



ENCATC

The European network on cultural
management and policy

Special Newsletter | July 2024



CULTURE THAT MATTERS: INTERDISCIPLINARY APPROACHES FOR SUSTAINABLE FUTURES

18-20 SEPTEMBER 2024 / LECCE, ITALY

An initiative of:



In partnership with:



TECNOPOLIS PST
PARCO SCIENTIFICO TECNOLOGICO Valenzano (Bari)

With the support of:



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ABOUT THE 2024 ENCATC CONGRESS

Culture that matters: Interdisciplinary Approaches for Sustainable Futures

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

18 SEPT
2024

DAY 1
LECCE

19 SEPT
2024

DAY 2
LECCE

20 SEPT
2024

DAY 3
LECCE

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

9:00 Registration

10:15 **Education and Research
Session - PART2**

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)

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|-------|-------|---|
| 9:00 | 10:00 | Registration |
| 10:00 | 10:20 | Welcome and Official Opening Session Gerald Lidstone , ENCATC President Fabio Pollice , Rector of the University of Salento, Italy Vittorio Boscia , Director of the Department Scienze dell'Economia, University of Salento, Italy Annamaria Annicchiarico , Director of tecnopolis PST, Italy |
| 10:20 | 11:00 | Opening speeches GiannaLia Cogliandro Beyens , Secretary General, ENCATC Ernesto Renato Ottone Ramírez , Assistant Director-General for Culture of UNESCO Wu Chieh-Hsiang , President of the Taiwan Association of Cultural Policy Studies (TACPS) Dan Green , President of the Association of Arts Administration Educators (AAAAE); USA |
| 11:00 | 11:15 | Introduction to the Keynote Francesca Imperiale , Associate Professor of Business Administration, University of Salento; Vice Director of Scuola Superiore ISUFI, Italy |
| 11:15 | 11:45 | Keynote Speech Salvatore Rizzello , Full Professor of Economics and Director of the Scuola Superiore ISUFI at the University del Salento, Italy |
| 11:45 | 12:30 | 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 |
| 12:30 | 13:00 | Music performance Classical Piano Concert by Lorenzo Napoli , student from Tito Schipa Conservatorio di Lecce |

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| 13:00 | 13:30 | In Memoriam Fabio Donato: Launch of the Fabio Donato Fund |
| 13:30 | 14:45 | Networking lunch |
| 14:45 | 16:00 | Education and Research Session - PART 1.1 Go to page 14 for sessions' detail |
| 16:15 | 17:30 | Education and Research Session - PART 1.2 Go to page 16 for sessions' detail |
| 20:30 | 22:00 | Dinner Standing dinner with music performance Venue: Ex Monastero degli Olivetani. Address: Viale S. Nicola, 73100, Lecce (Google Maps) |

THURSDAY, 19 SEPTEMBER

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

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| 9:00 | 10:00 | Registration |
| 10:00 | 10:15 | Welcome and introduction to the day GiannaLia Cogliandro Beyens , Secretary General, ENCATC |
| 10:15 | 12:45 | Education and Research Session - PART 2 Go to page 18 for session detail |
| 12:45 | 13:30 | Networking lunch |
| 13:30 | 14:00 | Integrating the Green Transition into Educational Curricula: the Strategic Role of ENCATC Members in empowering the Cultural Management and Policy Community GiannaLia Cogliandro Beyens , Secretary General, ENCATC Pravali Vangeti , Policy and Communications Officer, ENCATC Vânia Rodrigues , Principal Researcher and Investigator, Professor at the Post Graduate Programme in Arts Management and Sustainability, University of Coimbra, Portugal Herman Bashiron Mendolicchio , Coordinator of the Postgraduate Course on International Cultural Cooperation; CHARTER Project Manager, University of Barcelona, Spain |

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 CCI. **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

14:15

16:15

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 Šilerová**, Associate Professor and Supervisor of Music Production at Music Faculty, Janáček Academy of Performing Arts, Czech Republic

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| | | <ul style="list-style-type: none"> • 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 |
| 16:15 | 16:45 | Q&A |
| 16:45 | 17:15 | Music performance Contemporary Musical Medley by the students of University of Salento |
| 17:15 | 18:00 | ENCATC Research Award Finalists presentations 17:15-17:25 Opening Introduction by Gerald Lidstone , ENCATC President. Presentation of the two finalists by Elena Borin , ENCATC Vice President; Full Professor of Business Administration, Pegaso Digital University, Italy; and Jaime Ruiz Gutiérrez , Professor, Universidad de los Andes, Colombia 17:25-17:35 "Fifty years measuring cultural engagement: contributions, gaps and the future of survey" João Leiva Filho , Goldsmiths, University of London, UK 17:35-17:45 "Cultural and Creative Industries and the well-being of Regions" Jordi Sanjuán Belda , University of Valencia, Spain 17:45-18:00 Q&A - Conversation with the jury Moderated by Dan Green , President of the Association of Arts Administration Educators (AAAAE); Director of the Master of Entertainment Industry Management Program, Carnegie Mellon University, USA |
| 20:30 | 22:00 | Dinner with Research Awards Ceremony Venus: Corte Licastro. Address: Via Albert Sabin, 8, Lecce (Google Maps). 20:30-20:35 Presentation of the assessment by the Jury Gerald Lidstone , ENCATC President. 20:35-20:40 Announcement of the Research Award winner Fabio Pollice , Rector of the University of Salento, Italy 20:40-20:45 Announcement of the Best Research Paper winner GiannaLia Cogliandro Beyens , Secretary General, ENCATC |

FRIDAY, 20 SEPTEMBER

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

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| 9:00 | 10:00 | Registration |
| 10:00 | 11:15 | <p>Parallel sessions</p> <p>1. Young and Emerging Researchers Forum (YERF): Part 1 10:00-10:05 Introduction to the YERF Leticia Labaronne, ENCATC Vice President; Head of the Center for Arts Management, Zurich University of Applied Sciences, Switzerland Richard Maloney, Clinical Associate Professor and Director, Performing Arts Administration programme, New York University, USA 10:05-10:50 Panel with senior scholars Moderator: Leticia Labaronne, ENCATC Vice President; Head of the Center for Arts Management, Zurich University of Applied Sciences, Switzerland 10:50-11:15 Q&A session</p> <p>2. Policy Debate Policies for the right transition: Putting people at the centre through art and culture Moderator: Douglas Denatale, Associate Professor of the Practice / Program Director, Boston University, USA Speakers: Paolo Ponzio, Professor, Head of Research and Humanistic Innovation Department, University of Bari Aldo Moro, Italy Anna Maria Candela, Director of Protection and Enhancement of Cultural Heritage, Regione Puglia, Italy Aldo Patruno, Director of the Department of Tourism, Economy of Culture and Valorisation of the Territory, Regione Puglia, Italy Cinzia Lagioia, Director, Apulia Creative Cluster Association, Italy Discussants: Carmen Croitoru, General Manager, NIRCT - National Institute for Cultural Research and Training, Romania Claire Giraud-Labalte, ENCATC Ambassador, Art and cultural heritage historian and senior lecturer, France</p> <p>3. Network of ideas on interdisciplinary approach on climate change– ISUFI students</p> |
| 11:30 | 13:00 | <p>Parallel sessions</p> <p>1. Young and Emerging Researchers Forum (YERF): Part 2 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</p> |

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| | | <p>2. Shaping the Future session</p> <p>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</p> <p>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 Montaigne, France Annukka Jyrämä, Professor, Estonian Academy of Music and Theatre (EAMT), Estonia, Finland Julia Glesner, Professor, Potsdam University of Applied Sciences, Germany</p> <p>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</p> <p>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</p> <p>MEMBER TALKS 5 Attention economy Dan Green, President of AAAE; Director of the Master of Entertainment Industry Management Program, Carnegie Mellon University, USA</p> |
| 13:00 | 14:30 | Networking lunch |

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| 14:30 | 16:00 | <p>Global Conversation: Connecting cultures in the digital world</p> <p>Chair: Alan Salzenstein, Professor, Head of Arts Leadership, DePaul University, USA</p> <p>Panellists:</p> <p>Dan Green, President of AAAE, Director of Masters in Entertainment Industry Management program, Carnegie Mellon University, USA</p> <p>Gaia Danese, International Cultural Relations and Public Diplomacy Coordinator, European External Action Service</p> <p>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</p> <p>Shadrach Teryila Ukuma, Lecturer, Department of Theatre Arts at the Benue State University, Makurdi, Nigeria</p> <p>Liliana Turiou, ENCATC Ambassador; Director of the Master in Business Administration of the Creative & Cultural Industries, University ASE, Romania; PhD Professor at National Fine Art University of Bucharest, Romania</p> |
| 16:00 | 16:30 | <p>Round up of the Congress</p> |
| 16:30 | 17:00 | <p>Music performance</p> <p>Original Musical Performance by ISUFI students: Edoardo Presicce , piano and vocals; Antonio Bellucci, violin</p> |
| 19:00 | 21:00 | <p>Cultural Study Visits</p> <ul style="list-style-type: none"> • Koreja Theatre • Archives of Carmelo Bene and Eugenio Barba • Carlo V Castle • MUST - Historical Museum of the City of Lecce <p>Go to page 31 for more details</p> |

KEYNOTE HIGHLIGHT

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 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.

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.

KEYNOTE & PANEL IN RESPONSE

🕒 When 📍 Where ? 18 September 2024, from 11:15 to 11:45 Scuola Superiore ISUFI, Campus Ecotekne, Lecce Monteroni, Italy

Embedding sustainability in culture: Bias, nudge, and the awareness of human and organizational ecological behavior

By **Prof. Salvatore Rizzello**, 2024 Keynote Speaker

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



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)

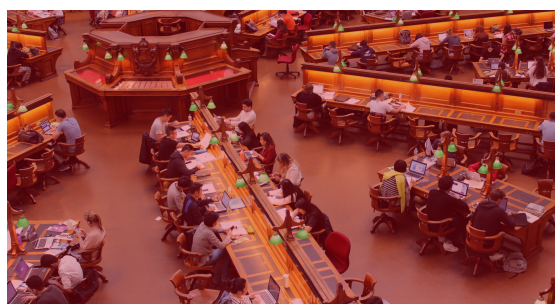


Vânia Rodrigues
Principal Researcher and
Investigator, Professor at the
Post Graduate Programme in
Arts Management and
Sustainability, University of
Coimbra (Portugal)

EDUCATION AND RESEARCH SESSION

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 POLICIES 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 U MAY 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

Martina 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_Iscte

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 INFLUX**

Piotr Firych, Assistant Professor, Adam Mickiewicz University

Aleksandra Biniewicz, Assistant Professor, Adam Mickiewicz University

SESSION 7: CLIMATE CHANGE, SUSTAINABILITY, AND RISK MANAGEMENT (II)

Chair: TBC

Abstract. **GOVERNING SUSTAINABILITY TRANSITIONS: IS HERITAGE A DRIVER OR A BARRIER? THE CASE OF FLORENCE**

Luciana Lazzaretti, 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, Wrocław University of Science and Technology

SESSION 8: CLIMATE CHANGE, SUSTAINABILITY, AND RISK MANAGEMENT (III)

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

Aurélien 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 Mihaljinac, 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

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, Rijksuniversiteit 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 Viljan

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, CONTRADICTIONARY 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 Rogač 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 Štěpáníková, 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 Dragičević 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"

Abstract. **THE IMPACT OF THE EUROPEAN UNION PRIZE FOR CONTEMPORARY ARCHITECTURE WITHIN THE EU CULTURAL POLICIES: THE CASES OF THE CONTEMPORARY ART MUSEUM OF CASTILLA Y LEÓN (LEÓN, SPAIN) AND THE NEUES MUSEUM (BERLIN, GERMANY)**

Blanca Roux Rodriguez, 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**

Lluís 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

PROJECTS SHOWCASE

🕒 When 📍 Where ? 19 September 2024, from 14:15 to 16:45 Scuola Superiore ISUFI, Campus Ecotekne, Lecce Monteroni, Italy

From theory to practice: Meet the projects driving the change

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

Introduction & Moderation



João Leiva Filho
Managing Owner, J.Leiva
Cultura e Esporte, Brazil

Conclusions & Reporting



Dea Vidović
Director of Kultura Nova
Foundation (Croatia)



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

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.



Chiara Carolina Donelli
Assistant Professor,
Venice School of
Management, Ca' Foscari
University/Ca' Foscari
Foundation (Italy)

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.



Patrizia Braga
Head of Ecological
Innovation Area, Melting
Pro (Italy)

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.



Valerio Palasciano
Project Manager,
Tecnopolis PST (Italy)



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

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.



Roberto Bernad
Manager of European
Funds, Fundación
Banco Santander
(Spain)

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 a 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.



Francesco Spina
Sustainability Officer,
Conservatoire Royal de
Liège (Belgium)

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.



Ashkhen Fixova
Office and Project
Coordinator, The
European Association of
Conservatoires (AEC)



Evelina Sarantidi
Corporate Marketing &
Communications
Manager, Stavros
Niarchos Foundation
Cultural Center (SNFCC)
(Greece)

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.



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

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

Introduction & Moderation



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

Conclusions & Reporting



Alan Salzenstein
Professor, Head of Arts
Leadership, DePaul University
(USA)



Aida Kalender
Researcher, SIAS |
Socially Intelligent
Artificial Systems
Group, University of
Amsterdam
(The Netherlands)

CommuniCity - Innovative Solutions Responding to the Needs of Cities & Communities

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.



Carmine Moccia
Ph.D Student in Digital
Transformation and
Sustainability,
University of Salento
(Italy)

Climate Change and Financial Markets: Assessing the Impact on Lending Interest Rates and the Role of International Agreements

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.



Ekaterina Pelevina
Project Assistant at
Culture Moves Europe,
Goethe-Institut
Brussels (Belgium)

Culture Moves Europe

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.



Ludovico Esposito
President, Director,
Fundraising Manager,
Sud Sonico (Italy)

Avant Learn - Advanced Music XLR8R

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.



Philip Meersman
Project Manager, AP
University College
(Belgium)

Urban Travel Machines (UTM): European Planetariums and Immersive Poetry Performances

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.



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 3Walks;
Chief Operating Officer
at World Leisure
Organisation (Spain)

Tracks4Crafts - Transforming crafts knowledge for a sustainable, inclusive and economically viable heritage in Europe

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.



Lucie Pešl Šilerová
Head of Department,
Janáček Academy of
Performing Arts
(Czech Republic)

Open Houses Brno / Open Houses Europe

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.



Pekka Vartiainen
Principal Lecturer,
Humak University of
Applied Sciences,
(Finland)

CreaDive | Building a multicultural working platform for creative sector

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.



Paola C.D. De Pascalis
PhD Candidate,
Università degli Studi di
Bari Aldo Moro (Italy)

Public Finance and Sustainable Measures for Italian Cultural Heritage

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.

2024 ENCATC RESEARCH AWARD

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.

Rendez-vous at the ENCATC Research Awards Ceremony

| | |
|---------------|---|
| 17:15-18:00 | Research Award Finalists Presentation Venue: ISUFI College, Campus Ecotekne |
| 17:15 - 17:25 | Introduction of the session and presentation of the two finalists Gerald Lidstone , ENCATC President Elena Borin , ENCATC Vice President; Full Professor of Business Administration, Pegaso Digital University (Italy) Jaime Ruiz Gutiérrez , ENCATC Research Award Jury member, Universidad de los Andes (Colombia) |
| 17:25- 17:35 | "Fifty years measuring cultural engagement: Contributions, gaps, and the future of survey" João Leiva Filho , Goldsmiths, University of London (UK) |
| 17:35- 17:45 | "Cultural and creative industries and the well-being of Regions" Jordi Sanjuán Belda , University of Valencia (Spain) |
| 17:45- 18:00 | Q&A Conversation with the Jury Moderated by Dan Green , President of the Association of Arts Administration Educators (AAAE); Director of the Master of Entertainment Industry Management Program, Carnegie Mellon University (USA) |
| 20:30-22:00 | 2024 Research Awards Ceremony Venue: Corte Licastro (Via Alberto Sabin 8) |
| 20:20-20:35 | Presentation of the assessment by the jury Gerald Lidstone , ENCATC President |
| 20:35- 20:40 | Announcement of the winner Fabio Pollice , Rector of the University of Salento (Italy) |
| 20:40- 20:45 | Best Research Paper announcement GiannaLia Cogliandro Beyens , ENCATC Secretary General |

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

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. Reuniting 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!

MODERATOR



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

DISCUSSANTS



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)

PANELLISTS



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)

YOUNG AND EMERGING RESEARCHERS FORUM

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:



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



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

Programme

| | |
|-------------|--|
| 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

🕒 When 📍 Where ? 20 September 2024, from 11:30 to 13:00 Scuola Superiore ISUFI, Campus Ecotekne, Lecce Monteroni, Italy

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.



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



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



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



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

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

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.



Geert Drion
Independent Researcher, 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)



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



Sarah Montero
Associate Professor, Université Bordeaux Montaigne (France)



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

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

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.



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)

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 Dragičević-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)

GLOBAL CONVERSATION

🕒 When 📍 Where ? 20 September 2024, from 14:30 to 16:00 Scuola Superiore ISUFI, Campus Ecotekne, Lecce Monteroni, Italy

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.



Chair

Alan Salzenstein
Professor, Head of Arts
Leadership, DePaul University
(USA)



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



Wu Chieh-Hsiang
President of the Taiwan
Association of Cultural
Policy Studies (TACPS);
Professor at National
Changhua University of
Education (City of Taipei)



Shadrach Teryila Ukuma
Lecturer, Department of
Theatre Arts at the Benue
State University (Nigeria)



Gaia Danese
International Cultural Relations
and Public Diplomacy
Coordinator, European
External Action Service



Liliana Turiou
ENCATC Ambassador; Director of
the Master in Business
Administration of the Creative &
Cultural Industries, University
ASE, Romania; PhD Professor at
National Fine Art University of
Bucharest, Romania

STUDY VISITS

🕒 When 📍 Where ? 20 September 2024, from 19:00 to 21:00 | Multiple locations - Check practical information for the venues addresses

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 LAF LIS 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.

laf lis.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

CULTURAL PROGRAMME

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.

2024 International Book Exchange: A legacy to the ISUFI College



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.



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!

| FULL MEMBER | ASSOCIATE MEMBER | SUPPORTING MEMBER | INDIVIDUAL MEMBER |
|-------------|------------------|-------------------|-------------------|
| 500€ | 330€ | 550€ | 330€ |
| 300€ | 198€ | 330€ | 198€ |

START YOUR MEMBERSHIP!

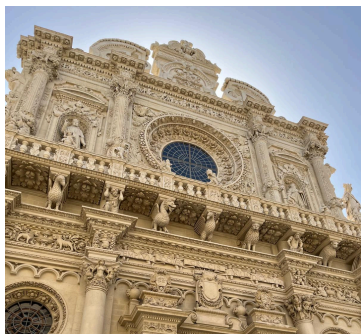
DISCOVER THE RICH CULTURE OF LECCE

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.



"Basilica di Santa Croce",
Lecce



"Cathedral - Piazza Duomo",
Lecce



"Roman Theatre", Lecce



"Basilica di Santa Croce"
(inside view), Lecce



"Roman Amphitheater",
Lecce



Streets of Lecce, Lecce

IMMERSE IN PUGLIA'S WEALTH OF CULTURE

Multiple ways to explore Puglia

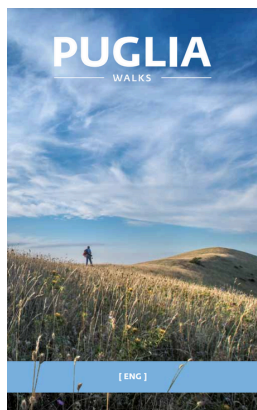
The heel of Italy's boot is one of the world's hottest destinations: glorious beaches and chic resorts are surrounded by a bucolic countryside made for year-round touring with historic towns ready to welcome - and business travellers.

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.



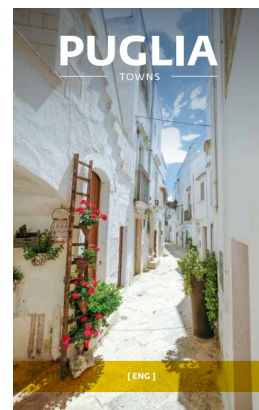
Puglia for foodies

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.



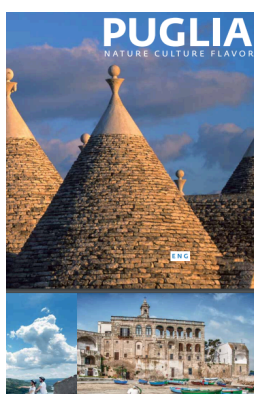
Puglia Routes & Experiences

This guide showcases Puglia for travel professionals, suggesting itineraries and typical Pugliese experiences.



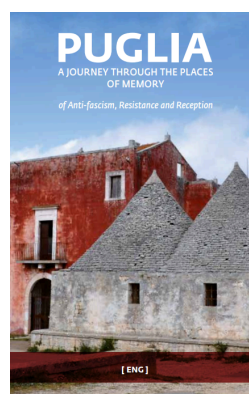
PUGLIA Art&Craft

A craftsmen's tale about the artisan traditions of the Puglian territories.



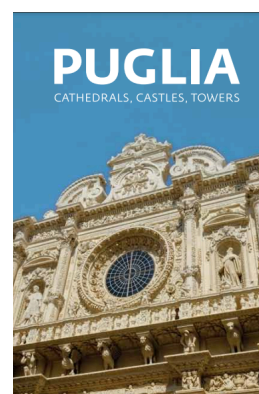
Nature, culture, flavor

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,castles, towers

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

Post-Congress programme

2024 STUDY TOUR

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 (Grecia 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 Coli ceramics company

Guided tour at the Ceramics Museum

Ceramics workshop at the Museum

[Click here to register](#)

[More information](#)



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 fibers 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](#)

SUSTAINABILITY

ENCATC, an environmentally responsible organisation

Our commitment to make the Congress an environmentally sound event

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

ENCATC is 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.

CONGRESS VENUE

ISUFI College | Scuola Superiore ISUFI



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.



PRACTICAL INFO

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 Wojtyła](#) 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.

Accommodations 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

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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

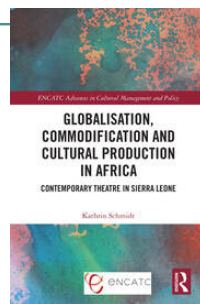
This is a unique tool for education and lifelong learning on arts and cultural management and policy. With the teaching needs of educators and trainers in mind, we publish unique content, exclusive interviews, case studies, conference reports and more from around the globe and across sectors useful for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



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YEARLY



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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.

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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](#).

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