CULTURE THAT MATTERS: INTERDISCIPLINARY APPROACHES FOR SUSTAINABLE FUTURES

18-20 SEPTEMBER 2024 / LECCE, ITALY
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The 2024 Congress is not just a forum for discussion but a hub for action and transformation in the cultural sector’s drive for sustainability. By participating, you gain a unique opportunity to exchange and network with the cultural management and policy community from all around the world, fostering new connections and sparking future collaborations.

At the heart of this event lies a desire to transform the discourse on sustainability, exploring its varied dimensions: environmental, economic, and social. The Congress brings together theoretical insights with real-world applications, aiming to take tangible steps towards a sustainable future. Recognising the complexities of the challenges we face, we prioritise an interdisciplinary approach, combining cultural, ecological, and social perspectives to create holistic solutions. Through interdisciplinary knowledge and practical experience, we aim to shape new pathways to tackle the most pressing issue of our time.

The 2024 Congress will focus on the following objectives:

- Embracing a notion of a capable and sustainable economic transition that requires a conscious transformation of economic behaviors towards the creation of shared value.
- Discussing issues and challenges for organisations in the cultural and creative sectors to embrace such a transition.
- Foresighting culture and creative people as agents of change in innovation processes where identity diversity and sustainability values are intrinsically embedded.
- Spotlighting the critical need for inter- and trans-disciplinary approaches to research and education.

The 2024 Congress is an initiative from ENCATC, in partnership with Dipartimento di Scienze dell’Economia and Scuola Superiore ISUFI of the University of Salento and Tecnopolis PST, with the support of the European Commission.

Join educators, researchers, cultural actors, policy makers, artists and students from all around the world as we shape together a resilient, inclusive, and sustainable cultural landscape, demonstrating how culture matters and can be a key proactive agent for change!

Register to the Congress

More information
MAIN PROGRAMME OVERVIEW

WEDNESDAY
09:00 Registration
10:00 Welcome and Official Opening Session
10:20 Opening speeches
11:00 Introduction to the Keynote
11:15 Keynote Speech
11:45 Panel in response to the Keynote
12:30 Music performance
13:00 In Memoriam Fabio Donato: Launch of the Fabio Donato Fund
13:30 Networking lunch
14:45 Education and Research Session - PART 1.1
20:30 Dinner

THURSDAY
09:00 Registration
10:15 Education and Research Session - PART 2
12:45 Networking lunch
13:30 Large-scale Skills Partnership for the Cultural and Creative Industries ecosystem (CCI LSP)
14:15 Projects Showcase
16:15 Q&A
16:45 Music performance
17:15 ENCATC Research Award | Finalists presentations
20:30 Dinner with Research Award Ceremony

FRIDAY
09:00 Registration
10:00 Parallel sessions
11:30 Parallel sessions
13:00 Networking lunch
14:30 Global Conversation: Connecting cultures in the digital world
16:00 Round up of the Congress
16:30 Music performance
19:00 Cultural Study Visits
## FULL PROGRAMME

### WEDNESDAY, 18 SEPTEMBER

**Location:** Scuola Superiore ISUFI (Campus Ecotekne - Lecce Monteroni)

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>9:00</td>
<td>Registration</td>
</tr>
<tr>
<td>10:00</td>
<td>Welcome and Official Opening Session</td>
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<tr>
<td></td>
<td><strong>Gerald Lidstone</strong>, ENCATC President</td>
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<td></td>
<td><strong>Fabio Pollice</strong>, Rector of the University of Salento, Italy</td>
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<td></td>
<td><strong>Vittorio Boscia</strong>, Director of the Department Scienze dell’Economia, University of Salento, Italy</td>
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<td><strong>Annamaria Annicchiarico</strong>, Director of tecnopolis PST, Italy</td>
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<tr>
<td>10:20</td>
<td>Opening speeches</td>
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<td></td>
<td><strong>Gianna Lia Cogliandro Beyens</strong>, Secretary General, ENCATC</td>
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<tr>
<td></td>
<td><strong>Ernesto Renato Ottone Ramirez</strong>, Assistant Director-General for Culture of UNESCO</td>
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<td></td>
<td><strong>Wu Chieh-Hsiang</strong>, President of the Taiwan Association of Cultural Policy Studies (TACPS)</td>
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<td></td>
<td><strong>Dan Green</strong>, President of the Association of Arts Administration Educators (AAAE); USA</td>
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<tr>
<td>11:00</td>
<td>Introduction to the Keynote</td>
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<td><strong>Francesca Imperiale</strong>, Associate Professor of Business Administration, University of Salento; Vice Director of Scuola Superiore ISUFI, Italy</td>
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<tr>
<td>11:15</td>
<td>Keynote Speech</td>
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<td><strong>Salvatore Rizzello</strong>, Full Professor of Economics and Director of the Scuola Superiore ISUFI at the University del Salento, Italy</td>
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<tr>
<td>11:45</td>
<td>Panel in response to the Keynote</td>
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<td><strong>Oriol Freixa Matalonga</strong>, Liaison Officer for Culture, UNESCO Liaison Office in Brussels, Belgium</td>
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<td><strong>Nina Luostarinen</strong>, RDI Specialist, Humak University of Applied Sciences, Finland</td>
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<td><strong>Christiane Dätch</strong>, Professor of Cultural Management, Hochschule Merseburg University, Germany</td>
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<td></td>
<td><strong>Vânia Rodrigues</strong>, Principal Researcher and Investigator, Professor at the Post Graduate Programme in Arts Management and Sustainability, University of Coimbra, Portugal</td>
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<tr>
<td>12:30</td>
<td>Music performance</td>
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<td></td>
<td>Classical Piano Concert by <strong>Lorenzo Napoli</strong>, student from Tito Schipa Conservatorio di Lecce</td>
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<td>Time</td>
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<tr>
<td>13:00</td>
<td>In Memoriam Fabio Donato: Launch of the Fabio Donato Fund</td>
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<td>13:30</td>
<td>Networking lunch</td>
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<tr>
<td>14:45</td>
<td>Education and Research Session - PART 1.1</td>
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<td>Go to page 14 for sessions' detail</td>
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<tr>
<td>14:45</td>
<td>Education and Research Session - PART 1.2</td>
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<td>Go to page 16 for sessions' detail</td>
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<tr>
<td>16:15</td>
<td>Dinner</td>
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<td></td>
<td>Standing dinner with music performance</td>
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<td></td>
<td>Venue: Ex Monastero degli Olivetani. Adress: Viale S. Nicola, 73100, Lecce (Google Maps)</td>
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**THURSDAY, 19 SEPTEMBER**

Location: Scuola Superiore ISUFI (Campus Ecotekne - Lecce Monteroni)

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>9:00</td>
<td>Registration</td>
</tr>
<tr>
<td>10:00</td>
<td>Welcome and introduction to the day</td>
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<tr>
<td></td>
<td>GiannaLia Cogliandro Beyens, Secretary General, ENCATC</td>
</tr>
<tr>
<td>10:15</td>
<td>Education and Research Session - PART 2</td>
</tr>
<tr>
<td></td>
<td>Go to page 18 for session detail</td>
</tr>
<tr>
<td>12:45</td>
<td>Networking lunch</td>
</tr>
<tr>
<td>13:30</td>
<td>Integrating the Green Transition into Educational Curricula: the Strategic Role of ENCATC Members in empowering the Cultural Management and Policy Community</td>
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<td></td>
<td>GiannaLia Cogliandro Beyens, Secretary General, ENCATC</td>
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<td>Pravali Vangeti, Policy and Communications Officer, ENCATC</td>
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<td></td>
<td>Vânia Rodrigues, Principal Researcher and Investigator, Professor at the Post Graduate Programme in Arts Management and Sustainability, University of Coimbra, Portugal</td>
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<td></td>
<td>Herman Bashiron Mendolicchio, Coordinator of the Postgraduate Course on International Cultural Cooperation: CHARTER Project Manager, University of Barcelona, Spain</td>
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</tbody>
</table>
Projects Showcase
PARALLEL SESSION 1:
Introduction and Moderation: João Leiva Filho, Managing Owner, J.Leiva Cultura e Esporte, Brazil
Conclusions and Reporting: Dea Vidović, President, Kultura Nova Foundation, Croatia

1. Culture Goes Sustainable: Empowering cultural institutions for the sustainability transition. Leticia Labaronne, Professor of Arts Management and Head of the Center for Arts Management at Zurich University of Applied Sciences, Switzerland
2. GreenCCircle - Creative Climate Action: Bridging Creativity and Sustainability in CCIs. Chiara Carolina Donelli, Researcher, Venice School of Management, Università Ca’ Foscari Venezia, Italy
3. Museum Sustainability. New Shared Processes and Standards for Bookshops. Patrizia Braga, Head of Ecologic Innovation Department and Co-founder of Melting Pro, Italy
4. RESIST - Regions for climate change resilience through Innovation, Science and Technology. Davide de Nicolò, Chief Project Officer, Tecnopolis PST, Italy; Valerio Palasciano, Project Manager, Tecnopolis PST, Italy
5. CreaSus - Sustainability Business Models for CCSIs. Roberto Bernad, Manager of European Funds, Fundación Banco Santander, Spain.
6. Coordinating the sustainable transition in a higher artistic education institution. Francesco Spina, Sustainability Officer, Conservatoire Royal de Liège, Belgium; Ashkhen Fixova, Office and Project Coordinator, The European Association of Conservatoires (AEC)
7. SNFCC Sustainability Hub. Evelina Sarantidi, Corporate Marketing & Communications Manager, SNFCC, Greece.
8. AHEAD Accessible Heritage Experience for Audience Development. Antonia Silvaggi, Head of Skills for Culture; Melting Pro, Italy

PARALLEL SESSION 2:
Introduction and Moderation: Constance Devereaux, Associate Professor, Department of Media Study, Arts Management Program, University of Buffalo, USA
Conclusions and Reporting: Alan Salzenstein, Professor, Head of Arts Leadership, DePaul University, USA

1. CommuniCity- Innovative Solutions Responding to the Needs of Cities & Communities. Aida Kalender, Researcher, University of Amsterdam, The Netherlands
2. Climate Change and Financial Markets: Assessing the Impact on Lending Interest Rates and the Role of International Agreements. Carmine Moccia, PhD in Digital Transformation and Sustainability, University of Salento, Department of Economics, Italy
3. Culture Moves Europe. Ekaterina Pelevina, Project Assistant for Culture Moves Europe, Goethe-Institut Brussels, Belgium
4. Avant Learn - Advanced Music XLR8R. Ludovico Esposito, President, Sud Sonico, Italy
5. Urban Travel Machines: European Planetariums and Immersive Poetry Performances. Philip Meersman, Doctoral Student, Royal Academy of Fine Arts Antwerp, Belgium
6. Tracks4Crafts - Transforming crafts knowledge for a sustainable, inclusive and economically viable heritage in Europe. Annick Schramme, Academic Director of the Master in Cultural Management at University of Antwerp and of the International Master in Fashion Management at Antwerp Management School, Belgium; Cristina Ortega Nuere, Director at 3 Walks; Chief Operating Officer at World Leisure Organization, Spain
7. Open Houses Brno / Open Houses Europe. Lucie Pešl Šílerová, Associate Professor and Supervisor of Music Production at Music Faculty, Janáček Academy of Performing Arts, Czech Republic
- 8. CreaDive - Building a multicultural working platform for creative sector. **Pekka Vartiainen**, Principal Lecturer, Humak University of Applied Sciences, Finland
- 9. Public Finance and Sustainable Measures for Italian Cultural Heritage. **Paola C.D. De Pascalis**, Università degli Studi di Bari, Aldo Moro, Italy

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>16:15</td>
<td>Q&amp;A</td>
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<tr>
<td>16:45</td>
<td>Music performance</td>
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<td>Contemporary Musical Medley by the students of University of Salento</td>
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<tr>
<td>16:15</td>
<td>ENCATC Research Award</td>
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<tr>
<td>17:15</td>
<td>Opening</td>
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<td></td>
<td>Introduction by <strong>Gerald Lidstone</strong>, ENCATC President.</td>
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<tr>
<td></td>
<td>Presentation of the two finalists by <strong>Elena Borin</strong>, ENCATC Vice President; Full Professor of Business Administration, Pegaso Digital University, Italy; and <strong>Jaime Ruiz Gutiérrez</strong>, Professor, Universidad de los Andes, Colombia</td>
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<tr>
<td>17:25-17:35</td>
<td>“Fifty years measuring cultural engagement: contributions, gaps and the future of survey”</td>
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<td><strong>João Leiva Filho</strong>, Goldsmiths, University of London, UK</td>
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<tr>
<td>17:35-17:45</td>
<td>“Cultural and Creative Industries and the well-being of Regions”</td>
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<td><strong>Jordi Sanjuán Belda</strong>, University of Valencia, Spain</td>
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<tr>
<td>17:45-18:00</td>
<td>Q&amp;A - Conversation with the jury</td>
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<td>Moderated by <strong>Dan Green</strong>, President of the Association of Arts Administration Educators (AAAE); Director of the Master of Entertainment Industry Management Program, Carnegie Mellon University, USA</td>
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<tr>
<td>20:30</td>
<td>Dinner with Research Awards Ceremony</td>
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<td>Venue: Corte Licastro. Adress: Via Albert Sabin, 8, Lecce</td>
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<td>20:30-20:35</td>
<td>Presentation of the assessment by the Jury</td>
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<td><strong>Gerald Lidstone</strong>, ENCATC President.</td>
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<tr>
<td>20:35-20:40</td>
<td>Announcement of the Research Award winner</td>
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<td><strong>Fabio Pollice</strong>, Rector of the University of Salento, Italy</td>
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<tr>
<td>20:40-20:45</td>
<td>Announcement of the Best Research Paper winner</td>
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<td><strong>GiannaLia Cogliandro Beyens</strong>, Secretary General, ENCATC</td>
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**FRIDAY, 20 SEPTEMBER**

Location: Scuola Superiore ISUFI (Campus Ecotekne - Lecce Monteroni)

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<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>9:00</td>
<td>Registration</td>
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<tr>
<td>10:00</td>
<td><strong>Parallel sessions</strong></td>
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<tr>
<td></td>
<td>1. Young and Emerging Researchers Forum (YERF): Part 1</td>
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<td>10:00-10:05</td>
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<td></td>
<td>Leticia Labaronne, ENCATC Vice President; Head of the Center for Arts Management, Zurich University of Applied Sciences, Switzerland</td>
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<td>Richard Maloney, Clinical Associate Professor and Director, Performing Arts Administration programme, New York University, USA</td>
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<td>10:05-10:50</td>
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<td></td>
<td>Moderator: Leticia Labaronne, ENCATC Vice President; Head of the Center for Arts Management, Zurich University of Applied Sciences, Switzerland</td>
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<td>10:50-11:15</td>
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<td>10:00</td>
<td>2. Policy Debate</td>
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<td>Moderator: Douglas Denatale, Associate Professor of the Practice / Program Director, Boston University, USA</td>
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<td>Speakers; Paolo Ponzio, Professor, Head of Research and Humanistic Innovation Department, University of Bari Aldo Moro, Italy</td>
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<td>Anna Maria Candela, Director of Protection and Enhancement of Cultural Heritage, Regione Puglia, Italy</td>
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<td>Aldo Patruno, Director of the Department of Tourism, Economy of Culture and Valorisation of the Territory, Regione Puglia, Italy</td>
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<td>Cinzia Lagioia, Director, Apulia Creative Cluster Association, Italy</td>
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<td>Discussants: Carmen Croitoru, General Manager, NIRCT - National Institute for Cultural Research and Training, Romania</td>
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<td>Claire Giraud-Labalte, ENCATC Ambassador, Art and cultural heritage historian and senior lecturer, France</td>
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<tr>
<td>11:30</td>
<td>3. Network of ideas on interdisciplinary approach on climate change– ISUFI students</td>
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<tr>
<td>11:30</td>
<td><strong>Parallel sessions</strong></td>
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<td></td>
<td>1. Young and Emerging Researchers Forum (YERF): Part 2</td>
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<td>11:30-12:15</td>
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<tr>
<td></td>
<td>Response by senior scholars</td>
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<td>Commentary by young and emerging researchers</td>
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<td>12:15-12:55</td>
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<td>Response by senior scholars</td>
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<td>Commentary by young and emerging researchers</td>
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<td>12:55-13:00</td>
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</table>
2. Shaping the Future session

MEMBERS TALKS 1 | Future scenarios for cultural heritage: skills and curricula for professional development
Lluís Bonet, Director of the Cultural Management Programme; CHARTER Coordinator, University of Barcelona, Spain
Herman Bashiron Mendolicchio, Coordinator of the Postgraduate Course on International Cultural Cooperation; CHARTER Project Manager, University of Barcelona, Spain
Marzia Piccininno, Policy Expert, Fondazione Scuola dei beni e delle attività culturali, Italy
Martina de Luca, Head of Training, Fondazione Scuola dei beni e delle attività culturali, Italy

MEMBERS TALKS 2 | Cultural Governance: Current and Future European Perspectives
Geert Drion, Independent Researcher and Doctoral Candidate, Rijksuniversiteit Groningen, The Netherlands
Jerry Liu, Professor and Dean, Graduate School of Arts Management and Cultural Policy, College of Humanities, National Taiwan University of Arts, City of Taipei
Sarah Montero, Associate Professor in Social Geography, Université Bordeaux Montaigue, France
Annukka Jyrämä, Professor, Estonian Academy of Music and Theatre (EAMT), Estonia, Finalnd
Julia Glesner, Professor, Potsdam University of Applied Sciences, Germany

MEMBER TALKS 3 | RICS N° 1: Cultural actors for sustainable change in tourism
Davide de Nicolò, Chief Project Officer, Tecnopolis PST, Italy
Elena Borin, ENCATC Vice President; Full Professor of Business Administration, Pegaso Digital University, Italy
Mara Cerquetti, Associate Professor in Management, University of Macerata, Italy
Toni-Matti Karjalainen, Professor, University of the Arts Helsinki, Finland

MEMBER TALKS 4 | RICS N°2: Decolonising the cultural policy and management curriculum
Milena Dragičević Šešić, Prof. Emerita, UNESCO Chair in cultural policy and management, University of Arts, Belgrade, Serbia
Javier Hernández Acosta, Associate Professor and Dean of the School of Arts, Design and Creative Industries, Universidad del Sagrado Corazón, Puerto Rico
Maria de Fátima Lambert, Coordinating Professor, School of Education, Polytechnic University of Porto, Portugal

MEMBER TALKS 5 | Attention economy
Dan Green, President of AAAE; Director of the Master of Entertainment Industry Management Program, Carnegie Mellon University, USA

13:00 14:30 Networking lunch
<table>
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<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>14:30</td>
<td><strong>Global Conversation: Connecting cultures in the digital world</strong>&lt;br&gt;Chair: Alan Salzenstein, Professor, Head of Arts Leadership, DePaul University, USA&lt;br&gt;Panellists:&lt;br&gt;- Dan Green, President of AAAE, Director of Masters in Entertainment Industry Management program, Carnegie Mellon University, USA&lt;br&gt;- Gaia Danese, International Cultural Relations and Public Diplomacy Coordinator, European External Action Service&lt;br&gt;- Wu Chieh-Hsiang, President of the Taiwan Association of Cultural Policy Studies (TACPS) and Professor at the National Changhua University of Education, City of Taipei&lt;br&gt;- Shadrach Teryila Ukuma, Lecturer, Department of Theatre Arts at the Benue State University, Makurdi, Nigeria&lt;br&gt;- Liliana Turiou, ENCATC Ambassador; Director of the Master in Business Administration of the Creative &amp; Cultural Industries, University ASE, Romania; PhD Professor at National Fine Art University of Bucharest, Romania</td>
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<td>16:00</td>
<td><strong>Round up of the Congress</strong></td>
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<tr>
<td>16:30</td>
<td><strong>Music performance</strong>&lt;br&gt;Original Musical Performance by ISUFI students: Edoardo Presicce, piano and vocals; Antonio Bellucci, violin</td>
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<td>19:00</td>
<td><strong>Cultural Study Visits</strong>&lt;br&gt;- Koreja Theatre&lt;br&gt;- Archives of Carmelo Bene and Eugenio Barba&lt;br&gt;- Carlo V Castle&lt;br&gt;- MUST - Historical Museum of the City of Lecce</td>
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<td>Go to page 31 for more details</td>
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Prof. Salvatore Rizzello

Full Professor of Economics at the University of Salento, Department of Human and Social Sciences, and Director of the Scuola Superiore ISUFI at the University del Salento

He possesses extensive and profound experience in the educational field, having held the position of Dean of the Faculty of Law, University of Piemonte Orientale. Subsequently, he served as the Director of the Department of Law, Political, Economic, and Social Sciences at the same university. He was also involved in different scientific boards, such as the “Vilfredo Pareto PhD School in Economics” at University of Turin, and the board of “The European Tradition of the History of Economic Thought PhD” at University of Macerata.

He maintains a very active international presence, having taught in PhD programs and participated in the final discussion committees of PhD theses at the Universities of Turin, Rome (Sapienza), Macerata, Florence, Pisa, Nice-Sophia Antipolis (France), Rotterdam (the Netherlands), and Valencia (Spain). As a speaker, he has been invited to numerous seminars and conferences in Italy, Germany, France, Switzerland, Spain, Portugal, the Netherlands, Sweden, Romania, the United States, Canada, Australia, and New Zealand.

With an impressive curriculum, Rizzello has held several prestigious positions, including General Secretary of the Italian Association for the History of Political Economy, General Secretary of the Italian Association of Cognitive Sciences, Council Member of the European Society for the History of Economic Thought, and Secretary of the European Network “Human Reasoning and Decision Making” for the European Science Foundation.

He holds a Degree in Philosophy from the Università di Lecce and a PhD in History of Economic Thought from the Università di Firenze. Rizzello is the author of several books and numerous articles published in internationally refereed journals on topics such as Cognitive Economics, Institutional Economics, Experimental Economics, the History of Economic Thought, the Economics of Innovation and Creativity, and the Relationship between Economics and other disciplines.
To foster sustainable futures, human behavior should "spontaneously" become ecological. This is not an easy task, because people mostly act unconsciously and are guided by culture, as collective activity of problem-solving. Moreover, to combine individual and collective problem-solving dimensions presents some difficulties, largely due to the tacit dimension of learning processes.

Standard economics, increasingly imitated by other social sciences, interprets human behavior in terms of maximizing rational choices under constraints and the social (cultural) dimension results as the simple aggregation of egoistic individual behaviors. We strongly criticize this idea and, by using the analytical tools offered by cognitive economics, propose an alternative interdisciplinary approach, more effective in explaining human behavior, decision-making and the nature, role and evolution of cultural institutions.

We first illustrate the psycho-neurobiological creative process of construction of personal knowledge and its strictly connection with human behavior. It emerges that rationality is only one of the components in the individual decisional process and not even the most relevant. Emotional, affective, experiential, organizational, institutional and, above all, cultural dimensions play a more important role in it. Furthermore, path-dependent and biases arises as inevitable elements of this complex process.

Then, we consider few examples to explain how artistic creative processes change preferences and, consequently, innovate behaviors. We will explore some cultural sectors as music, museums, theater and performing arts in general; but also, we will consider how profit organizations as cinema, tv platforms, videogames and publishing industry can induce virtuous behavioral changes, by embedding benefit societies' philosophy. This appears as a very promising potential field to explore.

In this framework of analysis, more recently, some scholars proposed nudge techniques to influence the constituent elements of moral, spiritual and aesthetic personality and, in short, the awareness of oneself and one’s world. In one hand, these could be a useful tool to address virtuously human behavior. In the other hand, nudge is criticized for being ineffective in inducing conscious behavior or for being an unacceptable paternalistic tool limiting freedom. To overcome these criticisms, we suggest an approach based on the more recent concept introduced in literature of “nudge plus”, which combines heuristics and deliberation. This incorporates in the decision-making process an element of reflection – the plus – into the delivery of a nudge, and it could be useful to design prosocial interventions that, by preserving individual’s autonomy. By exploring these intertwined interdisciplinary research paths, our ultimate goal is to suggest what kinds of policies might best enable individual and collective ecological behaviors embedded in cultural identity.

Panel in response to the Keynote

When Where 18 September 2024, from 11:45 to 12:30 Scuola Superiore ISUFI, Campus Ecotekne, Lecce Monteroni, Italy

Panel in response to the Keynote

Oriol Freixa Matalonga Liaison Officer for Culture, UNESCO Liaison Office in Brussels (Belgium)

Nina Luostarinen RDI Specialist, Humak University of Applied Sciences (Finland)

Christiane Dätsch Professor of Cultural Management, Hochschule Merseburg University (Germany)

Vânia Rodrigues Principal Researcher and Investigator, Professor at the Post Graduate Programme in Arts Management and Sustainability, University of Coimbra (Portugal)
Empowering researchers and educators in cultural management and policy

The Education and Research Session (E&RS) is a key component of the 2024 ENCATC Congress. The E&RS remains the leading global forum for showcasing and discussing the forefront of research in the field of cultural policy and management. Over the past decade, this international stage has facilitated hundreds of researchers and educators globally in disseminating their work and receiving constructive feedback from their peers.

This year's edition will contribute to the development of the cultural management and policy field under the thought-provoking theme: "Culture for the Planet: Issues and challenges for research and education in the cultural management and policy field".

Contributions received are related, but not limited to the following tracks:

- Towards a Sustainable Economy
- Climate Change, Sustainability, and Risk Management
- Social Inequalities and Cultural Engagement
- Inter- and Trans-disciplinary Innovation
- Accounting for change

Please note that this programme is subject to changes.

PART 1.1 - Wednesday, 18 September 2024 (14:45 - 16:00)

SESSION 1: TOWARDS A SUSTAINABLE ECONOMY (I)
Chair: TBC

Abstract. **FESTIVALS IN TRANSITION(S): INSTRUMENTAL GROWTH, WIDENING DILEMMAS**
Emmanuel Négrier, Senior Research Fellow CEPEL, CNRS & University of Montpellier, France

Abstract. **SOCIO-CULTURAL CENTRES AS CATALYSTS FOR JUST SUSTAINABILITY TRANSITIONS: INSIGHTS FROM EUROPEAN CASE STUDIES**
Anna Maria Ranczakowska, Researcher, ENCC, Belgium

Abstract. **CULTURAL FACTORS SUPPORTING THE DESIGN AND DEVELOPMENT OF PEDS – POSITIVE ENERGY DISTRICTS: A COMPARATIVE ANALYSIS OF CASE STUDIES IN ITALY, TURKEY AND SWEDEN**
Elena Borin, Full Professor in Business Administration, Pegaso Digital University, Italy
Irene Bertolami, EURAC Research, Italy
Nicolas Caballero, EURAC Research, Italy
Giovanni Dalle Nogare, EURAC Research, Italy
Hande Demirel, Istanbul Teknik Universitesi, Turkey
Elisa Elena Vasiliu, EURAC Research, Italy
SESSION 2: ART, CULTURAL HERITAGE, AND NATIONAL IDENTITY: PRESERVATION AND MODERN RELEVANCE
Chair: TBC
Abstract. MEMORY OF THE SIEVE: ART AND CULTURAL HERITAGE
M. Feride Celik, Independent Researcher
Abstract. PRESERVING THE PAST FOR A SUSTAINABLE FUTURE: THE CONSUMPTION OF “ORDINARY” ANTIQUES
Federica Aramu, Phd candidate, Université libre de Bruxelles
Anne-Sophie Radermecker, Associate professor, Université libre de Bruxelles
Abstract. THE ROLE OF CLASSICAL MUSIC AS AN INSTRUMENT OF NATIONAL IDENTITY ACTUALIZATION IN THE RUSSIAN FEDERATION; THE CASE OF CONCERT PROGRAMMING IN THE SAINT PETERSBURG STATE PHILHARMONIC
Kara Koskinen, Masters degree student in Arts Management, University of Arts Helsinki

SESSION 3: SUSTAINABLE CULTURAL POLITICS AND PRODUCTIONS: CASE STUDIES AND IMPACTS
Chair: TBC
Abstract. REFLECTION ON THE SUSTAINABILITY OF FESTIVALIZATION OF CULTURAL POLICY
Chieh-Hsiang Wu, Professor, National Changhua University of Education, Taiwan
Abstract. APPROACHING SUSTAINABILITY IN CULTURAL PRODUCTIONS: CASE STUDY FROM OULU2026
Mervi Luonila, Senior Researcher, Centre for Cultural Policy Research Cupore
Aino Leppänen, Researcher, Cupore
Severi Nokela, Project Researcher, Cupore
Vappu, Renko, Researcher
Abstract. THE CULTURAL IMPACT OF THEATER AS A PUBLIC SPHERE: A CASE STUDY OF UMAY THEATER IN HUASHAN 1914 CREATIVE PARK
Stella Chiashan Cheng, Assistant Professor, Aletheia University

SESSION 4: INTER- AND TRANS-DISCIPLINARY INNOVATION (I)
Chair: TBC
Abstract. THE IMPACT OF UNIVERSITIES ON THE PRODUCTION AND MANAGEMENT SYSTEMS OF LOCAL MUSEUMS
Nicola Urbino, Phd Candidate, University Vanvitelli
Abstract. ULTRA LOW-LATENCY STREAMING TECHNOLOGY IN MUSIC EDUCATION
Daniela Peclová, Ph.D. candidate in Music Production, Marketing & PR manager, Janáček Academy of Performing Arts, Faculty of Music
Abstract. CONSTRUCTING A TRANS-DISCIPLINARY MODEL: A PILOT STUDY OF ARTIST RESIDENCY’S CULTURAL ECOSYSTEM IN TAIWAN
Tzu-Han, Chien, Graduate Student, Graduate School of Arts Management and Cultural Policy, National Taiwan University of Arts

SESSION 5: INTER- AND TRANS-DISCIPLINARY INNOVATION (II)
Chair: TBC
Abstract. TAKING UP THE DIGITAL TRANSITION CHALLENGE: ENHANCING THE SKILLS OF THE CULTURAL HERITAGE PROFESSIONALS
Marzia Piccininno, Cultural Policy Expert. Fondazione Scuola dei beni e delle attività culturali
tina da Luca, Head of Training, Fondazione Scuola dei beni e delle attività culturali
Abstract. SOCIOLOGY AND DESIGN: AN INTERDISCIPLINARY APPROACH TO SUSTAINABLE SOLUTIONS
Elisabete Tomaz, Researcher, Dinâmia'Cet_Istct
Abstract. A PRELIMINARY STUDY OF SUSTAINABILITY INDICATOR FRAMEWORK: CULTURAL ESG/SDGS FOR TAIWAN CREATIVE INDUSTRY DEVELOPMENT COMPANY
Peiyu Lee, Master’s Student, The Graduate School of Arts Management and Cultural Policy (AMCP) at the National Taiwan University of Arts.
SESSION 6: SOCIAL INEQUALITIES AND CULTURAL ENGAGEMENT (I)
Chair: TBC
Abstract. THE AGENCY OF ACCESS: A MODEL FOR DISABILITY INCLUSION IN CULTURAL POLICY & PARTICIPATION
Amanda Cachia, Assistant Professor & Arts Leadership, University of Houston
Abstract. MUS.E. MUSEUMS FOR EMOTIONS
Nadia Cipullo, Adjunct Professor, Università degli Studi LINK (Rome)
Enzo Grossi, Scientific Director, Villa Santa Maria Foundation
Abstract. MANAGING CULTURAL INSTITUTIONS IN POLAND IN THE LIGHT OF THE RECENT MIGRATORY INFUX
Piotr Firych, Assistant Professor, Adam Mickiewicz University
Aleksandra Binicewicz, Assistant Professor, Adam Mickiewicz University

SESSION 7: CLIMATE CHANGE, SUSTAINABILITY, AND RISK MANAGEMENT (I)
Chair: TBC
Abstract. GOVERNING SUSTAINABILITY TRANSITIONS: IS HERITAGE A DRIVER OR A BARRIER? THE CASE OF FLORENCE
Luciana Lazzaretto, Full Professor, University of Florence
Emma Furlan, Phd Candidate, University of Florence and IUSS Pavia
Stefania Oliva, Assistant Professor, University of Florence
Abstract. SUPPORTING SMALL AND MEDIUM PERFORMING ARTS GROUPS THROUGH FINANCIAL POLICY TOOLS: THE INTEGRATION OF SUBSIDIES, CROWDFUNDING, DEI, AND CULTURAL TECHNOLOGY
Shu-Mei Chen, Researcher and Cultural Manager, Department of Cultural Industry and Policy Yuan Ze University
Abstract. RISK MANAGEMENT METHOD IN NON-PROFIT CULTURAL PROJECTS
Alicja Krawczyńska, PDH Student/ Assistant, Wroclaw University of Science and Technology

SESSION 8: CLIMATE CHANGE, SUSTAINABILITY, AND RISK MANAGEMENT (II)
Chair: TBC
Abstract. FAR ENOUGH? THE SUSTAINABILITY CHALLENGES IN DEVELOPING MUSIC EXPORT POLICIES IN EUROPE
Michaël Spanu, Postdoctoral Fellow, University of Manchester
Abstract. ECOLOGICAL SUSTAINABILITY AND THEATRE WORK – REFLECTIONS ON A NEW NARRATIVE IN CULTURAL POLICY
Julia Glesner, Professor, Potsdam University of Applied Sciences
Abstract. CONSIDERING THE EVOLUTION OF PERFORMING ARTS VENUES THROUGH THE PRISM OF THE CULTURAL THIRD PLACE MODEL
Sarah Montero, Associate professor in Social Geography, Université Bordeaux Montaigne
Aurélie Chêne, Associate Professor in Information Sciences, Université de Lyon-St Etienne

Part 1.2 - Wednesday, 18 September 2024 (16:15 – 17:30)

SESSION 9: INTER- AND TRANS-DISCIPLINARY INNOVATION (III)
Chair: TBC
Abstract. HERITAGE AS A SUSTAINABLE, CO-INNOVATIVE, AND COLLABORATIVE SPACE: EXPLORING THE HERITAGE VALUES OF HUASHAN CREATIVE PARK
Hui-Yu Hsieh, Master’s Student, Graduate School of Arts Management and Cultural Policy, National Taiwan University of Arts
Abstract. PARTICIPATORY ACTION RESEARCH AS A BOTTOM-UP METHOD IN CULTURAL MANAGEMENT
Nina Mihaljnic, Assistant Professor, Faculty of Dramatic Arts Belgrade
Milan Djordjevic, Visual artist and PhD candidate in Culture and Media Management Studies, University of Arts Belgrade
Abstract. SMALL BUT MIGHTY: SELECTED BUSINESS MODEL PRACTICES OF SMALL EUROPEAN FESTIVALS IN PERIPHERAL AREAS
Antonia Silvaggi, Head of Skills for culture, Melting Pro

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SESSION 10: SOCIAL INEQUALITIES AND CULTURAL ENGAGEMENT (II)
Chair: TBC
Teaching Demo. DIGITAL STORIES - INDIVIDUAL MEANING-MAKING FOR HERITAGE TOURISM
Hyung Yu Park, Associate Professor, Middlesex University
Teaching Demo. CO-CREATING CULTURAL ENCOUNTER
Geert Drion, Researcher, Rijksuniverstiteit Groningen
Teaching Demo. SUSTAINABLE PRACTICES – WHY AND HOW: IS THERE A “CREATIVE” APPROACH TO SUSTAINABILITY IN THE CREATIVE SECTOR – OR MISSION (IM)POSSIBLE
Milena Stefanovic, Assistant professor, Faculty of Dramatic Arts, University of Arts, Belgrade

SESSION 11: SOCIAL INEQUALITIES AND CULTURAL ENGAGEMENT (III)
Chair: TBC
Abstract. THE CONTRIBUTION OF CULTURAL CENTERS TO ACCESSIBLE SOCIETIES: A MIXED-METHOD TRAIL TRACING OF A VAGUE CONCEPT
Dorothee Schulte-Basta, Doctoral Researcher, Åbo Akademi University, Vaasa
Abstract. PARTICIPATION AS A HUMAN RIGHT: CREATING SPACE FOR HEARING MIGRANTS VOICES IN POETRY AND SONG
Marieke Lewis, Participatory Artist & Graduate Student, University of Washington
Abstract. CIVIL CULTURE FORUM IN A RURAL COMMUNITY: TEACHING AND PRACTICE OF CULTURAL POLICY
Shu-Shiun Ku, Associate Professor, Department of Cultural and Creative Industries, National Pingtung University

SESSION 12: INTER-AND TRANS-DISCIPLINARY INNOVATION (IV)
Chair: TBC
Abstract. THE INTERSECTION OF CULTURAL POLICY AND CORPORATE SUSTAINABILITY: A PRELIMINARY INVESTIGATION ON TAIWAN SUSTAINABILITY AWARDS ASSESSMENT
Hsiang Chun Wang, PhD Student, National Taiwan University of Arts
Abstract. CO-CREATING ENGAGING LEARNING EXPERIENCES ONLINE: UTOPIA OR REAL POSSIBILITY FOR ARTS MANAGEMENT?
Kristina Kuznetsova-Bogdanovitsh, Researcher, University of Tartu Viljand
Jorma Sarva, Lecturer & Head of Programme, University of Tartu Viljandi Culture Academy
Abstract. INTERDISCIPLINARY APPROACHES TO SOCIAL AND CULTURAL INNOVATION
Valeria Bruzzi, Researcher Fellow, Ca’ Foscari University of Venice
Maurizio Busacca, Researcher & Professor of Economic Sociology, Ca’ Foscari University of Venice

SESSION 13: SOCIAL INEQUALITIES AND CULTURAL ENGAGEMENT (IV)
Chair: TBC
Abstract. COMMON, SHARED, CONTRADICTORY HERITAGE? THE CONCEPT OF (GLOBAL) HERITAGE AND ITS DIMENSIONS. WITH A BRIEF ANALYSIS OF THE HUMBOLDT FORUM, BERLIN
Christiane Dätsch, Professor, University of Applied Sciences Merseburg
Abstract. HOW CULTURAL POLICY CAN ENRICH, EMBRACE, AND ELEVATE ISSUES OF OUR PLANET BY EMPOWERING THE PLURI-DIVERSITY OF PEOPLES
Xenia Hanusiak, Cultural Attache & Visiting Scholar, Netherlands Ministry of Foreign Affairs | Columbia University | Australian National University
Abstract. HOW DO ARTISTS CONTRIBUTE TO URBAN AND CULTURAL SUSTAINABILITY? TAKING CARE OF URBAN GREEN AREAS AS A CREATIVE AND SUSTAINABLE PRACTICE
Matilde Ferrero, PhD Student, Magna Graecia University
Michele Trimarchi, Professor, Magna Graecia University
SESSION 14: INTER-AND TRANS-DISCIPLINARY INNOVATION (V)
Chair: TBC
Abstract. FROM THE STAGE TO THE AUDIENCE: THE MANAGEMENT OF INTERACTIVE PERFORMANCES AND THE NEW CLASSICAL CONCERT EXPERIENCE
Oana Balan-Budoiu, Assoc.Prof.Dr., The National Academy of Music in Cluj-Napoca
Abstract. MAPPING WORLDS OF INNOVATION IN THE PERFORMING ARTS
Leticia Labaronne, Professor for Arts Management, ZHAW Zurich University of Applied Sciences
Martin Piber, Prof. Dr., University of Innsbruck
Abstract. UNLOCKING CULTURAL NETWORKS IN HISTORIC URBAN NEIGHBOURHOODS: EXPLORING THE REVITALIZATION EFFORTS IN ROME’S CELIO DISTRICT
Maria Antonietta Cipriano, PhD Student, Roma Tre University
Paola Demartini, Full Professor, Roma Tre University
Michela Marchiori, Full Professor, Roma Tre University
Elisabetta Bruno - Coopculture

SESSION 15: INTER-AND TRANS-DISCIPLINARY INNOVATION (VI)
Chair: TBC
Abstract. INNOVATION IN ARTS STRATEGY FOR REGIONAL REHABILITATION
Yeala Hazut Yanuka, Lecturer at the Graduate program, Cultural Studies, Creativity and Production department, Sapir Academic College
Shira Lapidot, Director of the Graduate program, Cultural Studies, Creativity and Production department, Sapir Academic College
Abstract. TRANSFORMATIVE LEARNING APPROACHES FOR SUSTAINABLE DEVELOPMENT IN HIGHER EDUCATION
Ljiljana Rogać Mijatović, Associate Professor, Faculty of Dramatic Arts, University of Arts in Belgrade
Abstract. COMMUNITY MEDIA – IMPORTANT PILLAR OF PROGRESSIVE DELIBERATION IN THE FIELD OF CULTURE
Virdzinija Djekovic Miketic, Junior Research Assistant & PhD candidate, Institute for Philosophy and Social Theory, Belgrade

Part 2 - Thursday, 19 September 2024 (10:15 – 12.45)

SESSION 16: ACCOUNTING FOR CHANGE
Chair: TBC
Abstract. ACCOUNTING FOR CULTURAL VALUES AND IMPACTS OF THE CULTURAL AND CREATIVE PARKS IN TAIWAN
Jerry C Y Liu, Professor and Dean, Graduate School of Arts Management and Cultural Policy, College of Humanities, National Taiwan University of Arts
Abstract. TOWARDS ALIGNED STANDARDS FOR REPORTING SUSTAINABILITY IN THE CULTURAL AND CREATIVE SECTOR
Elena Borin, Full Professor of Business Administration, Pegaso Digital University
Valentina Cillo, Full Professor of Economics and Business Management, Pegaso Digital University
Monica Maria Elena Fait, Full Professor of Business Management at the Faculty of Economics and Law, Pegaso Digital University
Martina Manzo, PhD student in Governance and Management, University of Roma Tre
Alfredo Valeri, PhD, Head of Research and Innovation at Civita Association
Abstract. INNOVATION FOR CHANGE IN ITALIAN THEATRES. MARKETING AND SUSTAINABILITY ACCOUNTING IN THE POST-PANDEMIC
Angela Besana, Associate Professor of Economics, IULM
Annamaria Esposito, Associate Professor of Marketing, IULM
Chiara Fisichella, Tenured teacher, IULM
Abstract. GENDERED GOVERNANCE AND FINANCIAL REPORTING QUALITY OF MUSEUM FOUNDATIONS: EVIDENCE FROM NORWAY.
Christophe Van Linden, Associate Professor, Oslo Metropolitan University
Forohar Mansori, Master’s student, Oslo Metropolitan University.
Abstract. IN SEARCH OF EQUITY: INSTRUMENTS OF EQUITY WITHIN FINNISH CULTURAL POLICY AND FUNDING
Laura Valoma, Master's Student, University of the Arts Helsinki, Sibelius Academy
SESSION 17: TOWARDS A SUSTAINABLE ECONOMY (II)
Chair: TBC  
Abstract. IT NEVER RAINS BUT IT POURS? 1993–2023: THIRTY YEARS OF MANAGEMENT INNOVATION IN THE ITALIAN HERITAGE SYSTEM  
Mara Cerquetti, Associate professor in Management, University of Macerata  
Abstract. POST-PANDEMIC CAREER OUTCOMES AMONG ARTS ORGANIZATION STAFF MEMBERS  
Douglas DeNatale, Associate Professor of the Practice/Program Director, Boston University  
Abstract. CO-CREATION AND CO-PRODUCTION – BRIDGING GAPS OF CULTURAL INEQUALITIES THROUGH ENGAGEMENT. A MANAGERIAL PERSPECTIVE  
Annukka Jyrämä, Professor, Estonian Academy of Music and Theatre (EAMT)  
Mervi Luonila, Senior Researcher, Center for Cultural Policy Research, CUPORE  
Abstract. STATUS OF THE ARTIST LEGISLATION IN THE CZECH REPUBLIC  
Markéta Stěpánková, Associate Professor, Faculty of Dramatic Arts, University of Arts in Belgrade  
Abstract. PARTICIPATORY DEVELOPMENT OF PEDAL-POWERED GAIASTAGE FOR MUSIC AND OTHER PERFORMANCES — TO ENGAGE THE PUBLIC WITH THE SUBJECT OF SUSTAINABLE AND LOW CARBON TECHNOLOGIES. A CASE STUDY IN ACTIVIST MUSIC RESEARCH  
Dominik Schlienger, Researcher, University of the Arts Helsinki  
Liisa Tuomi, PhD, Helsinki University Faculty of Musicology

SESSION 18: CLIMATE CHANGE, SUSTAINABILITY, AND RISK MANAGEMENT (III)
Chair: TBC  
Abstract. PRELIMINARY EVALUATION FRAMEWORK FOR ARTIST-IN-RESIDENCE PROGRAMS IN TAIWAN —A CASE STUDY OF TREASURE HILL INTERNATIONAL ARTIST VILLAGE  
Man-Chun Chen, Master’s student at the Institute of Arts Management and Cultural Policy/Project Manager, National Taiwan National University of Arts/Treasure Hill International Artist Village  
Abstract. CCI & CREATIVE LIVING LABS AS A RESEARCH METHODOLOGY FOR SOCIAL SCIENCE IN THE GREEN TRANSITION  
Chiara Carolina Donelli, Assistant Professor, Venice School of Management, Università Ca’ Foscari Venezia, Centro aiku - Arte Impresa Cultura  
Anna Chiara Carlet, Research Fellow, Venice School of Management, Università Ca’ Foscari Venezia, Centro aiku - Arte Impresa Cultura  
Fabrizio Panozzo, Associate Professor, Venice School of Management, Università Ca’ Foscari Venezia, Centro aiku - Arte Impresa Cultura  
Abstract. ECO-PERFORMING OF THE UNCERTAIN FUTURE: CHALLENGES AND PERSPECTIVES  
Jovana Karaulic, PhD, Assistant professor / Vice Dean FDA, Faculty of Dramatic Arts of Serbia  
Ksenija Markovic Bozovic, PhD, Research Associate, FDA  
Abstract. META-ORGANIZATIONS AND ENVIRONMENTAL SUSTAINABILITY: THE CASE OF EUROPEAN CULTURAL NETWORKS  
Matina Magkou, Associated Researcher, University Côte d’Azur  
Abstract. THE ROLE OF IMAGES IN CULTURAL ORGANIZATIONS’ NON-FINANCIAL REPORTS  
Diana Martello, PhD Student, Scuola IMT Alti Studi Lucca  
Paola Dubini, Associate Professor, Bocconi University & ASK Research Center  
Alberto Monti, Assistant Professor, University of Genova & ASK Research Center

SESSION 19: SOCIAL INEQUALITIES AND CULTURAL ENGAGEMENT (V)
Chair: TBC  
Abstract. CULTURAL POLICY AS A TOOL TO INCREASE AND UNDERSTAND DIVERSITY IN THE FIELDS OF ARTS AND CULTURE  
Lilja Lehmuskallio, Doctoral Researcher in Arts Management, Sibelius Academy, University of the Arts Helsinki  
Abstract. ARTISTS’ COLLABORATIVE PRACTICES: OPERATING THROUGH SOLIDARITY ON SOUTHERN PERIPHERIES (20 YEARS)  
Milena Dragićević Šešić, Professor Emerita, University of Arts Belgrade  
Abstract. PARIS 2024 OLYMPICS: INCLUSIVE CULTURAL POLICIES AND INTANGIBLE OUTCOMES  
Tiffany Bourgeois, Assistant Professor, Ohio State University
Abstract. ARTS JUSTICE IN THE URBAN LANDSCAPE: A MULTIDIMENSIONAL APPROACH
Tal Feder, Post-doctoral Researcher, The Faculty of Architecture and Urban Planning, the Technion
Emil Israel, The Faculty of Architecture and Urban Planning, the Technion

Abstract. INTEGRATING CULTURAL DEMOCRACY: A STUDY OF THE SOCIAL IMPACT COMMITMENT OF CULTURAL ORGANISATIONS
Flora Maravalhas, Phd Candidate, Centre for Public Administration and Public Policies, Institute of Social and Political Sciences (CAPP-ISCSP), University of Lisbon & Centre for Research and Studies in Sociology (CIES-Iscte)
José Soares Neves, Sociologist & Integrated Researcher, Centre for Research and Studies in Sociology (CIES-Iscte), Iscte-University Institute of Lisbon & Director, Portuguese Observatory on Cultural Activities (OPAC)

SESSION 20: SOCIAL INEQUALITIES AND CULTURAL ENGAGEMENT (VI)
Chair: TBC
Abstract. ACCESS AND PARTICIPATION ACROSS AGE GROUPS: THE BRAZILIAN GAP
João Oswaldo Leiva Filho, Doctor of Philosophy, Goldsmiths University of London

Abstract. ART MUSEUMS AS CHANGE AGENTS? ADDRESSING SOCIAL INEQUALITIES IN POST-INDUSTRIAL US CITIES
Miriam Paeslack, Associate Professor, University at Buffalo

Abstract. ART MAKES YOU: DEVELOPING A MODEL FOR CULTURAL ENGAGEMENT IN PARTNERSHIP WITH YOUNG PEOPLE
Oisín Kenny, Apollo Fellow, National Gallery of Ireland

Abstract. INCREASE THE SOCIAL SUSTAINABILITY OF MUSEUMS THROUGH CO-PLANNING WITH PEOPLE WITH DISABILITIES: FROM ACCESSIBILITY REFERENT TO INCLUSIVE MANAGEMENT
Amelia Napolitano, Phd Student, University of Padua
Francesco Bifulco, Full professor of Economics and Business Management, University of Naples “Federico II”

Blanca Roux Rodríguez, Cultural Manager & Master’s Degree student, College of Europe

SESSION 21: INTERACTIVE TEACHING METHODS IN ARTS MANAGEMENT: GAMES, DILEMMAS, AND CLIMATE STRATEGIES
Chair: TBC
Teaching Demo. DYNAMICS AND BOARD GAMES TO PROMOTE REFLECTION PRODUCED BY STUDENTS
Lluis Bonet, Prof. Dr., University of Barcelona
Montserrat Pareja, University of Barcelona
Pablo Fernandez Compañ, University of Barcelona

Teaching Demo. LEARNING THROUGH FICTIONAL DILEMMAS: TOWARDS ECO-ETHICAL ARTS MANAGEMENT
Vânia Rodrigues, Principal Researcher and Professor, Centre for Interdisciplinary Studies and Faculty of Arts and Humanities, University of Coimbra

Teaching Demo. APPROACHES AND STRATEGIES FOR ARTS ORGANIZATIONS TO RESPOND TO CLIMATE CHANGE
Ruby Yu, Visiting Assistant Professor, New York University

Teaching Demo. MAKING THE FAMILIAR STRANGE: USING ZINES AS A REFLECTIVE DATA GENERATION TOOL IN RESEARCH EXPLORING ARTS MANAGEMENT EDUCATION
Caitlin McKinnon, PhD Candidate, Queen Margaret University and the University of Stirling

SESSION 22: PANEL/ACADEMIC INTERVENTIONS: INNOVATION AND CHANGE IN THE CULTURAL MANAGEMENT FIELD
Constance DeVereaux, Director and Associate Professor, Arts Management, The University at Buffalo
Piotr Firych, Assistant Professor, Adam Mickiewicz University (AMU)
Patrycja Kaszynska, Senior Research Fellow, University of the Arts London
Julia Glesner, Fachhochschule Potsdam
The Projects Showcase Session will feature innovative projects addressing the impact of climate change on the cultural and creative sectors in a holistic and interdisciplinary manner. Moving from theory to practice, participants will learn from projects that are already driving and fostering change in the cultural and creative sectors. Participants will experience a diverse range of responses, including research initiatives, educational programs, practical interventions, and policy-driven strategies.

**Parallel session 1 | Projects lineup**

**Culture Goes Sustainable: Empowering cultural institutions for the sustainability transition** (Switzerland)

The research-for-action project will share insights on how to empower museums and performing arts worldwide to accelerate the transition towards sustainability, creating knowledge, tools, and processes for change.

**GreenCCircle - Creative Climate Action: Bridging Creativity and Sustainability in CCIs**

The project will introduce its comprehensive support scheme to empower CCIs to tackle climate change. GreenCCircle will identify skills gaps, develop trainings for sustainable skills, and establish a multi-stakeholder ecosystem across 9 countries to foster collaboration and innovation.

**Museum Sustainability. New Shared Processes and Standards for Bookshops**

The Italian cultural sector emphasizes sustainable development, with museum bookshops playing a key role in promoting environmental awareness. The project will share its proposals to help museums enhance sustainability in their bookshops through eco-friendly processes and sustainable product design.

**RESIST - Regions for climate change reSilience through Innovation, Science and Technology**

The project will focus on how to make regions more resilient to climate change. 56 partners from 12 European regions work together to adopt a new framework to test 4 climate adaptation pathways, in 4 macro-regions of the EU: South-West Finland, Central Denmark, Catalonia and Central Portugal.
### CreaSus - Sustainability Business Models for CCSIs

With the aim to guide and support CCSIs, the project will address how to make sustainability a key part of their operations and competitive advantage. Outputs to be developed include a system of indicators for self-assessment, a toolkit for funding schemes, capacity-building activities and piloting events.

### Coordinating the sustainable transition in a higher artistic education institution

Based on the experience of the Conservatoire Royal de Liège, one of the Walloon higher education institutions committed to implementing a sustainable transition during 2024-2027, we will learn how coordinators are developing comprehensive transition plans aligning with the 17 SDGs, encompassing teaching, research, campus management, and governance.

### SNFCC Sustainability Hub

Designed to have the lowest possible environmental impact, the Stavros Niarchos Foundation Cultural Center (SNFCC) will present its activity as a hub of sustainability and innovation. Created by the Stavros Niarchos Foundation and architect Renzo Piano, sustainability has been a fundamental prerequisite and key element of the project.

### AHEAD Accessible Heritage Experience for Audience Development

This project will illustrate how applying human-centered approaches, learning by doing, and impact and data-driven methodologies in the cultural heritage sector can innovate working practices and empower the sector to become more relevant to our communities. This will lead to increased financial sustainability and the creation of opportunities for social, cultural, and economic growth.

### Parallel session 2 | Projects lineup

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<tr>
<th>Introduction &amp; Moderation</th>
<th>Conclusions &amp; Reporting</th>
<th>CommuniCity - Innovative Solutions Responding to the Needs of Cities &amp; Communities</th>
<th>Climate Change and Financial Markets: Assessing the Impact on Lending Interest Rates and the Role of International Agreements</th>
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<td>Aida Kalender</td>
<td>Constance DeVereaux</td>
<td>Alan Salzenstein</td>
<td>Carmine Moccia</td>
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<td>Researcher, SIAS</td>
<td>Director of the Arts Management Programme at the University at Buffalo (USA)</td>
<td>Professor, Head of Arts Leadership, DePaul University (USA)</td>
<td>Ph.D Student in Digital Transformation and Sustainability, University of Salento (Italy)</td>
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<td>Ph.D Student in Digital Transformation and Sustainability, University of Salento (Italy)</td>
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The project will explore how to reintroduce culture into sustainable tech development in smart cities. CommuniCity examines whether community-based non-profit art organisations can facilitate co-creation processes between marginalized communities, tech parties, and city administrations.

This project will shed light on how climate change and related policies may impact banks’ monetary stability. Climate change can affect bank lending through gradual warming and increased risks from more frequent, severe weather events, which may impair loan repayment.
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<th>Culture Moves Europe</th>
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<td>This initiative is the largest European mobility scheme for the cultural sector, offering grants to artists and professionals in all 40 Creative Europe countries. It covers architecture, cultural heritage, design, literature, music, performing arts, and visual arts.</td>
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<th>Avant Learn - Advanced Music XLR8R</th>
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<tr>
<td>This capacity-building programme will explain how it transfers interdisciplinary project management skills to cultural professionals, students and artists, thus enabling beneficiaries to face the future challenges in the music and cultural industries, including climate change.</td>
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<tr>
<th>Urban Travel Machines (UTM): European Planetariums and Immersive Poetry Performances</th>
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<tr>
<td>UTM will share its contributions to the renewal of the literary sector in Europe through the adoption of Immersive Technology. The project enhances transnational mobility, new technology and audience engagement with regards to poetry performance.</td>
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<tr>
<th>Tracks4Crafts - Transforming crafts knowledge for a sustainable, inclusive and economically viable heritage in Europe</th>
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<tr>
<td>This research project that aims to promote the continuity and longevity of crafts. Through experiments (in so-called 'pilot cases') we test several tools, formats and instruments that can help the transmission of traditional crafts knowledge (TCK) to safeguard not only the crafts but also intangible skills and knowledge that characterizes craftsmanship.</td>
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<th>Open Houses Brno / Open Houses Europe</th>
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<tr>
<td>Involving 14 European cities and 13 cultural organisations, this collaborative project will explain how it promotes architecture as a force for change. It fosters discussions on architecture's role in addressing social and environmental issues, helping residents envision the future of European architecture.</td>
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<tr>
<th>CreaDive</th>
<th>Building a multicultural working platform for creative sector</th>
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<td>The project, implemented by Humak and co-funded by the ESF+, aims to build a communal and culturally diverse platform for work and networking for professionals in the creative sector. The goal is to promote the employment and integration of immigrant professionals in the creative industries into the networks of the region through the platform.</td>
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<tr>
<th>Public Finance and Sustainable Measures for Italian Cultural Heritage</th>
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<tr>
<td>This presentation will explain how circularity has characterized human existence throughout history, highlighting the deep connection between public law and art. We’ll explore how incorporating this link into development models helps protect cultural heritage and promotes sustainable growth.</td>
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Advancing practice, policy and management through innovative research

On the evening of 19 September, the winner of the 2024 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?

JOÃO LEIVA FILHO

João Leiva Filho is a Brazilian researcher and cultural entrepreneur. Leiva holds a degree in Economics from USP (University of São Paulo), a Master’s degree in Cinema from USP, and a Master’s degree in Cultural Management from UOC (Open University of Catalonia, Barcelona, Spain). In early 2024, Leiva completed his PhD at Goldsmiths, University of London, at the Institute for Creative and Cultural Entrepreneurship. He has worked as a journalist for newspapers such as Folha de S.Paulo and Valor, and in communications for the Secretariat of Culture of the State of São Paulo before founding his consultancy company, JLeiva Cultura & Esporte. JLeiva has conducted numerous non-academic investigations in the cultural sector in Brazil, including mapping theater productions and independent music venues in the city of São Paulo, and the job market for professionals in the animation industry. Leiva has also led several studies on cultural engagement in Brazilian cities.

JORDI SANJUÁN BELDA

Economist with a master’s in Economic Policy and Public Economics and a PhD in Social Sciences from the University of Valencia, he holds a Data Science certificate from Harvard University. He has worked as a consultant in cultural economics at the specialised consulting firm Culturalink and as a quantitative analyst at the Joint Research Centre of the European Commission in Ispra, Italy.

He is currently a postdoctoral researcher in the Department of Applied Economics at the University of Valencia and is a member of the research unit on Cultural Economics and Tourism (Econcult), where he has participated in European projects such as MESOC and Measuring CCS. His research focuses mainly on the impacts of cultural and creative industries on well-being.
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<th>Time</th>
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<tr>
<td>17:15-18:00</td>
<td><strong>Research Award Finalists Presentation</strong>&lt;br&gt;<strong>Venue:</strong> ISUFI College, Campus Ecotekne</td>
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<td><strong>Introduction of the session and presentation of the two finalists</strong>&lt;br&gt;<strong>Gerald Lidstone,</strong> ENCATC President&lt;br&gt;<strong>Elena Borin,</strong> ENCATC Vice President; Full Professor of Business Administration, Pegaso Digital University (Italy)&lt;br&gt;<strong>Jaime Ruiz Gutiérrez,</strong> ENCATC Research Award Jury member, Universidad de los Andes (Colombia)</td>
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<td>17:25-17:35</td>
<td><strong>“Fifty years measuring cultural engagement: Contributions, gaps, and the future of survey”</strong>&lt;br&gt;<strong>João Leiva Filho,</strong> Goldsmiths, University of London (UK)</td>
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<td>17:35-17:45</td>
<td><strong>“Cultural and creative industries and the well-being of Regions”</strong>&lt;br&gt;<strong>Jordi Sanjuán Belda,</strong> University of Valencia (Spain)</td>
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<tr>
<td>17:45-18:00</td>
<td>**Q&amp;A</td>
<td>Conversation with the Jury**&lt;br&gt;Moderated by <strong>Dan Green,</strong> President of the Association of Arts Administration Educators (AAAE); Director of the Master of Entertainment Industry Management Program, Carnegie Mellon University (USA)</td>
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<tr>
<td>20:30-22:00</td>
<td><strong>2024 Research Awards Ceremony</strong>&lt;br&gt;<strong>Venue:</strong> Corte Licastro (Via Alberto Sabin 8)</td>
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<td>20:20-20:35</td>
<td><strong>Presentation of the assessment by the jury</strong>&lt;br&gt;<strong>Gerald Lidstone,</strong> ENCATC President</td>
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<tr>
<td>20:35-20:40</td>
<td><strong>Announcement of the winner</strong>&lt;br&gt;<strong>Fabio Pollice,</strong> Rector of the University of Salento (Italy)</td>
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<tr>
<td>20:40-20:45</td>
<td><strong>Best Research Paper announcement</strong>&lt;br&gt;<strong>GiannaLia Cogliandro Beyens,</strong> ENCATC Secretary General</td>
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Advancing the discussion on cultural policy and informing policymakers is one of ENCATC’s pillars of work. As part of this commitment, the Policy Debate stands out as one of the network’s flagship events, organised in the framework of the annual Congress. Re uniting experts in the field, the Policy Debate is the place to explore the latest trends, challenges, opportunities and best practices in cultural policy.

Under the title "Policies for the right transition: Putting people at the centre through art and culture", the 2024 Policy Debate will facilitate a dynamic exchange between the local, regional and European perspectives, fostering a dialogue that bridges the gap from local-level insights to broader, macro-level strategies. Join us and be part of the conversation shaping the future of cultural policy!

**POLICY DEBATE**

**When** Where? 20 September 2024, from 10:00 to 11:15 Scuola Superiore ISUFI, Campus Ecotekne, Lecce Monteroni, Italy

**Policies for the right transition: Putting people at the centre through art and culture**

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**MODERATOR**

**DISCUSSANTS**

**PANELLISTS**

**Douglas DeNatale**  
Associate Professor of the Practice / Program Director, Boston University, USA

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

**Claire Giraud-Labalte**  
Art and cultural heritage historian, ENCATC Ambassador (France)

**Cinzia Lagioia**  
Director, Apulia Creative Cluster Association (Italy)

**Aldo Patruno**  
Director of the Department of Tourism, Economy of Culture and Valorisation of the Territory, Regione Puglia (Italy)

**Anna Maria Candela**  
Director of Protection and Enhancement of Cultural Heritage, Regione Puglia (Italy)

**Paolo Ponzio**  
Professor, Head of Research and Humanistic Innovation Department, University of Bari Aldo Moro (Italy)
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, on its 17th edition, the YERF will take place in a face-to-face format, on 20 September 2024 in Lecce, Italy, and its programme will include:

- An introduction to the Forum;
- A panel with international senior scholars;
- Two sessions devoted to the presentation by a PhD candidate, who will be responded and commented by renowned researchers and fellow emerging researchers;

Programme

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<th>Time</th>
<th>Event</th>
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| 10:00-10:05 | **Introduction to the YERF**  
Richard Maloney, Director of the Performing Arts Administration Programme, New York University (USA)  
Leticia Labaronne, ENCATC Vice President, Head of the Centre for Arts Management, Zurich University of Applied Sciences (Switzerland) |
| 10:05-10:50 | **Panel with senior scholars**  
Moderated by Leticia Labaronne, ENCATC Vice President, Head of the Centre for Arts Management, Zurich University of Applied Sciences (Switzerland) |
| 10:50-11:15 | **Q&A Session** |
| 11:15-11:30 | Break |
| 11:30-12:15 | **SESSION I. Presentation by a young researcher**  
Response by senior scholars  
Commentary by young and emerging researchers |
| 12:15-12:55 | **SESSION II. Presentation by a young researcher**  
Response by senior scholars  
Commentary by young and emerging researchers |
| 12:55-13:00 | Concluding remarks |
Shaping the Future will be the place where ENCATC members will share their valuable expertise in the format of Members Talks. This session aims to empower participants by providing the trends, insights and tools needed to drive innovation, sustainability, and inclusivity in the cultural and creative sectors. Educators, researchers, policymakers, practitioners, artists, and students can expect clear pathways to inform their work and practices, enabling them to adapt accordingly.

By exploring interconnected themes, including innovative and emerging cultural heritage skills, cultural governance, sustainable tourism, and curriculum decolonisation, this session will offer a comprehensive approach to addressing the sector’s evolving needs.

**Members Talk N°1: Future scenarios for heritage: skills and curricula for professional development**

In the framework of the CHARTER project, funded by Erasmus+, this session will explore the future of cultural heritage education and training, showcasing innovative and emerging training paths to ensure a sustainable and forward-thinking approach to cultural heritage. The session will introduce specific curricula designed to address current and future gaps in the cultural heritage sector, addressing digitalisation, sustainability, illicit trafficking, built heritage, crafts, among other fields. The work to be presented provides a flexible framework to adapt curricula and training programmes at local, regional, and national level; and guidance to educators, researchers, policymakers, heritage professionals, and students to navigate future challenges. By focusing on these innovative educational strategies, the session aims to equip the sector with the skills and tools needed to preserve and enhance cultural heritage for generations to come.

**Members Talk N°2: Cultural Governance: Current and Future European Prospectives**

Cultural governance is currently regarded as a transversal element of public policy in Europe. This members’ talk brings together academics and policy practitioners to provide new insights into the field, exploring its contemporary dynamics, themes, dilemmas and challenges. The speakers will reflect on the breadth and boundaries of cultural governance in a European perspective, the role of international institutions, such as UNESCO and the EU, and the frameworks and dilemmas of cultural governance as a dedicated practice. This session is inspired by the publication of the ENCATC / Routledge Volume “Cultural Governance - Current and Future European Perspectives”, that reflects on the dynamics and dilemmas of cultural governance through the contributions of 13 leading academics in the field, touching on the dynamics of culture, governance, sustainability, digitisation, human rights, ecology and globalisation.

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

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

**Martina de Luca**
Head of Training and Curator at Fondazione Scuola dei Beni e delle Attività Culturali (Italy)

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**Marzia Piccininno**
Cultural Policy Expert at Fondazione Scuola dei Beni e delle Attività Culturali (Italy)

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**Sarah Montero**
Associate Professor, Université Bordeaux Montaigne (France)

**Julia Gesner**
Professor at Potsdam University of Applied Sciences (Germany)

**Jerry Liu**
Professor and Dean, Graduate School of Arts Management and Cultural Policy, College of Humanities, National Taiwan University of Arts (City of Taipei)

**Geert Drion**
Independent Researcher, Doctoral Candidate, Rijksuniversiteit Groningen (The Netherlands)

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

**Annukka Jyrämä**
Professor, Estonian Academy of Music and Theatre (Estonia)

**Sarah Montero**
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Cultural tourism has proved to be a significant source of economic development for cultural destinations, but it has also emerged as a potentially controversial and unsustainable phenomenon. Over the last decades, we have witnessed both overtourism and growing tourism pressure in some cities and regions, significantly hindering the quality of life for locals, diminishing the tourism experience, and putting cultural heritage at risk. Simultaneously, other areas with promising attractiveness potential have seen insufficient development of tourism flows. The need for more sustainable tourism development models for cultural destinations is clear. Such models should conceive tourism as a means to increase the quality of life and generate economic opportunities by involving communities and stakeholders in cities and regions. This talk aims to gather international academics, researchers, and professionals to discuss and analyze the potential role of cultural actors in transitioning towards more sustainable models of cultural development.

The discussion will start from the ongoing debate on cultural ecosystems as a key to reinterpreting territories and their dynamics in a moment of change, and will emphasize the critical need for a sustainable economy transition, which requires a conscious transformation of economic behaviors at both offer and demand levels towards creating shared value. It will explore the issues and challenges faced by organizations in the cultural and creative sectors as they embrace such a transition. Furthermore, the role of culture and creative individuals as agents of change in innovation processes, where identity diversity and sustainability values are intrinsically embedded, will be highlighted. The Talk will spotlight the importance of inter- and trans-disciplinary approaches to research and education in achieving sustainable tourism development. It will provide an in-depth analysis of how culture can promote a balance between quality of life, the protection and promotion of values, and sustainable tourism development. Cultural actors will be examined as leaders of this change, driving culture-led innovation for tourism in cities and regions.

Members Talk N°3: RICS N° 1: Cultural actors for sustainable change in tourism

Members Talk N°4: RICS N° 2: Decolonising the cultural policy and management curriculum

Although the issue of decolonisation of knowledge has entered the agenda of cultural policies and arts management, it is still important to make visible the contexts that require a transformation in the academic environment. This would allow professional practices to be more tempered with the reality of our countries and not with the imposition of Western forms of work, with great influence from Anglo-American practices.

This Members Talk aims to discuss relevant aspects of the decolonisation of curriculums, will present cases and experiences of speakers in multiple regions of the world and will present some approaches that are being implemented to advance this agenda. It will advance the agenda of decolonisation of the cultural policies and arts management curriculum through the discussion of cases and experiences that can serve as a basis for curricular review in these disciplines. Participants will be able to take study experiences from international contexts that can broaden the focus of training programs, something important in the context of greater geographic diversity in academic programmes.

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

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

Maria de Fátima Lambert
Coordinating Professor, Escola Superior de Educação, Polytechnic Institute of Porto (Portugal)

Elena Borin
ENCATC Vice President; Full Professor of Business Administration, Pegaso Digital University

Mara Cerquetti
Associate Professor, University of Macerata (Italy)

Davide De Nicolò
Chief Project Officer, Tecnopolis PST (Italy)

Toni-Matti Karjalainen
Professor, University of the Arts Helsinki (Finland)
2024 Global Conversation: Connecting Cultures in the Digital World

As a flagship event organised each year in the framework of the ENCATC Congress, the Global Conversation series, in partnership with the Association of Arts Administration Educators (AAAE), invites diverse and critical perspectives on themes pertaining to the cultural and creative industries, from academics, practitioners and experts around the world.

This year’s Global Conversation will explore the transformative power of digital platforms in bridging cultural gaps and fostering global artistic collaboration. Topics will include how digital technology brings visual and performance arts from diverse regions to our doorsteps, how live events can be experienced through AR/VR, and how artists collaborate across borders. The session will also examine the digital aspect of sustainability in cultural exchange with examples of successful partnerships between artists, academia and cultural institutions.
KOREJA THEATRE

Founded in 1985 in Puglia and based in Lecce since 1998, Teatro Koreja is a renowned Theatre Production Center known for its artisanal and experimental approach.

This innovative company blends Southern Italy’s cultural roots with an international perspective, creating trans-cultural theater focused on the human experience.

Since 2002, it has hosted “Il Teatro dei Luoghi” (The Theater of Places), an international festival spotlighting diverse productions from the Mediterranean and Balkans, fostering a rich exchange of artistic and cultural ideas.

www.teatrokoreja.it

ARCHIVES OF CARMELO BENE AND EUGENIO BARBA

These archives are invaluable for theatre and cultural studies, offering deep insights into 20th-century avant-garde theater.

Bene’s archive includes scripts, recordings, and personal documents from his career as an innovative Italian actor and director, while Barba’s archive features materials related to his work with Odin Teatret and his contributions to experimental theater.

At the Bernardini Library in Lecce, the LAFLIS Project (Living Archive Floating Islands), a collaboration between the Barba Varley Foundation and the Puglia Region, focuses on memory, transmission, and transformation, using digital technologies to create immersive experiences and connecting international theatre networks.

laflis.org

CARLO V CASTLE

Showcasing Renaissance military architecture with a quadrilateral plan, circular corner bastions, moats, drawbridges, and high defensive walls, the Castle now serves as a vibrant cultural centre for hosting exhibitions and events, with part of it housing a museum.

This major cultural attraction symbolises Lecce’s strategic importance during the Renaissance and its connection to European history, having undergone several restorations to preserve its historical significance.

www.castellocarlov.it

MUST - HISTORICAL MUSEUM OF THE CITY OF LECCE

Housed in the 16th-century former Santa Chiara monastery, MUST presents archaeological finds, artworks, and historical objects that chronicle Lecce’s evolution from prehistory to the present.

Spread over three floors, the museum highlights the Baroque period and employs multimedia technologies to enhance the visitor experience, serving as a vital cultural center for preserving local history.

www.mustlecce.it
Following our commitment to transferring knowledge across countries and among institutions, we are continuing the tradition to have an international book exchange at the 2024 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 1 book, that will constitute the legacy of our 2024 Congress and contribute to the internationalization of the ISUFI College library.

Supporting the young generation of local artists!

During the 3-day programme, participants of the Congress will be able to enjoy music performances by promising new talents from Lecce, coming from Conservatorio Tito Schipa and Sucola Superiore ISUFI.

18 September, 12:30-13:00 | Classical Piano Concert
Lorenzo Napoli, student at the Conservatorio Tito Schipa in Lecce, will perform works by Grieg, Schumann, Liszt, and Sibelius.

19 September, 16:45-17:15 | Italian auteur music
ISUFI students will perform little-known classics of Italian music, including songs Amara terra mia, Il terzo fuochista, Volami nel cuore, with the participation of Edoardo Presicce, piano and voice; Caterina Luceri, voice; Antonio Bellucci, violin.

20 September, 16:30-17:00 | Original Musical Performance
At this occasion, unpublished songs composed by Edoardo Presicce will be performed, together with musical improvisation. Artists involved: Edoardo Presicce, piano and vocals; Antonio Bellucci, violin; ISUFI students to be announced.
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 2024 Congress and you are not an ENCATC member yet, benefit from a 40% saving on your new membership!

START YOUR MEMBERSHIP!
Lecce, “the Florence of the South”

Lecce is the provincial capital of the Salento area, only 12 km (7.5 miles) away from the Adriatic Sea. The city, which has strong Messapian roots, was known to its Roman rulers as Lupiae. Today, it welcomes visitors with its magnificent baroque architecture, which blazes on the portals of its palaces and on the facades of the many churches that line the streets inside the city’s three ancient gates: Porta Rudiae, Porta San Biagio and Porta Napoli.

The common factor in the city’s characteristic baroque exuberance is the local “Lecce stone”, so soft and malleable, that master stonecutters were able to create highly sophisticated stone embroidery. The best example of this style is represented by the facade of the Basilica of Santa Croce and by the spectacular Piazza Duomo, home to a soaring bell tower, bishop’s palace, and the lovely Palazzo del Seminario.

Strength and majesty, however, characterize the castle built by Charles V and designed by Gian Giacomo dell’Acaya. The Roman Amphitheatre, adjacent to the central Piazza Sant’Oronzo, offers an intriguing insight into the city’s history.

Source: Viaggiare in Puglia (https://www.viaggiareinpuglia.it/en/homepage)
IMMERSE IN PUGLIA’S WEALTH OF CULTURE

Multiple ways to explore Puglia

The heel of Italy’s boot is one of the world’s hottest destinations; glorious beaches and chic resorts are surrounded by a bucolic countryside made for year-round touring with historic towns ready to welcome - and business travellers.

Click on the images to access different itineraries to discover Puglia!

- **Puglia by bike**
  Twelve itineraries for those who love to discover Puglia cycling around the coast, countryside, olive trees and Murgia.

- **Puglia by paths**
  On foot, by bike or on horseback, in the footsteps of the ancient pilgrims along the Via Francigena del Sud.

- **Puglia for foodies**
  From Gargano to Salento, a rejoicing of flavors to be discovered and tried over seven itineraries.

- **Puglian seas**
  The coastline, the stories and colors of the Adriatic and the Ionian seas will last beyond the travel itself.

- **Towns**
  A Journey discovering Puglia’s most Beautiful Villages.

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- **Puglia Routes & Experiences**
  This guide showcases Puglia for travel professionals, suggesting itineraries and typical Pugliese experiences.

- **PUGLIA Art & Craft**
  A craftsmen’s tale about the artisan traditions of the Puglian territories.

- **Nature, culture, flavor**
  Short stories to build a unique and amazing narration across nature, culture, and flavors.

- **A journey through the places**
  Five itineraries through the places of Anti-fascism, Resistance and Reception.

- **Chatedrals, castels, towers**
  Puglia is an age-old land traversed by centuries of history and art that have left their unmistakable mark on the imposing architecture.

**Source:** Viaggiare in Puglia (https://www.viaggiareinpuglia.it/en/homepage)
Extend your stay and immerse yourself in the Salentine Greece cultural landscape!

As a post-Congress programme, on **21-22 September 2024**, we will embark on the **2024 ENCATC International Study Tour**. To further advance and reflect on the new knowledge, insights, and conclusions from the Congress, the 11th edition of the Study Tour will take us to Salentine Greece (Grecìa Salentina), a culturally rich area in southern Apulia known for its strong Greek heritage.

Carefully curated experiences and site visits will allow you to witness how local cultural initiatives can transform and energize a territory, preserving and promoting its unique heritage and traditions. Following the International Study Tour’s tradition to bring participants to a once-in-a-lifetime educational experience, you can expect to delve into the heart of arts, cultural, and educational institutions leading the cultural life of this area. Take a look at the programme and join us for this unique cultural experience!

The programme in a glimpse

**Saturday, 21 September 2024**

**Morning programme in Calimera:**
Visit to Museum-House of peasantry life and "griko" culture
Visit to the old town
Visit to the Pietra forata di San Vito

**Afternoon programme in Sternatia:**
Guided visit to the underground oil mill
Guided visit to Palazzo Marchesale Granafei and garden
Poems and songs in Greek-Salentine (Griko) in the Study Center "Chora-Ma"

**Sunday, 22 September 2024**

**Morning programme in Catrignano de’Greci:**
Guided visit at Kora Contemporary Arts Center

**Afternoon programme in Cutrofiano:**
Guided visit at Fratelli Colì ceramics company
Guided tour at the Ceramics Museum
Ceramics workshop at the Museum
CREATIVE WALKING TOUR IN LECCE

A walk through Lecce, discovering the ancient craft, the contemporary design and talented Apulian artisans!

Following our commitment to support local artists and sustainable practices, ENCATC has partnered with Tourango, to provide access to Congress participants to a special walking tour in the historic centre of Lecce through unique studios, concept spaces, and design spots.

Discover how the rich heritage of Apulian craftsmanship meets the artistic air of creative designers and talented people. Lose yourself in a journey in which the past intertwines with the present. During our walk, we will meet a local paper-mâché artisan and we will be accompanied to his laboratory where we will learn the ropes of this magical ancient tradition of turning paper into amazing works of art.

Followed by a visit to the contemporary paper-mâché studio of an internationally recognized artist. Then, get in touch with the innovative ideas of local fashion designers who transform the ancient weaving tradition into contemporary art design, while preserving Puglia’s beauty and identity. From natural bers to recycled fabrics, from local production to veganism, these local brands, offer fashion options that respect the environment and the values of the wearer.

Each Stop and Visit unveils a story through generations, but it’s a very celebration of the vibrant present where traditional techniques meet a contemporary vision. During the tour, you can buy local and support small businesses preserving the value of Made in Puglia.

4 hours 10 people minimum required to confirm the tour 60 € 1st option: 17 September - 16:00 2nd option: 23 September - 10:00

Click here to register
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 one of the first fifteen European cultural networks to achieve the SHIFT Eco-Certification, granted by Creative Carbon Scotland (CCS), together with their auditing partner Green Leisure Group (GLG). To know more information about our green commitments, please visit our Green Policy!

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 2024 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.
The Higher School ISUFI (Istituto Superiore Universitario di Formazione Interdisciplinare) is a centre of higher education embedded in the University of Salento. Its aim is to enhance the quality of the University’s teaching offer and to foster the development of scientific knowledge, the recognition of merit and the development of higher education activities with interdisciplinary, international and collegial features.

Founded in 1999, it was institutionalised in 2005 by the Ministry of Education, Universities and Research. It is part of the national system of University Higher Schools, and is the only Higher School in peninsular Italy to be located south of Rome.

The School operates according to the model of the Scuola Normale Superiore in Pisa. It selects young Italian and foreign talents exclusively on the basis of merit and offers them an education of excellence to supplement and complement ordinary university courses. The significant costs of this training, characterised by residency and internationality, are borne entirely by the Italian state.

Students admitted to the School must enrol in a Department of the University of Salento and follow the course of study envisaged for the bachelor’s degree and the master’s degree, achieving by 31 December a number of CFUs equal to 3/4 of the credits envisaged by the respective study plans for each year of the course and maintain an average of at least 27/30. At the same time, they must participate in the specific advanced training activities organised for them by the School, including two language lectures, colloquia, seminars and lecture series of a disciplinary and interdisciplinary nature, totalling 250 hours per year. They must also undertake at least one semester of study abroad.

On the basis of Ministerial Decree no. 1093 of 21 September 2021, the Ministry of Universities and Research obtained the equivalence of the Licence qualification, awarded to students who complete the five-year course, to a Level II university Master’s degree.
Location and venues

The ENCATC Congress will be held in Lecce, Italy. The venue for the whole programme (18-20 September) will be: SCUOLA SUPERIORE ISUFI, CAMPUS ECOTEKNE, Via Lecce-Monteroni, 73047 Monteroni di Lecce LE, Italy. Click here for Google Maps location. Various Study Visits will take place on Day 3 in different locations around the city. Once confirmed they will be published here.

Visa

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

List of embassies and diplomatic representations

In case of emergency or for travel recommendations, please check the list of Italy’s embassies and other missions abroad on the Ministry of Foreign Affairs of Italy website.

Sustainable ways to travel

At ENCATC we encourage travels that minimize carbon footprint. This commitment is part of our green policy and our Shift eco-label certification. There is no genius solution for a sustainable and slow travel but please consider alternatives whenever possible.

In case you travel to Italy by car you might want to connect with other ENCATC members attending the 2024 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 Lecce.
Getting to Lecce

AIR TRAVEL

Lecce does not have an airport. The closest international airports available are Bari International Airport-Karol Wojtyla or Brindisi Papola Casale Airport (also known as Salento Airport). From either city, you can reach Lecce by train, bus, car, or taxi. Brindisi’s airport is approximately a 40-minute drive from Lecce, while Bari’s airport is about 2 hours away. Both Bari and Brindisi have train stations with direct connections to Lecce.

TRAIN TRAVEL

If you’re traveling by train, you can reach Lecce via Italy’s national rail service, Trenitalia, or the private company, Italo.

BY BUS

Lecce is connected with 63 Italian cities by bus. We suggest checking different options in Omio or the company Flixbus.

BY CAR

Driving distances to Lecce are as follows: about 2 hours from Bari, 40 minutes from Brindisi, 3.5 hours from Naples, and 6-6.5 hours from Rome.

Accomodations in Lecce

Following our environmental commitment, ENCATC has curated a list of hotels in Lecce following a Green Policy and affiliated to University of Salento. When booking, mention your stay is in the frame of the University of Salento-ENCATC Congress to receive a preferential rate.

BED AND BREAKFAST

Casa de Anita | Google Maps location.
Le Nicchie Luxury Rooms | Google Maps location.

3 STARS HOTELS

Eos Hotel | Google Maps location.

4 STARS HOTELS

Hilton Garden Inn | Google Maps location.
Hotel delle Palme | Google Maps location.
Mercure Hotel President Lecce | Google Maps location.

5 STARS HOTELS

Patria Palace Hotel | Google Maps location.
Risorgimento Resort | Google Maps location.

This list of suggestions only constitutes a portion of Lecce’s accommodation services. To explore other options, you can refer to Booking. Every hotel location is good considering that the Congress venue is well served by local public transportation.
Reaching the venues

The Scuola Superiore ISUFI, Campus Ecotekne, is well served by public transportation. There is a dedicated urban bus to reach the University campus, the S13 LINE, going from "CITY TERMINAL" to "ECOTEKNE - FIORINI" stop. CLICK HERE TO SEE THE MAP. Google Maps is updated with the local transportation lines and will suggest you the best way to arrive.

In case you want to take a taxi, we encourage you to share the trips with other Congress participants. Please note taxis need to be called in advance.

Day 1 - Wednesday 18 September 2024
9:00 – 17:30 Location: Scuola Superiore ISUFI (Campus Ecotekne - Lecce Monteroni)

20:30 – 22:00 Standing dinner with music performance
Venue: Ex Monastero degli Olivetani. Address: Viale S. Nicola, 73100, Lecce (Google Maps)

Day 2 - Thursday 19 September 2024
9:00 – 18:00 Location: Scuola Superiore ISUFI (Campus Ecotekne - Lecce Monteroni)

20:30 – 22:00 Dinner with Research Awards Ceremony
Venue: Corte Licastro. Address: Via Albert Sabin, 8. Lecce (Google Maps).

Day 3 - Friday 20 September 2024
9:00 – 17:00 Location: Scuola Superiore ISUFI (Campus Ecotekne - Lecce Monteroni)

Cultural Study Visits
- Koreja Theatre
- Archives of Carmelo Bene and Eugenio Barba
- Carlo V Castle
- MUST - Historical Museum of the City of Lecce
ORGANISERS & PARTNERS

An initiative of:

In partnership with:

With the support of

Co-funded by the European Union
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ENCATC RESOURCES

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.).

/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.

YEARLY

European Journal of Cultural Management and Policy
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 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.

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.
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.

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

As part of ENCATC’s commitment to promote and foster a climate neutral and sustainable future, this booklet was produced exclusively in digital format. Learn more about ENCATC environmental sustainability policy [here](#).