on cultural management and policy for a sustainable cultural sector and the inclusion of culture and the arts in the long-term strategic goals of the European project.

If you are attending the 2023 Congress and you are not an ENCATC member yet, benefit from a 40% saving on your new membership!

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Where: UNESCO
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The effects of AI on the working lives of women
By: UNESCO
When: 2022
Where: UNESCO
Read here

The risks and challenges of neurotechnologies for human rights
By: UNESCO
When: 2023
Where: UNESCO
Read here

The Use of Artificial Intelligence in the Cultural and Creative Sectors, Concomitant expertise for INI report
By: European Parliament
When: 2020
Where: Research for CULT Committee
Read here

UNESCO's Recommendation on the Ethics of Artificial Intelligence: key facts
By: UNESCO
When: 2023
Where: UNESCO
Read here

White Paper on Artificial Intelligence: a European approach to excellence and trust
By: European Commission
When: 2020
Where: European Commission
Read here

DISCOVER HELSINKI!

>> Helsinki is a **hub for technology and innovation,** with a thriving startup scene and a strong focus on sustainable development. This makes it an ideal location for discussing the potential of AI in cultural management and policy.

>> Helsinki is a **city of culture, with a rich history** and a diverse range of museums, galleries, and cultural events. Our Study Tour, on 10 October (pre-programme), and the Study Visits, on 11 October, will allow participants to experience the Finnish cultural scene and get to know concrete examples and best practices in first person.

>> Helsinki displays a **stunning architecture**, as well as **picturesque parks**, and a **waterfront**. Attendees can take advantage of the city's many outdoor spaces and attractions, and experience the unique Nordic lifestyle.

>> The Congress will be held at **Sibelius Academy** and **Arcada University of Applied Sciences**, **Finnish leading higher education institutions in the field of cultural management and policy** meeting the highest standards of sustainability and accessibility. The venues are not only the perfect location for the Congress activities, but also conveniently located and easily accessible by public transportation.

>> Helsinki is a **welcoming** and **inclusive city**, with a **strong commitment to equality and diversity**.

Exploring Helsinki

A great resource to rely on to get useful information to explore the Finnish capital is the Visit Finland website, and also the My Helsinki website.

DISCOVER HELSINKI!

A LEADING CITY IN SUSTAINABILITY AND CULTURE

For a fifth consecutive year, Finland was recently voted the world's happiest country in the World Happiness Report. The report, which is based on variables including freedom to make life choices, helps tell the story of Helsinki and the positive path the city is on. With a solid foundation as such, Helsinki's overall growth, level of innovation and action-taking – are hardly surprising.

The city is itself a pioneer in urban development with nature on its doorstep. The Baltic Sea is only a bike ride away, and there are plenty of green areas to help residents recharge and breathe. "You are never more than 10km away from the sea in Helsinki," explains Birgit Liukkonen, senior sustainability advisor at Helsinki Partners. "It is a great blend of urban culture and the calm of nature," she adds.

A place of sustainable growth

Titled 'A City of Growth', Helsinki's current city strategy outlines numerous guidelines for 2021-2025 and incorporates the most important choices and priorities into the city's everyday life, including nature conservation and ambitious climate objectives. On that note, Helsinki is committed to achieving carbon neutrality by 2030, and to promote a more sustainable way of life for everyone. Helsinki also continues to evaluate and guide the growth of the city in line with the UN's Sustainable Development Goals (SDGs). Along with New York, Helsinki is one of the first cities in the world to report SDGs on a city level. "Here in Helsinki, the view to sustainability is holistic by nature. We like to think that sustainable solutions are not only environmentally friendly and energy-efficient, but also made up of citizen wellbeing, equality and functional everyday life," says Liukkonen.

There is also Helsinki's Tourism and Events programme. This outlines the city's sustainable tourism principles and exists to help the city propel into new heights by promoting wellbeing. The sustainability aspect of tourism in Helsinki is indeed heavily considered, with the city aiming to become the world's most sustainable destination in due course. This action, together with the reach for carbon neutrality and UN SDGs reporting, work in harmony to push Helsinki onwards and upwards.

Think Sustainably

Created to make sustainability more accessible to locals and visitors alike, Think Sustainably is a digital service on myhelsinki.fi, a website run by Helsinki Partners – the city marketing, investment and talent attraction company owned by the City of Helsinki.

Described as easy access to sustainable choices, Think Sustainably gives anybody the chance to choose, live or visit sustainably. It guides users to greener services, including everything from transportation and attractions to food and hotels, inviting anyone to be part of the change. And although the service primarily helps the public make better choices, it is equally useful for businesses as a tool to promote their sustainability efforts. Win, win.

"The service is tailor-made for Helsinki and is based on criteria that highlights ecological and social sustainability as well as environmental issues," explains Liukkonen. Participating brands need to meet these criteria, which works well for brands on either side of the spectrum. Brands that have only just started their climate journey will gain insight into their operations and can use it as a checklist, while those already on a good path get help to communicate just that. "We are firm believers that change needs to happen on a city level, and this service has become an important part of giving anybody the opportunity to be part of the change," adds Liukkonen.

DISCOVER HELSINKI!

Meet the criteria

Businesses that are included in Think Sustainably get a green tab if they meet the criteria. These fit all kinds of businesses, from small cafés to big hotels, and are separated into categories like attractions, or restaurants, cafés and bars. The events category, for instance, has 23 criteria focused on areas including recycling, energy saving and vegetarian food, plus other ways of reducing the carbon footprint of events.

Another aspect to highlight is the service review system, which is based on trust and transparency. There is no auditing process for the criteria as their fulfilment is left on a trust-based agreement with the service providers. Additionally, the myhelsinki.fi website offers an easy way for users of the service to leave feedback on the brands involved. "We believe that businesses that choose to take part in this service are already motivated to change and work towards sustainability," explains Liukkonen.

Helsinki, today and beyond

Helsinki is a compact and walkable city. This, together with its popular city bike system and functional local transportation (such as rail traffic run on sustainably produced electricity), makes it easy for visitors to move about in a green way.

An impressive 40 per cent of Helsinki consists of green areas, and the city is also one of few capitals with real nature so close by. There are over 60 nature reserves in the city area and 130km of seashore open to everyone. All in all, this forms a unique experience for visitors and is a place of pure goodness – quite literally.

Thanks to its neat size, Helsinki can play around with different sustainable solutions and is a perfect example of what change on a city level can look like, done well. One can only hope that other cities will follow suit, and that the title match for the world's most sustainable destination becomes one that everyone can (and wants to) fight.

Source: https://discovercleantech.com/lead-the-way-helsinki/ Lead the Way Helsinki, Emma Rodin/

ABOUT FINLAND

PEOPLE HERE ARE THE BIGGEST COFFEE DRINKERS IN THE WORLD

Most people don't know this, but the people in Finland consume the most coffee in the world. The average Finn consumes at least twelve kilos of coffee each year. Yes, that might sound shocking, but it is not a lot for the people of Finland. Even eight cups a day is not thought to be a lot of coffee. So, if you live here, you might be able to justify the coffee addiction with the culture.

IT OFFERS EXCELLENT POSTNATAL CARE

Postnatal care in Finland is excellent. Mothers can stay home for one year after giving birth while getting their salary and other benefits. Besides that, when children are born, they sleep in cardboard boxes that are provided by the government along with any other necessities. When the parents need to use public transportation with their newborn in a stroller, they don't have to pay

THE COUNTRY HOSTS MANY ODD COMPETITIONS

You will find some of the oddest sports and competitions here. These include air guitar, wife-carrying championship, swamp football, mobile phone throwing, mosquito-hunting competition, and more.

THE FINNISH SAUNA IS PART OF THE HERITAGE OF THE COUNTRY

The people are mad about saunas, as the country has two million. You will find them everywhere, from cabins to apartments to even big companies.The country can get incredibly cold, and a sauna can provide some much-needed comfort. Whenever you feel cold in Finland, just find a sauna near you and relax. That is what everyone else does too.

FINLAND LISTED AS THE HAPPIEST COUNTRY IN THE WORLD SIXTH YEAR IN A ROW

Finland was listed as the happiest country in the world in the World Happiness Report by the UN. The ranking is done after taking into consideration freedom, life expectancy, generosity, economic strength, and much more. Finland is consistently at the top portion of the list.

FINLAND HAS TWO OFFICIAL LANGUAGES, FINNISH AND SWEDISH

Approximately 87% of Finns speak Finnish as their native language. Approximately 5% of Finns speak Swedish as their native language. Swedish is spoken the most on Finland's western and southern coast.

74% OF THE COUNTRY HAS FORESTS

Finland beats all other European countries when it comes to forests. That is because 74% of the country has forests. The best part is that you can go forage, camp, and do anything you like as long as you keep the place clean.

FINLAND HAS MORE THAN 187,000 LAKES

One of the top facts about Finland is that it has hundreds of thousands of lakes. That is why the country is also called the land of a thousand lakes. You can enjoy lots of watersports on the lakes or you can visit them to relax and enjoy the serene atmosphere.

ENCATC and ASEF Arts Journalism Matters Fellowship

ENCATC has partnered with the **Asia-Europe Foundation (ASEF)** through its arts and culture platform **culture360.ASEF.org** to launch the second edition of the **Arts Journalism Matters Fellowship**.

The Fellowship aims to provide long-term capacity building, networking and peer collaboration opportunities for **young emerging arts journalists**, specialising in cultural management and cultural policy writing.

The selected participants are **Carla Castle** and **Esther Yeon**, both from **LASALLE College of the Arts**. As part of the Fellowship, they will undergo a 4-week virtual residency under the mentorship of **Ms. Audrey Wong**, cultural policy expert and arts educator at LASALLE College of the Arts.

As part of the residency, a workshop with **ArtsEquator** will be organised to expose participants to different writing modalities. Participants will also put to practice skills and knowledge gained from the residency, to cover an on-site event **ASEF LinkUp | Asia-Europe Cultural Diplomacy Lab**, taking place from 24 to 27 October 2023 in Singapore, as a journalist.

Through the Fellowship, ASEF and ENCATC aim to address the **shrinking of arts coverage** and arts criticism as well as the **lack of opportunities** for young arts professionals interested in specialising in this area.

A legacy to the city of Helsinki: 2023 International Book Exchange

Following our commitment to **transferring knowledge across countries** and among institutions, we are continuing the tradition to have an international book exchange at the 2023 ENCATC Congress!

The project offers Congress participants the occasion to **promote their new publications** and share them with their colleagues from all over the world.

This initiative will result in **cultural management and policy publications finding new homes in libraries** of institutions, universities, cultural organisations, and research centres across the globe. It's a way to **have books reach new audiences** and bring **valuable perspectives and insight** to an institution in another country.

This year we are asking members to bring **2 books, that will constitute the legacy of our 2023 Congress** and contribute to the internationalization of the universities' libraries:
- 1 book will be donated to **Sibelius Academy**
- 1 book will be donated to **Arcada University of Applied Sciences**.

SUSTAINABILITY

ENCATC, an environmentally responsible organisation
Our commitment to make the Congress an environmentally sound event

Since 2011, ENCATC has set the goal to be an environmentally responsible organisation. For this scope, we work hard to reduce the environmental impact of our activities and we are dedicated to understanding, measuring, improving and communicating our environmental performances and engaging with our members and followers in this process.

ENCATC is currently going through an eco-labelling process designed by and for cultural networks, a certification scheme based on the eco-guidelines initiated by the SHIFT network.

Minimizing all potential negative impacts on the environment and leaving a beneficial legacy for the host community and all involved

TRAVELS
At ENCATC we encourage travels that minimize carbon footprint. There is no genius solution for this, but we do encourage considering alternatives whenever possible. For travels to Finland by car, we encourage connecting with other ENCATC members attending the 2023 Congress in one's vicinity for a potential carpool. In case of flying, we encourage opting for a direct connection (if available), which has a lower carbon emission than a flight with a change-over. We also encourage walking, cycling, or public transportation for travel within Helsinki. Helsinki has a very efficient public transport system and all Congress locations are convenient to reach in this way.

PARTNERS
In the process of organising its events, ENCATC is committed to work with venues/partners who hold satisfactory environmental policies. In our contracts we include a clause to inform these actors about our Environmental Sustainability Policy and about what measures are taken to reduce the environmental impact of the Congress. We put our efforts into considering using renewable energy sources to power operations and events, and strive to choose energy-efficient products that consume less power.

WASTE MANAGEMENT
Participants of the Congress will be required to sort waste adapting to the local recycling infrastructure. Reusable, recycled or compostable items will be used such as cups, crockery and cutlery to avoid acquiring plastic/single serve disposables for food & beverages, plastic bags and plastic water bottles, as well as event badges. ENCATC is committed to using digital marketing instead of paper-based marketing to reduce paper usage, and to avoiding using disposable decorations, opting for more sustainable options. We strive to choose products made from environmentally sustainable materials and products made from recycled materials. Our objective is to minimize waste by purchasing only what is needed and donating or recycling unused items.

CATERING
ENCATC and its partners consider the environmental impact of transportation when selecting suppliers and products, and commit to purchase sustainable options for breaks and catering, such as organic and/or fair trade and/or vegan and/or vegetarian and/or local products. This includes using water bottled from local taps when possible.

ENCATC RESOURCES

Designed for your cultural management and policy needs

Your trusted resources anytime, anywhere

All of our ENCATC resources are available in one place and in easy to use e-formats.
Learn more and visit us on the web at: https://www.encatc.org/en/resources/

TWICE-YEARLY

ENCATC Magazine

An digital publication launched in 2020 to educate, entertain, raise awareness, and inform on various topics related to cultural management and policy. Also offering space for the publication of articles to our members, as well as a space for knowledge transfer to our partners (EU, UNESCO, ASEF, etc.).

YEARLY

ENCATC Journal

Be part of the stimulating debate on hot research topics in our field happening among scholars, educators, policy makers and cultural managers. Benefit from the Journal's scientific rigor to bring you a multidisciplinary perspective bridging theory and practice.

ENCATC Book Series on Cultural Management and Cultural Policy Education

Designed to promote the work of young promising researchers, this series is a must for your university library or collection on the topic of cultural management and policy.
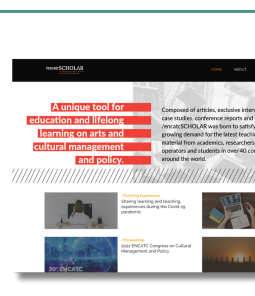
/encatcSCHOLAR

This is a unique tool for education and lifelong learning on arts and cultural management and policy. With the teaching needs of educators and trainers in mind, we publish unique content, exclusive interviews, case studies, conference reports and more from around the globe and across sectors useful for the classroom and lifelong learning

Congress Proceedings

Nowhere else will you find a collection of articles on cultural management and policy and with such expansive geographic coverage. Stay on top of the newest research being conducted each year in the field.

WEEKLY

ENCATC Flash

An essential must-read for the latest news and happenings in cultural management and policy. Always benefit from a free publication, a rich offer of training and networking events, and opportunities to advance policy and projects.

MONTHLY

ENCATC Newsletter

Feeling too much is happening too fast? Our members can be at ease as we do the work to find and compile key policy developments from the EU and other world regions, calls, publications, events, conferences and more. Gain access to what you and your institution need to stay on top of progress and opportunities in our field.

THREE TIMES-YEARLY

ENCATC Tracker

A quarterly publication gathering contributions from the members of the Think Tank Culture Post covid-19 and widely disseminated to policy makers, crucial for engaging the cultural management and policy community with other networks and stakeholders in a global scale to transform the conversation around climate change and translate it into research-based policy actions.

CONGRESS VENUES

MUSIIKKITALO - SIBELIUS ACADEMY

Photo: Helsinki Music Centre/Arno de la Chappelle

The University of the Arts Helsinki (Uniarts Helsinki) provides the highest level of education in music, fine arts, performing arts and writing in Finland. Established in 2013, Uniarts Helsinki consists of the Academy of Fine Arts, the Sibelius Academy and the Theatre Academy.

The internationally renowned Sibelius Academy has trained thousands of artists and music experts since 1882. It is one of Europe's largest music academies and an international community of about 1,400 students and 500 teachers. They are proud of their heritage and they consider preserving and updating music culture as their fundamental task. The cornerstones of their operations are teaching, research, and artistic activities. The focus of the studies is for students to grow into professional artists who know their own creative identity.

ARCADA - UNIVERSITY OF APPLIED SCIENCES

Arcada is a multi-professional, Swedish-speaking university of applied sciences (a polytechnic) in Helsinki, Finland. It is owned and maintained by the Arcada Foundation. At their campus in Helsinki, 2,700 students and 170 staff work across disciplines to advance culture and knowledge.

Arcada's educational and research activities are organised into three schools: Graduate School and Research, School of Business and Healthcare, and School of Engineering,

Culture and Wellbeing. Its vision is to open doors for Nordic cooperation of global relevance, create smart solutions for a dynamic professional life and a vigorous Swedish culture, and offer lifelong career support for a rewarding and sustainable life.

HELSINKI CITY HALL

The Helsinki City Hall was designed by C.L. Engel as a hotel in 1833 and the building has been the City Hall since the 1930s. With the exception of the facade, the building was completely rebuilt in 1967-1970 designed by the architect Aarno Ruusuvuori.

Visa

To enter Finland, you need to be in possession of an official travel document. Your travel documents (passport, ID card if coming from an EU Member State, or other) need to be valid for the whole stay in Finland.

Before travelling consult the Ministry for Foreign Affairs of Finland website to check if you need a visa to enter.

List of embassies and diplomatic representations

To enter Finland, you need to be in possession of an official travel document. Your travel documents (passport, ID card if coming from an EU Member State, or other) need to be valid for the whole stay in Finland.

Before travelling consult the Ministry for Foreign Affairs of Finland website to check if you need a visa to enter.

Covid-19 information

There are currently no COVID-19 restrictions on border traffic. Find more information on the Finnish Border Guard website.

Following the COVID-19 pandemic, for the duration of the Congress we've put extra measures in place for the safety of participants and our staff members.

We urge all attendees to remain vigilant and adhere to the safety protocols throughout the event regarding mask usage, hand hygiene, respiratory etiquette, distance maintenance and self-monitoring. You can find more information about this on the Congress website and on the Centers for Disease Control and Prevention (CDC) website.

Useful numbers

Check your roaming conditions in the EU/Belgium directly with your existing mobile operator.

The international dialing code for Finland: **+358**
Police: **114 14**
Fire department: **116 117**
Poison information center 24h toll free: **0800 147 111**
+358-9-471 977
Helsinki health care 24h: **116 117**

The emergency phone number in Finland is **112**.
Please call 112 if you need urgent medical attention or help from firefighters or police

Pharmacy

Yliopiston Apteekki 24h
Mannerheimintie 96
00250 Helsinki
+358 300 20200
www.yliopistonapteekki.fi

Getting to Helsinki

✈ AIR TRAVEL

Helsinki is well connected with most of the capitals in Europe and is served with one airport: Helsinki Airport | Finavia. Helsinki Airport locates 20 kilometres from Helsinki City Centre, which it takes around 30 minutes by car or the train to reach. From the airport you can take a train, bus, or taxi to reach your destination. Check the timetables, prices, and time estimations for each option via this page.

🚋 TRAIN TRAVEL

VR, the Finnish Rail Operator, has reliable and frequent train services operating to most parts of the country.

🚌 BY BUS

The main bus and coach company operating in Finland is Oy Matkahuolto Ab, which offers long-distance coach connections to practically all parts of Finland.

🚢 BY FERRY

If you're travelling via Sweden, Estonia, or Germany, you may also take a ferry ride to Helsinki. Modern fast ferries and cruise ships connect Helsinki, Tallinn, Stockholm, Turku and Aland Islands. You can book your cruise with Tallink Silja line.

🚗 BY CAR

If you are driving into Helsinki, you can avoid and help reduce congestion by utilising HSL's Park & Ride facilities at public transport stations and stops. In the centre of Helsinki it is recommended to walk or use public transport. Find all information about parking and driving options on the My Helsinki website.

Transport in Helsinki

Helsinki has an excellent public transport system (HSL) comprising bus, tram, metro, commuter train and ferry services. With a single ticket you can hop aboard trams, buses, the metro and even the municipal ferry to Suomenlinna. Find all information about public transport on the Welcome Helsinki website and the My Helsinki website.

Sustainable ways to travel

At ENCATC we encourage travels that minimize carbon footprint. This commitment is part of our green policy and our ongoing eco-labelling process together with the SHIFT network. There is no genius solution for a sustainable and slow travel but please consider alternatives whenever possible.

In case you travel to Finland by car you might want to connect with other ENCATC members attending the 2023 Congress from your vicinity for a potential carpool. In case of flying, consider a direct connection (if available), which has a lower carbon emission than a flight with a change-over. Walking, cycling, or public transportation should be used for travel within Helsinki.

Taxis

Taxi Helsinki: (+358) 020 2202022
Fixutaxi: (+358) 0100 6060 or download app www.fixutaxi.fi
Lähitaksi: (+358) 0100 7300
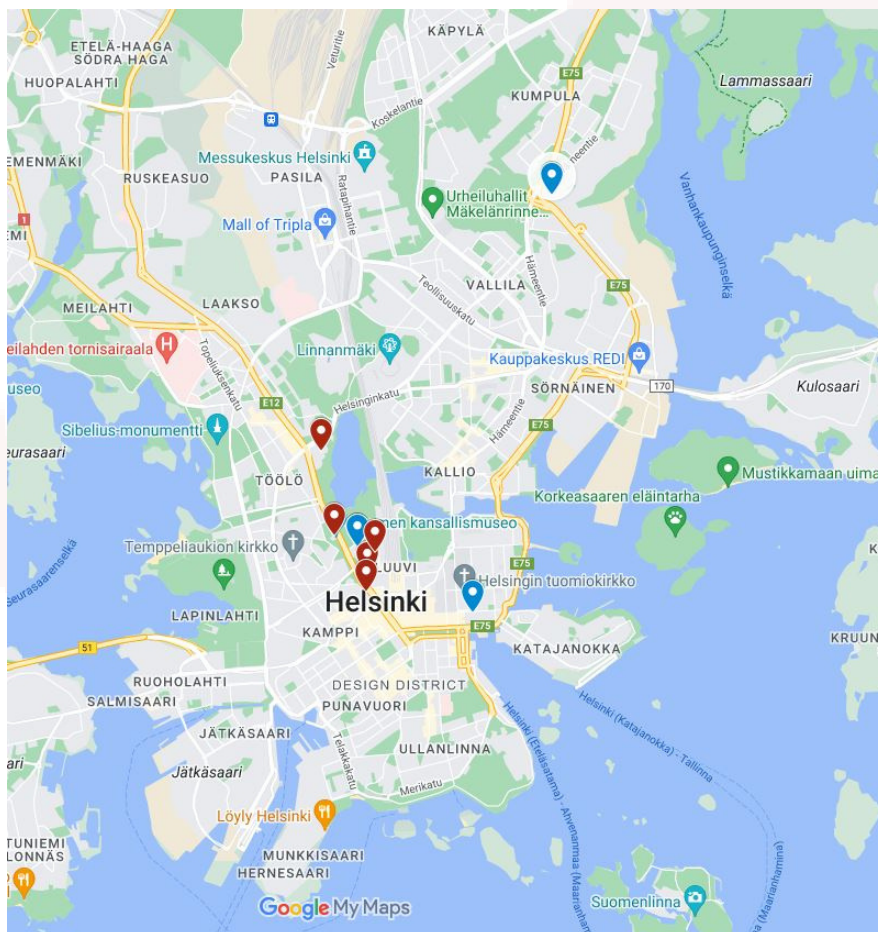Kovanen: (+358) 0200 6060
Yango: download app www.yango.com

Reaching the venues

This GoogleMaps list contains all venues of the 2023 Congress.

You can always access the map entering the Practical Information section of the Congress Website and in the programme.

Mark the map as a favourite/saved page on your preferred internet browser.

Day 1 - Wednesday 11 October 2023

9:00 – 12:30 **Musiikkitalo** (Sibelius Academy), **Töölönlahdenkatu 16 C**, 00100 Helsinki

14:00 – 17:00 **Study Visits** locations

- Museum of Contemporary Art **Kiasma** (**Mannerheiminaukio 2**, 00100 Helsinki).
- Helsinki Central Library **Oodi** (**Töölönlahdenkatu 4**, 00100 Helsinki).
- **National Museum** of Finland (**Mannerheimintie 34**, 00100 Helsinki).
- **Amos Rex** museum (**Mannerheimintie 22-24**, 00100 Helsinki).
- **National Opera** (**Helsinginkatu 28**, 00250 Helsinki).

18:15 – 20:00 **City Hall of Helsinki**, Old Court House, **Aleksanterinkatu 20**, Helsinki

Day 2 - Thursday 12 October 2023

9:00 – 21:30 **ARCADA** University of Applied Sciences, **Jan-Magnus Janssonin aukio 1**, 00550 Helsinki

Day 3 - Friday 13 October 2023

9:00 – 14:00 **Musiikkitalo** (Sibelius Academy), **Töölönlahdenkatu 16 C**, 00100 Helsinki

SPECIAL BENEFITS FOR PARTICIPANTS

Access the discounts on our Book Series!

This series exists to foster critical debate and to publish academic research in the field of cultural management and cultural policy as well as to open up a forum for discussions and debate on the topics of cultural management and cultural policy among scholars, educators, policy makers and cultural managers.
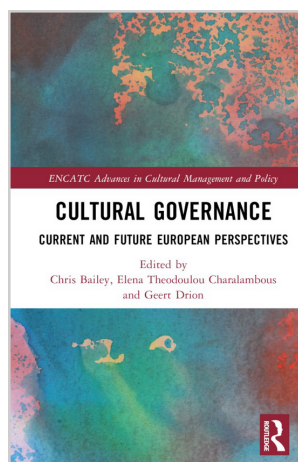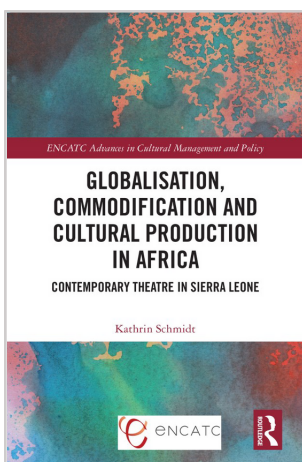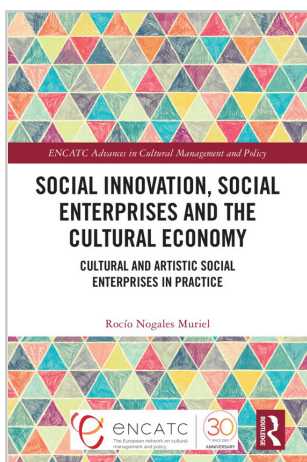
ENCATC Advances in Cultural Management and Policy

20% off for delegates of the ENCATC Congress 2023
Discount code "EFL04" at www.routledge.com
Valid until 31/03/2024

ENCATC Advances in Cultural Management and Policy

SOCIAL INNOVATION, SOCIAL ENTERPRISES AND THE CULTURAL ECONOMY

CULTURAL AND ARTISTIC SOCIAL ENTERPRISES IN PRACTICE

Rocío Nogales Muriel

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GLOBALISATION, COMMODIFICATION AND CULTURAL PRODUCTION IN AFRICA

CONTEMPORARY THEATRE IN SIERRA LEONE

Kathrin Schmidt

ENCATC Advances in Cultural Management and Policy

CULTURAL GOVERNANCE

CURRENT AND FUTURE EUROPEAN PERSPECTIVES

Edited by
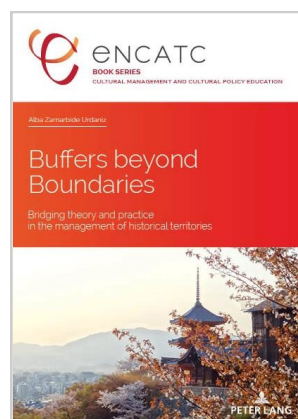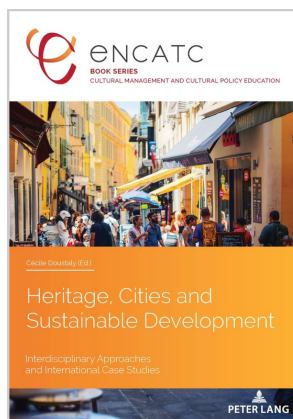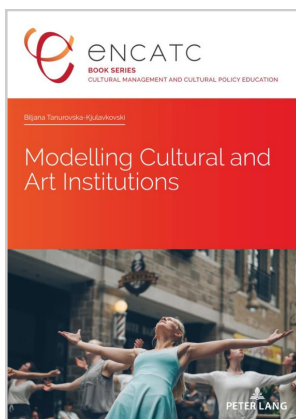Chris Bailey, Elena Theodoulou Charalambous and Geert Drion

Cultural Management and Cultural Policy Education

30% off for delegates of the ENCATC Congress 2023
Discount code "ENCATC30" at www.peterlang.com
Valid until 25/10/2023

ENCATC BOOK SERIES
CULTURAL MANAGEMENT AND CULTURAL POLICY EDUCATION

Biljana Tanurovska-Kjulavkovski

Modelling Cultural and Art Institutions

ENCATC BOOK SERIES
CULTURAL MANAGEMENT AND CULTURAL POLICY EDUCATION

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Bridging theory and practice in the management of historical territories

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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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eNCATC
The European network on cultural
management and policy

An initiative of:

eNCATC
The European network on cultural
management and policy

In partnership with:

UNIARTS HELSINKI

ARCADA

HUMAK
Humak University of Applied Sciences

Metropolia
University of Applied Sciences

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SeAMK
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