

# The Brussels Manifesto on Arts Management, Cultural Management and Policy Education

We, the participants from ENCATC, AAAE and TACPS represent a collective of arts and cultural management educational networks from Europe, North America and Asia. We met in Edinburgh, UK (30th May 2017) and again in Brussels (28th of September 2017) to initiate a global dialogue on emergent issues in our field. Through this dialogue, we sought to reflect on our role and position as networks in Arts Management, Cultural Management and Cultural Policy (hereafter called for brevity, ACMP) education and research in a globalizing world.

We wish to utilize our collective voice as those who support and enable ACMP education to amplify the essential need to balance local needs with global challenges. This critical balance can be effectively achieved through open collaboration and sharing of resources (including pedagogies for teaching and research) between and beyond our networks. This Manifesto reflects key ideas, emerging from our dialogues, both internally and externally, and these will continue. The next step is the creation of a network of networks as a platform of exchange and innovation. We offer the following statements as a starting point:

1. We believe in the significant contribution of the culture and the creative sectors<sup>1</sup> to society, and in their power in enriching organizations and practices, and thus making them more effective and sustainable. Through sound management, policy, and research approaches - as well as innovative cutting edge thinking - we wish to unlock the significant potential of the cultural and creative sectors to strengthen and invigorate different frames of understanding both inside and beyond our fields/discipline.
2. The interconnected world demands awareness of the global context and requires international competencies that can be transmitted via education programs focused on ACMP. Our acknowledgement of an ever-more globalized world needs to appreciate both the value of context specificities and concurrently respect the diversities of our respective cultures.

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<sup>1</sup> In this Manifesto, the arts are included in the cultural and creative sectors as well as the creative industries.

3. Globalization is propelling the field toward varying approaches in policymaking and education on ACMP around the world. This evolution is taking place in a variety of ways, via different means and rhythms of engagement, thus reflecting the specific contextual circumstances of local (regional and national) need. ENCATC, AAAE and TACPS wish to use our distinctive platforms and connections to stimulate and support this global evolution with local opportunities and accessible resources.
4. We are committed to the inclusion of all perspectives from every corner of the ACMP education community. The global nature of our collective work requires insight from leaders and educators who work outside of customary paradigms. We, therefore, dedicate ourselves to creating a space for this variety of voices and approaching our work with an eagerness to learn from each other.
5. ACMP are fields that operate within the intersection of different disciplines, social spheres and cultural contexts, offering significant opportunities to bridge educators, practitioners and policymakers. Therefore, we call for an understanding that arts and cultural management education can act as an incubator for innovative methodologies and ways of working that attracts and generates current and future investments in the cultural and creative sectors.
6. After several decades of investment in education professionalizing the cultural sector, there is a commitment to research in ACMP that is comparative, interdisciplinary, and practice-based. This is to complement and strengthen the full canon of scholarly activity in the field which includes theoretical research, in order to serve the connection between theory and practice. This evolution should be viewed as an ongoing deepening of understanding of how cultural and creative sectors correspond to different contexts and how we can synthesize learning across those contexts. Such research needs to take place at a global level to maximize benefits and then must be available to all. Networks (such as ENCATC, AAAE and TACPS) wish to provide continuous opportunities to support and enable these opportunities and benefits.
7. Education in ACMP should explore how different organizational forms and collaboration models can be renewed in order to transform society and education. These new ways of collaborating creatively offer considerable inspiration and value to societal and business sectors, warranting ongoing attention and support.