



encatc news

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



Dear colleague,

As we look ahead to the **ENCATC Congress 2025**, it becomes clear that this year's gathering is more than an annual tradition—it is a milestone. Taking place in **Barcelona** just ahead of **MONDIACULT 2025**, our Congress invites us to place culture at the heart of sustainable development - as the backbone of quality of life of individuals and communities - and to reflect on **our unique contributions** as educators, researchers, and practitioners of cultural management and policy.

In this newsletter, you'll find a concise summary of the Congress theme **The Future Is Cultural: Policy, Practice, and Education**. I encourage you to read it and reflect on **how your work resonates with the key themes**: quality of life, cultural rights, education, management and economics, sustainability and regenerative approaches, digitalisation, and innovation.

Also included is a special **Policy and Practice Insight**, which articulates a vision of how cultural education can prepare individuals and institutions to co-create sustainable and regenerative societies. It also explores ENCATC's role as a **social learning space** - an inclusive community where members, networks, organisations, and individuals come together to make a **meaningful difference**.

A key moment during the Congress will be the **in-person meetings of our six MONDIACULT Focus Groups**. These groups—exploring critical themes such as culture and education, economy, digitalisation, climate action, and cultural rights—will validate their short thematic papers outlining **key challenges and solutions** grounded in members' **expertise and experience**. Their insights will be synthesised into an ENCATC Policy & Practice Paper, which will be shared to inform the wider dialogue at MONDIACULT 2025. You can learn more about their ongoing work in this newsletter.

Our collective efforts—across classrooms, studios, institutions, and policy spaces—form the **cultural infrastructure of tomorrow**. ENCATC is your network, and together, we cultivate a learning environment

*rooted in critical reflection, creative practice, and mutual respect. This year's Congress is your opportunity to join the conversation in person, share your experiences, and help shape **forward-thinking responses** to the challenges we face.*

We look forward to welcoming you to Barcelona in September—and to learning from and with you.

Warm regards,



GiannaLia Cogliandro Beyens
ENCATC Secretary General

On the SPOTLIGHT

ENCATC Congress 2025 **September 15-17, Barcelona, Spain**

This year's ENCATC Congress, held in the vibrant city of Barcelona, invites participants to engage with the theme **The Future Is Cultural: Policy, Practice, and Education**. The Congress is organized in partnership with Universitat de Barcelona, Espronceda Institute of Arts and Culture, Universitat Internacional de Catalunya, and Universitat Oberta de Catalunya. It spotlights culture as the **backbone of quality of life** of individuals and communities, and aligns closely with the upcoming MONDIACULT 2025, where culture is recognised as a vital force for sustainability, wellbeing, and transformative change.



The programme includes keynote lectures, panel discussions, paper presentations, project showcases, workshops, and networking opportunities - fostering **interdisciplinary dialogue** across **education, research, and practice**. Participants will explore how cultural management and policy contribute to meaningful, thriving lives, with particular attention to the role of education in cultivating regenerative thinking.

The Congress will feature in-person meetings of the **ENCATC Focus Groups**, whose work contributes to the **ENCATC Policy Paper** for **MONDIACULT 2025**, and of the Think Tank's Focus Groups. It will also host the presentation of the ENCATC Research Award and the Award for Outstanding Contribution.

This is a unique opportunity to **reflect, connect, and co-create knowledge** for **regenerative futures**. Whether you are shaping policy, managing cultural programmes, researching innovative practices, or

educating the next generation, the ENCATC Congress 2025 offers a vital platform to learn, share, and lead.

[Click here](#) to access the full Concept Note.

[Register here](#)



Cultural and Arts Education for Regenerative Futures

As the global community looks beyond 2030, the intersection of culture and sustainable development takes on renewed urgency. At ENCATC, we believe [cultural and arts education holds transformative potential](#)—not only for the cultural and creative sectors but for society as a whole.

[Regenerative futures](#) require more than sustainability: they demand systems thinking, empathy, and the capacity to imagine alternatives. These are not only technical skills, but civic and ethical competencies - cultivated through deep engagement with culture and creativity. Education in the arts, culture, and creative sectors fosters emotional literacy, critical reflection, and a sense of interconnectedness - essential for addressing today's challenges, from social fragmentation to climate change. It helps societies reassess and reshape their relationships with one another and with the more-than-human world.

[Learn more](#)



A Cultural Bridge with South Korea: The Success of the 11th ENCATC Study Tour

From 26-29 May, we met in Seoul, South Korea, for a new edition of the ENCATC Study Tours. The programme continued its legacy of delivering exceptional **educational experiences** at the forefront of **leading cultural, artistic, and academic institutions**. From its dynamic art districts and world-class museums to its thriving K-pop and film industries, Seoul offers an unparalleled setting for **cultural exploration**. Attendees gained exclusive access to some of Seoul's most influential **cultural venues**, uncovering the inner workings of institutions that drive South Korea's artistic innovation and global influence. For ENCATC it was the opportunity to establish **new international relationships** that will enhance and reinforce our future **activities and collaborations**.

A heartfelt **thank you** to all partners, speakers, participants, and to whom made this Study Tour possible.

[Click here](#) to read more on the last edition of the ENCATC Study Tour.

We Lead the Way in Shaping Global Cultural Policy Ahead of the ENCATC Congress

In the lead-up to the **ENCATC Annual Congress 2025**, we are currently working with six Focus Groups to generate **policy & practice recommendations** that reflect the complexities and transformations of the

cultural field. Named "Mondiacult 2025 Focus Groups", they will be a key part of **ENCATC role in shaping global cultural governance**. They are exclusively available to our Members and will explore some of the most urgent and emerging areas of cultural policy: **Culture and Education, Economy of Culture, Digital Technologies and Culture, Cultural Heritage and Crisis, Cultural Rights**, and **Culture and Climate Action**. Each Focus Group (FG), chaired by an ENCATC Board Member, will produce concrete recommendations to feed into the Mondiacult Digital Library and the 2025 MONDIACULT Conference.

[Click here](#) to learn more about the Focus Groups.

At the Policy Table: Our Position Paper on Culture Compass for Europe

As part of our ongoing mission to shape and support evidence-informed cultural policymaking, **ENCATC has once again taken a leading role** — this time by contributing directly to the European Commission's work on the **Culture Compass for Europe**. Following an **internal consultation** launched in recent weeks, ENCATC gathered thoughtful responses from its diverse **membership** through a targeted survey. These contributions—rooted in academic research, cultural practice, and policy experience—have been compiled into a **position paper**, officially submitted to the European Commission on **13 May**.

To continue this policy dialogue, ENCATC invites you to a special edition of the ENCATC Talk on **6 June**, where top experts from the European Commission and the ENCATC network will come together to discuss the Culture Compass in depth.

[Click here](#) to reserve your spot.

Art Markets and Cultural Measurement: ENCATC Fresh Insights on Crucial Topics

We have recently had the opportunity to further solidify our role as a **pioneer in advancing research and action** on cultural measurement and the art markets. At the first annual meeting of the **ENCATC Think Tank**—the network's strategic platform for generating evidence-based insights to guide cultural policy—two new Focus Groups were officially introduced, placing ENCATC firmly at the cutting edge of these critical domains. The Focus Group on **Art Markets and Cultural Goods Integrity** brings together academics, cultural professionals, and policymakers to foster an interdisciplinary understanding of today's art market dynamics. In parallel, the Focus Group on **Cultural Measurement**, addresses two major challenges at the core of ENCATC's mission: strengthening cultural observatories as essential infrastructures for informed policy-making, and modernizing the way we assess the value and impact of culture.

These initiatives not only reflect ENCATC's commitment to advancing scholarly and professional excellence but also confirm its strategic position as a policy influencer at the European and global levels.

[Click here](#) to learn more about the **ENCATC Think Tank**.

Upcoming **EVENTS**
and opportunities



ENCATC Talk on Culture Compass

June 6, 2025, 14h00

ENCATC invites its community to a dedicated Talk presenting its official **Position Paper on the Culture Compass for Europe** — submitted to the European Commission on 13 May. With contributions from senior representatives of DG EAC and leading cultural policy experts from the ENCATC network, the session will explore how this strategic EU initiative could shape the sector for years to come.

Don't miss this timely opportunity to engage with key actors at the heart of European cultural policymaking. **Free and open to all – registration is mandatory.**



Speakers include:

Susanne Hollmann and **Oscar Seguro Apostolo** (European Commission, DG EAC);

Gerald Lidstone (Goldsmiths, University of London);

Dea Vidović (IRMO);

Milena Dragičević-Šešić (University of Arts Belgrade);

Lluís Bonet (University of Barcelona);

Rod Fisher (Goldsmiths, University of London);

Moderated by **GiannaLia Cogliandro Beyens** and **Carla Figueira** (ENCATC).

[Register here](#)

Focus Groups Mondiacult 2025: Economy of Culture

June 5, 2025, 14h00 (CEST)

The next meeting in the series of the Mondiacult 2025 Focus Groups will be the second meeting of the group centered on **Economy of Culture**. New remuneration models, economy of digital platforms, artist status, and culture as a common good are some of the topics approached during the first meeting of this Focus Group.

In addition to this, **five more focus groups will meet in the next weeks**. ENCATC Members are encouraged to participate and contribute to the groups.



Are you an ENCATC Member and wish to attend one or more Focus Groups? [You can still register here.](#)

You are not a Member and wish to participate? [Click here to become an ENCATC Member.](#)

[Learn more](#)

ENCATC Research Platform

June 19, 2025, 14h00

Following the launch of ENCATC's *Research Platform* — a space for peer learning, critical discussion, and international collaboration — the **second meeting** will explore cultural research and management in **South Korea**.

This online session will bring together experts Tomasz Wierzbowski, Boyun Choe, WoongJo Chang, and JANG Soohye, who will share insights on **current projects, research methodologies, and collaboration opportunities**. Whether you're beginning or advancing your research, this will be a unique chance to connect globally and learn from leading voices in the field.

[Learn more](#)

Call for nominations | ENCATC Awards for Outstanding Contribution

Deadline: June 30, 2025

Last month we launched the Call for Nominations for the ENCATC Award for Outstanding Contribution. This prestigious international accolade celebrates **exceptional achievements** that drive innovation, leadership, and positive transformation in the **cultural management and policy sectors**. It honors individuals, groups, or institutions whose work has profoundly **impacted** cultural education, research, management, and/or policy.

Deadline for nominations is on 30 June 2025. The **Award Ceremony** will take place on **16th September** in Barcelona, as part of the 2025 ENCATC Congress.

[Learn more](#)



The **RESEARCH** Spotlight



Exploring the generative AI potential in the fashion design process

A new article has been published on the ENCATC Journal on Cultural Management and Policy. The article examines the rise of Generative Artificial Intelligence (Gen AI) and its integration into the Cultural and Creative Industries (CCI), particularly in fashion design. As Gen AI tools become more advanced through improved data systems and research, they are increasingly used in creative workflows, raising questions about the nature of creativity and the role of AI. The research focuses on a workshop called Artificial A(i)rchive at Politecnico di Milano, where fashion design students explored using Gen AI in their design processes. The study highlights both the potential and limitations of Gen AI in fashion and aims to contribute to developing collaborative models between designers and AI within evolving creative practices.

[Continue reading](#) on the ENCATC Journal.

The **INTERVIEW** of the month



Carpets, Culture & Continuity: A Conversation with Christian Vrouyr

Originally featured in the **ENCATC Magazine**, this interview spotlights **Christian Vrouyr**, former Secretary General of BRAFA (Brussels Art Fair) and a leading figure in the world of cultural heritage and craft. With over five decades of experience as a dealer, educator, and advocate, Vrouyr reflects on the **evolving art market**, the legacy of **craftsmanship**, and the **cultural dialogue** woven through his life's work. A must-read for those interested in the intersection of tradition, commerce, and cultural diplomacy.



[Read the full interview](#) *here*.

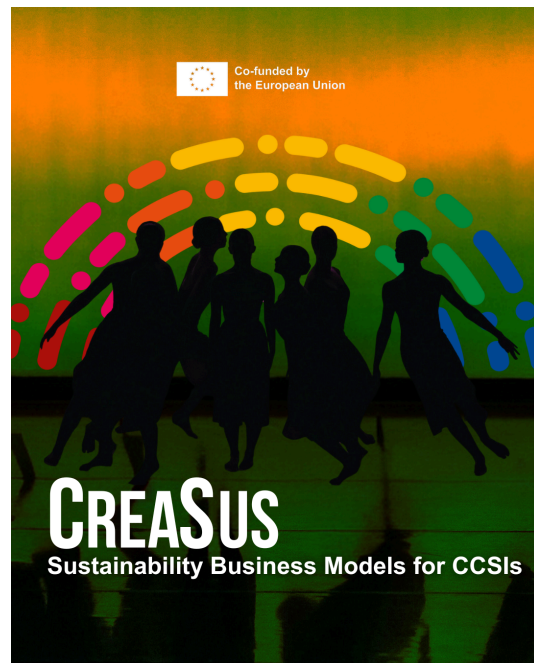
Our **EUROPEAN** Projects



Tools, methods, and data for CCSIs sustainability

Do you wish to assess the **sustainability** level of your organization? Take advantage of the **self-assessment tool** of the **CreaSus** project, a unique online instrument that helps you understand **how sustainable your organization's performance is**. CreaSus is a European project in which ENCATC plays an active role as a partner, and it provides a **clear framework to assess sustainability** using the European Sustainability Reporting Standards. The self-assessment tool is **tailored for cultural and creative industries**, which makes this a great opportunity for CCSIs to **measure progress and enhance sustainability strategies**.

[Learn More](#)



Cultural Heritage Cloud: Questionnaire *Deadline extended: June 30, 2025*

The deadline for the ECHOES questionnaire has been extended to the end of June to gather responses from a **wide range of people working in cultural heritage**. The questionnaire aims at understanding what stakeholders **need and expect** from the Cultural Heritage Cloud, a European Union initiative to create a **shared digital infrastructure** that connects cultural heritage institutions and professionals across the EU. All the information will be analysed and used to define what data should be made available for the benefit of the wider community.

[Learn more](#)



Creative Institute Trenčín | Storytelling and Learning Through Local Stories

June 12, 2025

The storytelling workshop “Learning Through Local Stories,” led by Martina Jánošíková of Príbehom na stope, will be held on the 12th of June at 9:00 AM and 12:00 PM as part of the Seekers formation project under Trenčín 2026. Participants will explore their communication styles and enhance their storytelling skills using local legends. Held in Trenčín, the event emphasizes self-development through regional narratives. Capacity is limited, and reservations are required. The workshop is supported by the City of Trenčín, the Trenčín Self-Governing Region, and the Ministry of Culture of the Slovak Republic, with the European Union as a project partner.

[Learn more](#) on the event.

Academy of Performing Arts in Prague | 80th Anniversary International Conference

November 18-20, 2025

To celebrate its 80th anniversary, the Academy of Performing Arts in Prague (AMU) is hosting the international conference **Art and Science: Thinking Outside the Box**. The event is currently inviting **interdisciplinary proposals** exploring intersections between art and science, building on themes from AMU's 2005 conference. It honors the late Prof. Jaroslav Vostrý and features keynote speaker Thomas Ostermeier. Scholars and artists from all career stages are encouraged to **submit abstracts by June 30th**. The conference seeks to foster dialogue between diverse research communities to explore creative and critical thinking across disciplinary boundaries.

[Learn more](#) on the event and the abstract submission.

Other EVENTS

13th European Forum on Music

June 11-12, 2025

Brussels, Belgium

The European Forum on Music is back with its 13th edition, themed ‘Celebrating Musical Diversity’. It will celebrate 20 years of the **2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions**. This Convention is viewed as a significant step toward establishing **standards for cultural policy** so that art and culture can flourish in their diversity. During this EFM we will discuss how cultural diversity can be enshrined in **EU policies** for culture, making use of music's great potential as a **driver for change**.

[Learn more](#)



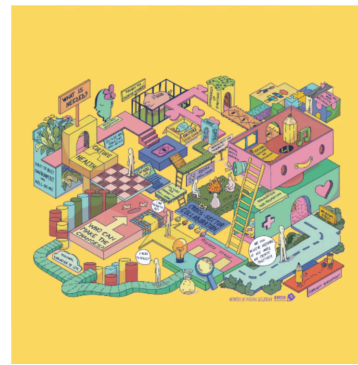
Culture And Health Artist's Roundtables: Dance

June 16, 2025

Online

Culture Action Europe invites people from the cultural sector to the **third Artists' Roundtable**, a new opportunity for peer-to-peer exchange between artists working in the intersection of culture, health, care, education, and social sectors. Artists' Roundtables are open to everyone and each of them will be dedicated to one type of artform.

[Learn more](#)



ENCC Incubator 2025

October 7-10, 2025

Istanbul, Turkey

In 2025, the ENCC Incubator training programme will take you to the heart of Istanbul, Turkey. With the help of a team of experienced international **mentors**, participants will **refine their cultural project ideas** to get ready to apply to the **European funding scheme** of their choice. The training retreat will also offer trainees invaluable opportunities to **network and connect** with other socio-culture professionals from all over Europe and beyond.

[Learn more](#)



Forum on European Culture 2025

June 25-29, 2025

Amsterdam, Netherlands

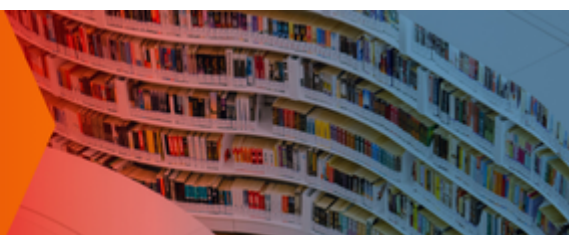
The Forum on European Culture will carry out its **5th edition** in Amsterdam, June 25-29 at De Balie. The Forum on European Culture brings together **international artists, writers, and thinkers** to celebrate the subversive power of art and literature. This Forum aims to create a **free realm of ideas and experimentation** with international guests that oppose the rise of authoritarianism and build coalitions for a free, plural, and democratic world.

[Learn more](#)



FORUM ON
EUROPEAN
CULTURE

What we are
READING



Book | Globalisation, Commodification and Cultural Production in Africa Contemporary Theatre in Sierra Leone

A new book recently published in the ENCATC Advances on Cultural Management and Policy Book Series. This book engages with contemporary **cultural production in Africa**, focusing on theatre in **Sierra Leone** as main case study. The author provides coverage of, and insights into, such themes as cultural globalisation, commodification, the **global creative economy**, culture and development, **international relations** and contemporary cultural production in Sierra Leone within the context of local and global flows of people, media, images, technologies, finance and ideas. This book is particularly useful for both theatre scholars with an interest in the political economy of theatre and, more broadly, those seeking to understand the nuanced challenges and opportunities faced by policymakers, artists and arts managers to embrace the cultural and creative industries in this context.

[Get the book here.](#)

Handbook | Charting the Future of Arts and Culture

The European Audiovisual Observatory's *Focus – World Film Market Trends* publication is a one stop shop handbook on all the trends and tendencies in the global film industry. This easily readable 80-page report gives you key statistics for the global cinema market, Europe 28 (European Union plus the UK) as well as individual country profiles. If you want to get the cinema admission figures for Spain, the price of a cinema ticket in South Korea or the top ten films watched in Brazil, then Focus is for you! The European Audiovisual Observatory produces a new Focus report each year in May for the Cannes Marché du Film. It is distributed to all Film Market participants as a must-have information resource.

[Get the Handbook here.](#)

Study | The Market Environment of Sustainable Fashion Business Model

Between 2024 and 2025, a VTT Technical Research Centre of Finland explored how **14 sustainable fashion businesses** perceive their **roles** in the current and future fashion market, shedding light on the **challenges** of competing with fast fashion, navigating complex regulations, and maintaining authenticity in the face of greenwashing. The findings reveal a **dynamic industry in transition**, where technological innovation, circular business models, and increasing consumer awareness offer new opportunities. Yet, sustainable fashion companies must also contend with limited resources and cultural habits favoring disposable clothing. As the regulatory landscape evolves, the need for targeted support becomes clear. This work underscores the importance of **collaboration, transparency, and innovation** in shaping a fashion industry that values sustainability, quality, and long-term impact.

[Read the study here.](#)

Do you wish to suggest a publication yourself? Have you read a book that you found very insightful?

Let us know [here!](#)

The fEUture
of tomorrow



The 4th European Youth Work Convention, held in Valletta, Malta, on 28–29 May 2025, convened approximately 500 youth work professionals, policymakers, researchers, and young people from across Europe and beyond. Under the theme "Youth Work Xcelerate," the Convention aimed to shape the future of youth work by improving standards, recognition, and quality in the field.

As democracy faces new challenges globally, the Convention underscored the vital role of youth work in fostering inclusion, civic engagement, and resilience among young people.

[Read our news article on the Convention](#) on the ENCATC website.



Our ENCATC Weekly Flash informs our members about the most relevant updates on policy issues, fundings, research grants, collaboration calls, and much more.

If you want to receive our weekly exclusive communications, **become an ENCATC Member**.

[Become an ENCATC Member](#)



**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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