



European Culture Forum 2013

*BOZAR, Palais des Beaux-Arts, Brussels
Rue Ravenstein 23, 1000 Brussels
4-5-6 November 2013*

Programme



European Culture Forum 2013



4th N o v e m b e r

Moderation: **Mary McCarthy** - Director of the National Sculpture Factory Ireland
Damian Horner - Brand Development Director for Hachette

08:30 R E G I S T R A T I O N & W E L C O M E C O F F E E

09:30 Keynote speech by **José Manuel Barroso**, President of the European Commission

09:45 Opening Statements

- **Androulla Vassiliou** - European Commissioner for Education, Culture, Multilingualism and Youth
- **Šarūnas Birutis** - Minister of Culture of the Republic of Lithuania

10:00 Carte Blanche to **Tomáš Sedláček** - Author of *Economics of Good and Evil*, Lecturer of Philosophy and Economics at Charles University

SESSION 1 – MEASURING THE TRUE VALUE OF CULTURE

How to improve data on the contribution and value of culture to European societies, in terms of participation, inclusion, well-being, and the economy – considering local/national/EU-wide methods of data collection, and other ways of measuring value.

10:15 **Jerzy Hausner** - Head of the Department of Public Economy and Administration, Cracow University

10:25 PANEL DISCUSSION A

- **Hasan Bakhshi** - Director, Creative Industries, Policy & Research Unit, Nesta
- **Elisabetta Lazzaro** - Chair of Cultural Management, Université Libre de Bruxelles
- **Matteo Maggione** - Deputy Director Public Affairs and Communications, Organisation for Economic Cooperation and Development (OECD)

Debate with the audience

Closing remarks by **Dominique Ristori** - Director-General of the Joint Research Centre of the European Commission

11:45 **@DIVERSITY AWARD CEREMONY** – *Innovative Ideas for the cultural and creative sectors in Europe*

With the participation of European Commissioner **Androulla Vassiliou** and **Martina Michels**, Member of European Parliament

The Award Ceremony, which marks the close of the @diversity European Idea Competition, will honour authors of 12 new and, as yet, untested ideas which make innovative use of information technologies for the promotion of cultural content, as part of a European Union funded project.

12:30 L U N C H

14:00

Video message by **Jonathan Mills** - Festival Director and Chief Executive, Edinburgh International Festival

14:15

PANEL DISCUSSION B (including a creative surprise!)

- **Luca Bergamo** - Secretary General of Culture Action Europe (CAE)
- **Cristina Ortega** - President, European Network for Arts & Cultural Education and Research (ENCATC)
- **Bernd Fesel** - Deputy Director, European Centre for Creative Economy (ECCE)
- **Beatriz García** - Head of Research, Institute of Cultural Capital, University of Liverpool

Debate with the audience

15:15

VOX POPS

Short statements by 7 pre-selected participants

15:45

C O F F E E B R E A K

16:15

FLASH SESSIONS - I to III (details in annex)



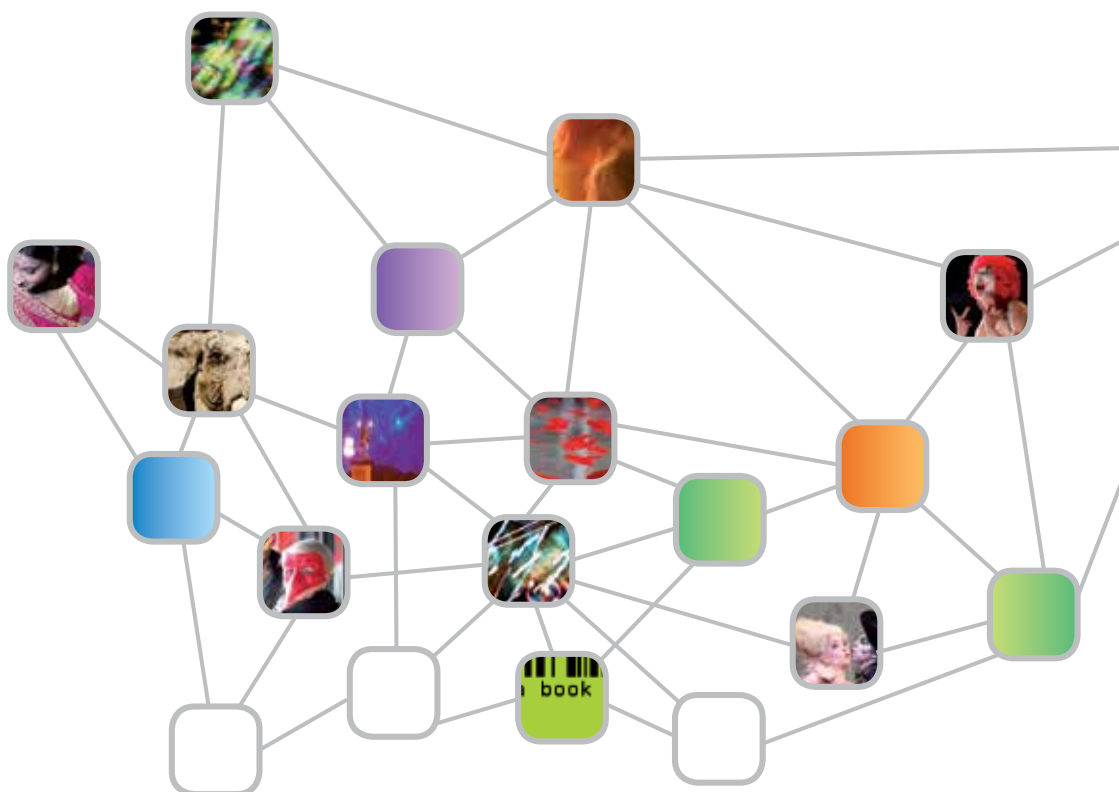
17:00

FLASH SESSIONS - IV to VI (details in annex)



17:45

C O C K T A I L





5th N o v e m b e r

Moderation: **Mary McCarthy** - Director of the National Sculpture Factory Ireland
Damian Horner - Brand Development Director for Hachette

08:45 R E G I S T R A T I O N & W E L C O M E C O F F E E

09:15 Opening address by **Jan Trzuszczński** - Director General for Education, Training, Culture and Youth, European Commission

SESSION 2 - EXPLORING NEW FUNDING MODELS FOR CULTURE

How to build and expand new communities of followers and subscribers, and develop new models of financing such as instrument loans, pre-release financing, corporate sponsorship, crowdfunding, co-production, and artistic interventions in business or public services.

09:30 **Rasmus Wiinstedt Tscherning** - Chairman, European Creative Industries Alliance (ECIA) & CEO of CKO and Creative Business Cup

09:45 PANEL DISCUSSION A

- **Véronique Bossaert** - Communications Administrator, Brussels Philharmonic
- **Benji Rogers** - Founder & CEO, PledgeMusic
- **Amélie Rétorré** - Development Director, IZNEO

Debate with the audience

10:45 C O F F E E B R E A K

11:15 PANEL DISCUSSION B (including a creative surprise!)

- **Odete Patrício** - Managing Director, Fundação de Serralves
- **Rebecca Amsellem** - Ph.D candidate in cultural economics and adviser, Sorbonne University
- **Merlijn Twaalfhoven** - Composer, La Vie sur Terre

Debate with the audience

12:30 L U N C H

SESSION 3 - AUDIENCE DEVELOPMENT - MAKING CULTURAL PARTICIPATION A REALITY

How to reach "non-audiences", involve and engage different generations and social groups, including through participatory art, partnerships and synergies with other sectors.

14:00 **Andrew McIntyre** - Director of Morris Hargreaves McIntyre

14:15 PANEL DISCUSSION

- **Yoel Gamzou** - Founder, Artistic Director and Principal Conductor, International Mahler Orchestra 1st Kapellmeister and Vice Music Director, Staatstheater Kassel
- **Rarita Zbranca** - Director of AltArt Foundation, Romania/Strategy Group member of A Soul for Europe initiative
- **Fredrik Lindegren** - Artistic Director, Umeå 2014

- **Blanka Berkyova** – Executive Manager of project SPOTs, Košice 2013 European Capital of Culture
- **Eddie Berg** – Director of Partnerships at the British Film Institute

Debate with the audience

16:00

THE “TAKE AWAY” – A collection of ideas from attendees and reactions from **Michel Magnier**, Director for Culture and Creativity, Directorate-General for Education and Culture, European Commission

16:15

C O F F E E B R E A K

16:45

FLASH SESSIONS - VII to IX (*details in annex*)

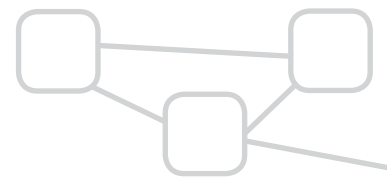


17:45

E N D O F T H E D A Y

6th

N o v e m b e r



09:00

R E G I S T R A T I O N & W E L C O M E C O F F E E

09:30

FLASH SESSIONS - X to XII (*details in annex*)



10:30

FLASH SESSIONS - XIII to XV (*details in annex*)



12:00

E N D O F T H E F O R U M

European Culture Forum 2013 / Flash Sessions



4th November

TIME/16.15

FLASH SESSION - I

HLB ROOM

STRUCTURED DIALOGUE PLATFORM: CULTURE AND CREATIVE INDUSTRIES, TIME TO UNLEASH THE POTENTIAL

SPEAKERS

Platform representatives

FLASH SESSION - II

M ROOM

CULTURAL AND CREATIVE INDUSTRIES AND HERITAGE IN THE EUROPEAN STRUCTURAL AND INVESTMENT FUNDS (REGIONAL POLICY) 2014-2020

SPEAKERS

Claire-Lyse Chambron, Policy Officer, European Commission - Directorate-General for Education and Culture, Culture policy and intercultural dialogue Unit;

Pierre Godin, expert, retired EU official from Directorate-General for Regional and Urban Policy

FLASH SESSION - III

Studio ROOM

CULTURE IN THE EU EXTERNAL RELATIONS

EU Preparatory Action to facilitate and support an on-going process of research, exchange of knowledge and public debate about the role of culture in the EU's external relations.

SPEAKERS

Hughes Becquart and **Eleanor Woodhouse**, Policy Officers, European Commission - Directorate-General for Education and Culture, Culture policy and intercultural dialogue Unit;

Rod Fisher Senior expert, Director, International Intelligence on Culture

TIME/17.00

FLASH SESSION - IV

HLB ROOM

@DIVERSITY: INNOVATIVE IDEAS FOR THE CULTURAL AND CREATIVE SECTORS IN EUROPE - PRESENTATION OF THE WINNING IDEAS

EU pilot project on the economy of cultural diversity to test innovative approaches for dealing with cultural content for innovation, digital sharing and distribution. The objective is to contribute to facilitating access to culture (including cultural heritage) and cultural literacy via online devices and to promote cultural diversity in the digital environment.

SPEAKERS

Marie-Thérèse Sanchez-Schmid, Member of European Parliament;

Michel Magnier, Director for Culture and Creativity, Directorate-General for Education

Thierry Baujard, founder and CEO of Peacefulfish;

Ghislaine Boddington, **Michael DaCosta Babb**, **Eric Holterhues** and **Eugene Smyth**, members of the expert jury

FLASH SESSION - V

M ROOM

A FUTURE FOR CIVIL SOCIETY? STRUCTURED DIALOGUE PLATFORM INTERCULTURAL EUROPE

SPEAKERS

Platform representatives

FLASH SESSION - VI

Studio ROOM

EUROPEANA: CULTURE TO CREATIVITY

SPEAKER

Jill Cousins, Executive Director, Europeana Foundation

European Culture Forum 2013 / Flash Sessions



5th N o v e m b e r

TIME/16.45

FLASH SESSION - VII HLB ROOM

ACCESS TO CULTURE "UTOPIA SALON" - STRUCTURED DIALOGUE PLATFORM

SPEAKERS

Miguel Ángel Martín Ramos (Spokesperson) & guests launch a debate on access to culture.
Concept & text by Patricia Portela for the Access to Culture Platform.

FLASH SESSION - VIII M ROOM

LICENSES FOR EUROPE

EU Initiative to deliver rapid progress in bringing content online through practical industry-led solutions (European Commission Communication on "Content in the Digital Single Market", 2012).

SPEAKERS

Marisa Fernández Esteban, Policy Officer, European Commission - Directorate-General for Education and Culture, Culture policy and intercultural dialogue Unit;

Marco Giorello, Deputy Head of Unit, European Commission - Directorate-General Internal Market and Services, Copyright Unit;

Audrius Perkauskas, Team Leader for Content Online, European Commission - Directorate General for Communications Networks, Content & Technology, Converging Media and Content Unit

FLASH SESSION - IX Studio ROOM

ACHIEVEMENTS OF THE OPEN METHOD OF COORDINATION (OMC) 2012-2013 (SESSION A)

SPEAKERS

Catherine Magnant, acting Head of Unit, European Commission - Directorate-General for Education and Culture, Culture policy and intercultural dialogue Unit —Work Plan for Culture 2011-2014;

Hillary Bauer and **Rosanna Binacchi**, Chairs of the OMC Group on Mobility of collections —Practical ways to reduce the cost of lending and borrowing of cultural objects;

Kimmo Aulake, Chair of the OMC Group on Creative and Cultural Industries' export and internationalisation support strategies

European Culture Forum 2013 / Flash Sessions

6th November



TIME/09.30

FLASH SESSION - X

HLB ROOM

ERASMUS+ 2014-2020 - European Union programme for education, training, youth and sport

SPEAKER

Ann Branch, Head of Unit, European Commission - Directorate-General for Education and Culture, Coordination of the Lifelong learning programme

FLASH SESSION - XI

M ROOM

CREATIVE INDUSTRIES IN COSME, PROGRAMME FOR THE COMPETITIVENESS OF ENTERPRISES AND SMES 2014-2020

SPEAKERS

Dorota Nigge, Policy Officer, European Commission - Directorate-General for Education and Culture, Culture policy and intercultural dialogue Unit;

Julio Cardoso, Policy Officer, European Commission - Directorate-General for Enterprise and Industry, Textiles, Fashion, Design and Creative Industries Unit

FLASH SESSION - XII

Studio ROOM

ACHIEVEMENTS OF THE OPEN METHOD OF COORDINATION (OMC) 2012-2013 (SESSION B)

SPEAKERS

Laura Cassio, Policy Officer, European Commission - Directorate-General for Education and Culture, Culture policy and intercultural dialogue Unit —Work Plan for Culture 2011-2014;

Adam Bethlenfalvy, Chair of OMC Group on Creative Partnerships;

Sonia Kralj-Bervar, Chair of OMC Group on the role of public arts and cultural institutions in the promotion of cultural diversity and intercultural dialogue

TIME/10.30

FLASH SESSION - XIII

HLB ROOM

CREATIVE EUROPE 2014-2020 - European Union programme for cultural and creative sectors

SPEAKERS

Karel Bartak, Head of Unit, European Commission - Directorate-General for Education and Culture, Creative Europe programme - Culture Unit;

Barbara Gessler, Head of Unit, Education, Audiovisual and Culture Executive Agency - Culture Unit;

Maciej Szymanowicz, Policy Officer, European Commission - Directorate-General for Education and Culture, Creative Europe programme - MEDIA Unit

FLASH SESSION - XIV

M ROOM

HORIZON 2020, EUROPEAN UNION FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION 2014-2020: WHAT'S IN IT FOR CULTURE?

SPEAKER

Zoltán Krasznai, Research Programme Officer, European Commission - Directorate-General for Research and Innovation, Social Sciences and Humanities Unit

FLASH SESSION - XV

Studio ROOM

RESULTS OF THE EVALUATION OF THE OPEN METHOD OF COORDINATION AND STRUCTURED DIALOGUE, AS IMPLEMENTING TOOLS OF THE AGENDA FOR CULTURE AT EUROPEAN UNION LEVEL

SPEAKERS

Catherine Magnant, acting Head of Unit, European Commission - Directorate-General for Education and Culture, Culture policy and intercultural dialogue Unit;

Peggy Genève, Policy Officer, European Commission - Directorate-General for Education and Culture, Culture policy and intercultural dialogue Unit