



ENCATC **news**

A monthly e-newsletter for the latest in cultural management and policy

Greening the future together: joining forces at the 2023 ENCATC Academy on Sustainable Cultural Management and Policy



Dear colleagues and friends,

ENCATC is proud to have held a new fruitful edition of the **ENCATC Academy** on Sustainable Cultural Management and Policy in Santander, Spain, from 24 to 27 April 2023.

As its **cornerstone initiative** in the sustainability field, through the Academy ENCATC aims at taking a leadership role in **helping the educational sector make the shift** towards more sustainable **work practices and policies**, setting the example for positive **change-making**, in cultural management and policy and beyond.

To reach this goal, the Academy brings together for four days **practitioners, experts, and current and future cultural professionals** of all backgrounds, to benefit from a **dense programme** made of **mutual learning and exchange**, arising from (and contributing to) the **collateral set of initiatives** and activities that ENCATC organizes throughout the year.

From networking opportunities such as **Members Talks** and **Cultural Happy Hours** to the annual

publications such as the **Cultural Policy Tracker**, the **ENCATC Magazine**, the **Book Series** and many others, ENCATC is committed to involving the sustainability dimension in the whole of its action, measuring impact and foreseeing new questions and trends.

These initiatives constitute the basis of the Academy. Through interactive debates, inspiring presentations, panel discussions, and group sessions, the 2023 Academy provides an **unparalleled platform** for knowledge-sharing, peer-to-peer education, and new partnerships, empowering educators, cultural operators, practitioners and policy makers to **take a concrete stand on sustainability in the effort to foster a greener cultural sector**. The high engagement of the 2023 Alumni and the diversity of the speakers' panel attest the success of the programme in exploring innovative solutions, bridging knowledge gaps and elevating research for the benefit of communities, institutions and cultural organisations alike.

Having witnessed the power of **cooperation between partners, participants and stakeholders** and the potential for effective **new transformational practices**, we are now as committed as ever to continue our journey in contributing to the creation of a **climate-neutral and sustainable future together**. The ENCATC Academy is crafted to provide a space for collective exchange and replication of knowledge and best practices, enabling us to have an even greater impact. We are certain that our **Alumni** will assist us in this mission, encouraging us to be a leading force for sustainable cultural management and policy.

Yours faithfully,

GiannaLia Cogliandro Beyens
ENCATC Secretary General



Strong institutional support from the Mayoress of Santander, Gema Igual Ortiz, and the local administration

For its 2023 ENCATC Academy, **ENCATC** partnered up with Santander, a city whose administration is distinguishing itself for the adoption of bold policies in its cultural and sustainability development. The **Mayoress of Santander, Gema Igual Ortiz**, contributed to the Academy by setting from the start the tone of the event, holding a powerful speech that contributed to our understanding of the predominant place that culture occupies in Santander as a key driver of change. During her introductory speech, she said:

"This meeting gives us the opportunity to explain the cultural project that our city has developed,

building as well as upcoming projects such as the Faro Santander and the Reina Sofía. We are delighted to show the artistic and urban transformation of our city to all ENCATC Academy participants".



Sustainability and culture: benefitting from lectures on environmental and social responsibility in the tourism and cultural sectors

During the whole duration of the Academy, the diversity of the speakers added concrete value to the programme and the participation of the attendants, who therefore had the opportunity to learn from a very experienced set of trainers touching upon different areas related to sustainability. The speakers included **Eduarne Vidal Lopez Tormos** (Empresa Municipal de Turismo de Santander), **Claire Buckley** (Julie's Bicycle), **Carla Figueira** (Goldsmiths University of London) and **Rebecca Thonander** (NEMO). This constituted a solid and resourceful panel, able to cover and convey knowledge on all the key areas of sustainability in culture.

In this sense, it was enlightening to learn about how central **sustainable cultural tourism policies** are in the Action plans and Destination plans for the development of the city of Santander. It was also eye-opening, while learning about technology and its impact on the environment, to realize the extent of the **carbon footprint lying behind something so simple as the use of smartphone apps**.

That is not all. We also learned that **cultural relations activities** are underused as an intervention for positive ecological change, and that museums can play a central role in helping the public understand more and act about climate change, although more needs to be done: today, still **only 1 in 4 museums are consulted by public authorities** about sustainable policies and transformations in their communities.



Close-up on practical examples: Study Visits to connect principles with the local dimension and their good practices

The Study Visits carried out during the Academy aimed at delving into different samples of cultural institutions and creative industries in Santander. Specifically, during the event we were introduced to the **Museum of Prehistory and Archeology of Cantabria (MUPAC)**, **Galeria Juan Silió** and the fashion atelier **Tete by Odette**, three examples of vivacious and adaptive cultural institutions in the city. Each of these encounters served to understand how these actors are adapting their practices to sustainability principles, and what are the challenges they face.

Moreover, the final day of the Academy was hosted at the **Centro Botín**, a unique institution that is distinguishing itself as a clear example of **urban transformation through cultural infrastructure**. This gave participants a chance at getting a very concrete peek into the strategies and aims of one of Santander's most advanced cultural centres, leaving the city and the Academy with good practices and examples of the highest level at hand.



Exchange and discuss: the Academy and its unconventional exercises, pushing for reflection

The Academy aimed at implementing agile methodologies, facilitating reflective practices and

Participants actively engaged in the so-called **Academy debates**, animated by **Ian King**, of the **Istituto Marangoni and Parsons (New York)**. **Carla Figueira of Goldsmiths University of London**, and **Herman Bashiron Mendolicchio of the University of Barcelona** equally contributed to the moderation of the sessions. During the exchanges, experts shared their knowledge and expertise on sustainable practices from an academic and research-based perspective, challenging participants into innovative paths of reflection.

This way, participants not only acquired **more knowledge** in terms of sustainability practices and how they can be incorporated in their professional practice, but also had an opportunity to enhance their **critical thinking** skills on sustainability topics.



Collaborations and strong partnerships as the key to reach results

The Academy received substantial support from its **key partners: Future for Religious Heritage (FRH), Goldsmiths, University of London and its Institute for Creative and Cultural Entrepreneurship (ICCE), Julie's Bicycle** and the **Network of European Museum Organisations (NEMO)**.

Each of these organisations provided unparalleled contributions to the programme, bringing unique and innovative viewpoints to the sessions, and adding tangible value and insight to the debates, enabling the participants to bring home meaningful and useful tools and inputs.

From **environmental sustainability** concerns to reflections on the **digital age** and the future that faces us, from practical examples of **sustainable practices** and policies in museums to general considerations on the needs of **international cultural relations**, the partners of the Academy were essential to making the event a concrete opportunity for all involved to find valuable content.

Active participation and contributions by all partners were instrumental in making the 2023 edition of the ENCATC Academy a great success. Once again, the importance of **collaboration** and **cooperation** proves to be key in achieving **common goals in the cultural and creative sectors!**



Alumni Programme, understanding human connections as enablers for professional project-making and development

The Academy is not just a one-time event. It is a **holistic space** for **ongoing exchange**, learning, and sustainable change-making for culture. In this sense, the power of this year's Academy was embedded in the diversity of its participants. Practitioners, policymakers, researchers, students, and artists from **more than 15 countries on 4 different continents** were represented: a true melting pot of people, experiences, and stories, brought together for the advancement of the sector and the fostering of common good.

To make the most of this resourceful group, in the course of the next months the Alumni Programme will allow participants of the Academy to not only have a communication channel between them, but to access an **actual network of resources and opportunities** to continue working together in the future. A key element at the core of the Academy programme, and a strategic advantage for maximizing **opportunities for long-lasting impact**.



Beyond the event: feedback from participants on the 2023 ENCATC Academy and reflections for the sector's green growth

The **2023** edition of the **ENCATC Academy** took place in **Santander**, a city increasingly focused

learn about sustainable practices and bring home tools to implement change.

The attendees' feedback made it evident how creating a space for **knowledge, debate, and exchange** is crucial for fostering a meaningful learning experience. In this sense, the Academy served as a wonderful platform to **kickstart debate** and allow for **skills acquisition** in an involving and all-encompassing way.

We want to sincerely thank all Academy participants for giving ENCATC and its partners their **trust** in taking part in the event, for their **active participation** in the discussions, as well as for their **invaluable contributions** in making this year's Academy edition an absolute success. None of this would have happened without them!



A banner for the 2023 ENCATC Research Award. The background is a deep red with a faint, stylized image of a library interior. The text '2023 ENCATC Research Award' is in large, white, sans-serif font, followed by 'APPLY NOW!' in a slightly smaller, white, sans-serif font. In the bottom right corner, there is a white circle containing the text 'Deadline 31 May 2023' in red. Below the banner, there are three rows of logos and text. The first row says 'The Research Award is an initiative of:' followed by the ENCATC logo and text. The second row says 'In partnership with:' followed by the University of Antwerp logo and text, and the Fonds voor Cultuurmanagement Universiteit Antwerpen logo and text. The third row says 'With the support of:' followed by the European Union flag and text 'Co-funded by the European Union'.

The Research Award is an initiative of:

ENCATC
The European network on cultural management and policy

In partnership with:

University of Antwerp

Fonds voor Cultuurmanagement
Universiteit Antwerpen

With the support of:

Co-funded by the European Union

Call for applications

The call for applications of the 10th edition of the **ENCATC Research Award on Cultural Policy and Management** is now open! 2023 marks a decade of promoting excellence in cultural policy and management research.

The ENCATC research Award aims to **stimulate excellence in research in the field of cultural policy and cultural management** with practical applications and create **a network of competent scholars** in this field. The award has gained prominence over the last ten years, attracting submissions from across the [globe](#) and becoming a platform for sharing knowledge and expertise.

The call is **open to researchers worldwide who have recently completed a PhD thesis**, which demonstrates originality, relevance, and methodological rigor.

The Award consists in the publication of a new book based on the winning doctoral thesis in the [ENCATC Advances in Cultural Management and Policy Book Series](#), published by Routledge, the world's leading academic publisher in the Humanities, Social Sciences and STEM.

In addition, the winner will be invited to present his work at the occasion of the 2023 ENCATC Award Ceremony organized on 12 October 2023 in Helsinki in the frame of the [2023 ENCATC Congress](#). The winner will also be featured on the ENCATC [website](#) and in various publications.

More information

Submit your application

Download 2023 Call



- **19 April 2023:** Launch of the 2023 Call for Applications
- **31 May 2023:** Closing date for applications at midnight CEST Time
- **1 - 30 June 2023:** Assessment of the applications
- **7 July 2023:** Announcement of the 3 shortlisted candidates
- **12 October 2023:** Award Ceremony in ENCATC Congress (Helsinki)

The Research Award is an initiative of:



In partnership with:



University
of Antwerp



Fonds voor Cultuurmanagement
Universiteit Antwerpen

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Special Ukraine

Rediscovering the Nation's Culture and Art

ENCATC member and researcher **Daryna Zhyvohliadova** foregrounds the stories of **Ukrainian artists**, in support of knowledge circulation and awareness-raising on the richness and beauty of Ukrainian culture.

Music as the ambassador of connectedness and resistance: Mykola Leontovych

For more than 100 years the famous "Shchedryk", also known as "Carol of the Bells", has been "traveling" around the world, being widely used in thousands of concerts. And few people know that this is the piece made by the Ukrainian composer, choir conductor, civil activist Mykola Leontovych.

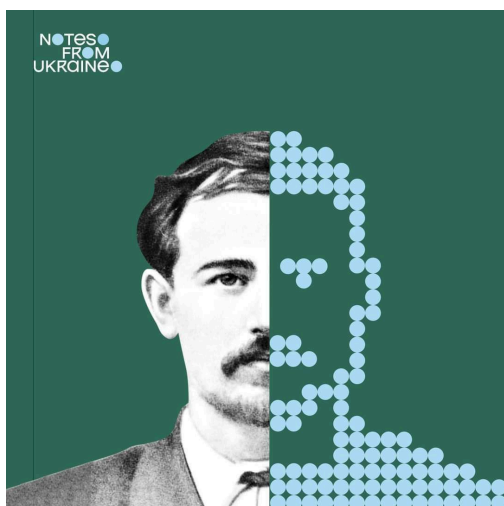


Photo credits: Ukrainian Institute

Leontovych was the conductor of the seminary choir and one of the founders of the Ukrainian national composer school. His important mission was to collect Ukrainian folklore, which became his inspiration for the creation of more than a hundred different arrangements of Ukrainian folk melodies, Cossack songs, choirs, as well as manuals for universities.

Public singing of Ukrainian songs was forbidden by the highest decree of the Russian Empire. Therefore, on Saturday evenings, the seminarians gathered in the wasteland, where Mykola Leontovych brought a collection of Ukrainian songs arranged by Mykola Lysenko, an outstanding Ukrainian composer of the second half of the 19th century. In this way, the resistance of the

As a civil activist, Leontovych was a head of one of the Ukrainian "Prosvita", where he gave lectures on political, economic and literary topics. Leontovych was killed by an agent of the Cheka agent, and the circumstances of his death became known only during the time of the independent Ukraine. The history repeated itself - last year Ukrainian conductor Yuriy Kerpatenko [was killed by Russian troops](#) for refusing to take part in a concert in occupied (at that time) Kherson.

World famous director Martin Scorsese said about the Ukrainian composer: "Mykola Leontovych came from a musical family and understood the power of music... Of course, this got him into trouble with the imperial government during the 1905 revolution, and then, naturally, with the Bolsheviks. They killed the artist, but they did not kill his art".

"Carol of the Bells" was performed for the first time in 1916 in Kyiv. On December 4 last year, the "Notes from Ukraine" concert was held in New York's Carnegie Hall, dedicated to the hundredth anniversary of the premiere of "Shchedryk" in the USA. You are invited to hear the children's choir during the concert [Notes From Ukraine: A 100-Year Celebration of "Carol of the Bells" \(1:08\)](#).

Curated by Daryna Zhyvohliadova
Researcher and independent consultant



**Co-funded by
the European Union**

ENCATC is the European network on cultural management and policy. It is an independent membership organisation gathering over 100 higher education institutions and cultural organisations in over 40 countries. ENCATC was founded in 1992 to represent, advocate and promote cultural management and cultural policy education, professionalise the cultural sector and make it sustainable, and to create a platform of discussion and exchange at the European and international level.

ENCATC is also an NGO in official partnership with UNESCO.

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www.encatc.org | info@encatc.org | Tel: +32 2 201 29 12 | N° Entrepise: 0494174494

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