



ENCATC news

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

Bridging disciplines for a sustainable future within the cultural and creative sectors: Highlights from the 2024 ENCATC Congress



Dear colleagues and friends,

A very special edition of the [ENCATC Congress 2024](#) took place in Lecce, Italy from 18 to 20 September, marking the **32nd anniversary** of the initiative and affirming once again the **key role of ENCATC in bringing together diverse voices and insights from the cultural management and policy community**. Over the course of 3 days, we brought together **nearly 200 academics, researchers, decision makers, experts, practitioners, artists, and emerging professionals**, to discuss, debate, and create a hub for action and transformation in the cultural sector's drive for sustainability.

The Congress converged theoretical insights with real-world applications, aiming to take tangible steps towards a sustainable future, and it did so by launching a vigorous discourse on sustainability in its varied dimensions: environmental, economic, and social. This discourse took place at the cusp of major international milestones that will shape the future of not just the cultural and creative sectors, but of the global development agenda as a whole, in the post 2030 framework. In the past month, the [Pact for Future](#) proved an important step towards an inclusive global vision and support around culture, as it called for the integration of culture into economic, social, and environmental policies, in its Action 11. Concurrent to the Congress, and a stone's

throw away from Lecce in Napoli, the [G7 Ministers Meeting on Culture](#) also called for a focus on promoting joint action to enhance and safeguard culture as a global public good and catalyst for a sustainable future. With this growing momentum for culture on the global stage, our collective voices as the **cultural management and policy community** are more important than ever, and can drive meaningful change.

It is in this fertile ground that the ENCATC Congress, “**Culture that matters: Interdisciplinary Approaches for Sustainable Futures**” commenced, launching an action-packed programme of **policy debates, research presentations, panel discussions, project showcases** and **networking sessions**.

The commitment and contributions of each of the Congress speakers and participants is a testament to the importance of this event as the occasion to develop innovative insights, bridge the knowledge gap, promote research, and ensure the sustainability of the sector; and ENCATC is humbled to be the platform facilitating this rich convergence.

Yours faithfully,

GiannaLia Cogliandro Beyens
ENCATC Secretary General



Nudging towards sustainability: How cultural identity shapes ecological decisions

The **Keynote** intervention by Prof. Salvatore Rizzello, Full Professor of Economics and Director of the Scuola Superiore ISUFI at the University del Salento. In his speech, entitled “Embedding sustainability in culture: Bias, nudge, and the awareness of human and organizational ecological behaviour”, Prof. Rizzello argued that to foster sustainable futures, human behaviour should “spontaneously” become ecological. Moving away from standard economics which interprets human behaviour in terms of maximizing rational choices under constraints and the social (cultural) dimension results as the simple aggregation of egoistic individual behaviours, he advocated for the tools offered by cognitive economics, propose an alternative interdisciplinary approach, more effective in explaining human behaviour, decision-making and the nature, role and evolution of cultural institutions. By exploring the intertwined interdisciplinary research paths, and incorporating nudge and nudge plus techniques, his goal was to suggest the kind of policies might best enable individual and collective ecological behaviours embedded in cultural identity.



Culture for the Planet: Issues and challenges for research and education in the cultural management and policy field

The 2024 edition of the **Education and Research Session (E&RS)** was organised as a legacy of Professor Fabio Donato's work, in recognition of his commitment and affection in promoting research within ENCATC and beyond.

This year's edition addressed **thematic tracks** including sustainable economy; climate change, sustainability, and risk management; social inequalities and cultural engagement; inter- and trans-disciplinary innovation; and accounting for change. Over **21 sessions**, it welcomed nearly **80 researchers** bringing their knowledge to the table, fostering a global exchange among participants. The sessions delved into the sustainability challenges facing the cultural sector and emphasized the need for new models and practices at international, regional, and local levels. Presentations explored topics ranging from the role of socio-cultural centres in just transitions, the importance of locally implemented solutions to climate change in the cultural field, or the need for new cultural structures, to challenge and complement traditional institutions, among many others.

A selection of papers presented at the 2024 E&RS were compiled in the **e-book of proceedings**. In addition, a new **Special Issue of the [European Journal of Cultural Management and Policy](#)** further exploring sustainability in the cultural management and policy field will be published as a follow up and legacy of the 2024 E&RS. Click the button below for more information on how to submit.

[Download 2024 Congress Proceedings](#)

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ENCATC Research Award: João Oswaldo Leiva Filho is named winner for his contribution to understanding cultural engagement

After a rigorous evaluation process by a distinguished jury of international experts, the annual ENCATC Research Award was conferred this year to the research project, **“Fifty Years Measuring Cultural Engagement: Contributions, Gaps and the Future of Survey”**, for its innovative contribution to understanding cultural engagement, its impact on public policy, and the role of cultural practices across diverse societies. **João Oswaldo Leiva Filho**, the recipient of the award, is a Brazilian researcher and cultural entrepreneur, holding a degree in Economics and a Master’s in Cinema from USP, as well as a Master’s in Cultural Management from UOC in Spain. Through his research, João called for greater collaboration between quantitative and qualitative researchers as he promotes efforts to bridge the gaps between research, public policy, and cultural diversity which will have lasting effects on how culture is studied and supported globally. His work published in the form of a book inside the [ENCATC Advances in Cultural Management and Policy](#), published by **Routledge**, the world’s leading academic publisher in the Humanities, Social Sciences and STEM. Read the official press release [here](#).



Exploring the intersection between practice and doctoral research

ENCATC empowered the new generation of researchers and contributed to the

internationalization of their careers through the **Young and Emerging Researchers Forum (YERF)**. The collaborative atmosphere of YERF was enhanced through an opening panel discussion, where participants engaged in thought-provoking conversations exploring the intersection between practice and doctoral research. The forum also provided opportunities for emerging researchers to support and comment on each other's work, further enriching the sense of community and intellectual exchange. Overall, YERF created an inspiring environment for early-career academics to gain exposure and make meaningful contributions to the ongoing dialogue in arts management and cultural policy



Moving from theory to practice: Projects driving the sustainability transition

The **Projects Showcase** reunited a diverse and rich group of 17 projects, who shared their initiatives to tackle the impact of climate change on the cultural and creative sectors through a holistic and interdisciplinary lens. Participants were immersed in a diverse array of responses, from **cutting-edge research** and **educational programmes** to **practical interventions** and **policy-driven strategies**. These innovative projects highlighted new ways to mitigate and adapt to the challenges climate change poses, as well as concrete insights for institutions working on greening their activities. Moving beyond theory, the session featured projects already driving real-world change, offering valuable takeaways on how these efforts are shaping a sustainable future for the cultural and creative sectors. Learn more about the projects [here](#).



Shaping the future together: Insights from the ENCATC community

ENCATC members shared trends, insights and tools for navigating current and future challenges through the Members Talks. Following the interdisciplinary approach, members contributed to foster **innovation**, **sustainability**, and **inclusivity** in the cultural and creative sectors. Covering some of the most pressing topics at day, the Members Talks addressed **new curricula and skills** to face cultural heritage's future scenarios; **cultural governance in Europe** and the role of international institutions and frameworks; **sustainable change in tourism** and the role of culture and creative individuals as agents of change in innovation processes; **decolonisation of cultural management and policy curriculums**; and the **role of heritage in promoting social cohesion and inclusive societies**, preserving and celebrating diverse cultural expressions, and informing policy-making.



Connecting Cultures in the Digital World: Transforming international examples into best practices

The Congress concluded with the **Global Conversation** with a session that highlighted the transformative power of digital platforms in bridging cultural divides and promoting global artistic collaboration. The discussion focused on how digital technology enables access to visual and performance arts from diverse regions, how live events can be enhanced through AR/VR, and how artists collaborate across borders. Additionally, the session explored the role of digital tools in

promoting sustainability in cultural exchanges, showcasing successful partnerships between artists, academia, and cultural institutions. Organised by ENCATC in collaboration with AAAE and TACPS, this session reinforced ENCATC's vital role as a facilitator of international dialogue on cultural management and policy.



Policies for the right transition: Connecting local insights with European perspectives

In its 14th edition, the **ENCATC Policy Debate** provided a platform for dynamic discussions exploring the interconnections between sustainability, the green transition, and the cultural and creative sectors (CCS), both regionally and at the European level. By combining concrete examples of innovative policies and inspiring sustainable changes from the Puglia Region with critical analysis and reflection from a broader European perspective, the debate successfully identified key challenges and action points, contributing to the advancement of cultural policy.



Leading by example: The green transition of the ENCATC community

ENCATC held a special session to spotlight its dedication to sustainability, showcasing its recently achieved Eco-SHIFT Label and its partnership with the Pact for Skills Large Scale Partnership for

the Cultural and Creative Industries. In addition, participants learned how ENCATC members are actively driving the green transition through innovative educational curricula, trainings, and capacity-building initiatives. By sharing real-world examples from Portugal and Spain, illustrating best practices in sustainability education within the cultural and creative sectors, participants left motivated to further integrate these approaches into their own work.

In the praxis, ENCATC adopted as many steps as possible to **lower the conference's impact on the environment and climate**. We acted by recommending to participants **hotels with an 'environmental sustainability' label**, easily accessible from the conference venues on foot or by a short public transport ride. We made sure to **keep track of participants' means of transport** to Lecce, encouraging to travel by train or making other **sustainable travel arrangements**. During the Congress, catering was selected following sustainability criteria, featuring **local, seasonal and vegetarian options**. We also provided participants reusable portable cups at registration, in order to avoid the use of plastic bottles. Finally, printed materials and giveaways were kept to a minimum.



Spotlight on young local talents for a global audience

During the three-day Congress, participants enjoyed performances by emerging talents from Lecce's Conservatorio Tito Schipa and Scuola Superiore ISUFI. On 18 September, Lorenzo Napoli performed piano works by Grieg, Schumann, Liszt, and Sibelius. The next day, ISUFI students presented Italian classics, with Edoardo Presicce on piano and vocals, Caterina Luceri on vocals, and Antonio Bellucci on violin. The final performance on 20 September featured original compositions and improvisations by Edoardo Presicce, creating a memorable musical experience that blended tradition and innovation, reflecting ENCATC's values on cultural exchange.



Cultural management in action: Exploring Lecce's cultural institutions and their efforts to green their practices

To finalise the Congress, participants got to the opportunity to **link from theory to practice**, bridging the discourses and themes raised during the first two days with **in person activities** developed with local realities, involving participants in a series of **Study Visits**. Divided up in 4 different destinations, participants had an opportunity to look more closely into what some of the key cultural institutions in Lecce are doing to embed green practices: **MUST Museum of History of Lecce, Carlo V Castle, Archives of Carmelo Bene and Eugenio Barba, Koreja Theatre**.



2024 Study Tour: A celebration of the rich cultural heritage of the Salentine Greece area

As a post-Congress programme, ENCATC held its International Study Tour from 21-22 September, joining the European Heritage Days celebrations. The Study Tour brought together participants from Europe, Asia, North America, and Latin America, to an in-depth exploration of the Salentine Greece area in Apulia. The group delved into the disappearing Griko language in Calimera and visited a traditional *frantoio ipogeo* to learn about the olive oil production that shaped Sternatia's history. The tour also offered a heartwarming encounter with the local community, filled with songs, poems, and dances reflecting the rich Griko culture. In Castrignano de' Greci,

participants explored the Kora Contemporary Art Center's innovative circular economy practices and engaged in a hands-on ceramic workshop at the Museum of Ceramics in Cutrofiano. Emphasizing sustainability, the tour partnered with local eco-gastronomy restaurants, offering participants a true taste of Puglian culture.



See you next year? Save the date for the upcoming 2025 ENCATC Congress!

Our next 2025 Annual Congress will take place in **Barcelona** from **15-17 September 2025**, in partnership with ENCATC's member University of Barcelona. Make sure to mark these dates in your calendar, as we once again offer a platform dedicated to fostering dialogue, sparking innovation, and further enriching the sector.



*The ENCATC Congress took place thanks to the synergies and collaborations that ENCATC has established with numerous actors in the field. The partners for this year's edition was ENCATC members **University of Salento** and **Tecnopolis PST**. The Congress was financed through the generosity of the **Creative Europe programme of the European Union**.*



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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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