



# 2017 EUROPEAN CULTURE FORUM

**Superstudio**  
Via Tortona 27  
Milan  
7-8 December 2017

## Thursday 7 December

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**09:00-09:30** Registration and welcome coffee

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**09:30-10:15** Welcome by **Roberto Maroni**, President of Lombardy Region and **Giuseppe Sala**, Mayor of Milan.

**Opening session**

- **Tibor Navracsics**, European Commissioner for Education, Culture, Youth and Sport
- **Antonio Tajani**, President of the European Parliament
- **Dario Franceschini**, Minister of Cultural Heritage and Activities and Tourism of Italy
- **Indrek Saar**, Minister of Culture of Estonia

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**10:15-10:25** **Fireside chat with European Culture Forum 2017 Game Jam Jury and Europeana (GIF IT UP)**

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**10:25-10:45** **Coffee break**

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**10:45 -11:00** **The European Year of Cultural Heritage starts now!**

Official launch of the Year by **Tibor Navracsics**, European Commissioner for Education, Culture, Youth and Sport.

Video message from **Jean-Claude Juncker**, President of the European Commission.

*With the presence of **Indrek Saar**, Minister of Culture of Estonia; **Dario Franceschini**, Minister of Cultural Heritage and Activities and Tourism of Italy; **Antonio Tajani**, President of the European Parliament, and **Petra Kammerevert**, Member of the European Parliament and Chair of the CULT Committee.*

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**11:00-11:30** **Testimonials – my story, our heritage**

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**11:30-13:15**    **Plenary Session 1:**  
**Cultural heritage: the beating heart of Europe?**  
**Panel debate**

Moderated by **Hannah Conway**, Composer and Audience Engagement Specialist, and **Norman Jardine**, Head of Unit for Communication, DG Human Resources, European Commission.

Speakers:

- **Silvia Costa**, Member of the European Parliament and former Chair of the EP CULT Committee
- **Jill Cousins**, Executive Director at Europeana
- **Prof. Małgorzata Omilanowska**, Professor of Art History at the University of Gdańsk, former Minister of Culture and National Heritage of Poland
- **Sneška Quaedvlieg-Mihailović**, Secretary General of Europa Nostra and Coordinator of the European Heritage Alliance 3.3
- **Prof. Pier Luigi Sacco**, Professor of Cultural Economics, IULM University, Milan

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Reactions, debate and Q&A with the audience.

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**13:15-14:45**    **Lunch**

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**14:45-16:45**    **Plenary Session 2:**  
**Challenges (for Culture) in Europe: 2007,2017,2027**  
**Panel debate**

Moderators:

**Hannah Conway** and **Norman Jardine**

*Keynote speech by **Petra Kammerevert**, Member of the European Parliament and Chair of the CULT Committee.*

Speakers:

- **Johannes Ebert**, Secretary General at Goethe Institut
- **Csilla Hegedüs**, President at Transylvania Trust, former Minister of Culture and Deputy Prime Minister of Romania
- **Irene Larraza Aizpurua**, Director for the Promotion and Dissemination at Etxepare Basque Institute, Basque Government
- **Ferdinand Richard**, Founder and Director of A.M.I, the National Centre for the Development of Contemporary Musics and President of the Roberto Cimetta Fund
- **Katherine Watson**, Director General at European Cultural Foundation

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Reactions, debate and Q&A with the audience.

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**16:45-17:15**    **Musical performance**

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**17:15**            **End of Day 1**

## Friday 8 December

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**09:00-09:30** Welcome by [Cristina Cappellini](#), Councillor for Culture of the Lombardy Region, and [Filippo Del Corno](#), Councillor for Culture of the Municipality of Milan.

Opening video message by [Mircea Diaconu](#), Member of the European Parliament and Vice-Chair of the CULT Committee.

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**09:30-11:30** **Plenary Session 3:**

**Culture in cities and regions: closer, better, faster, stronger?  
Panel debate**

Moderators:

[Hannah Conway](#) and [Norman Jardine](#)

Speakers:

- [Alexandra Szalay-Bobrovniczky](#), Deputy Mayor of Budapest
- [Dr. Beatriz García](#), Researcher in Urban Sociology, University of Liverpool
- [Dr. Shain Shapiro](#), Founder and CEO, Sound Diplomacy
- [Michael Walling](#), Artistic Director, Border Crossings
- [Oeds Westerhof](#), Director, Network & Legacy, Leeuwarden-Fryslân 2018

**Pitch presentations:**

- [Re-Future](#) (integration of unaccompanied refugee minors)
  - [Museum of Art in Łódź](#), Poland
  - [Bios Romantso](#), Athens, Greece
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Reactions, debate and Q&A with the audience

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**11:30-11:45** **Coffee break**

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**11:45-12:45** **Parallel working sessions**

- **European Year of Cultural Heritage** – how can you take part?
  - **Culture for Cities and Regions & Cultural and Creative Cities Monitor** – unlocking the local potential of Europe
  - **Films of the past for the future of film**
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**12:45-14:15** **Lunch**

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**14:15-15:15** **Parallel working sessions**

- **Creative spaces** – reinventing tomorrow's shared heritage
  - **Creative Europe and integration of migrants and refugees** – one year later
  - **Cultural heritage and civil society** – together for heritage
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**15:15-15:45** **Presentation of the European Culture Forum 2017 Game Jam results** by [Marco Accordi Rickards](#), Executive Director of the Video Game Museum of Rome (VIGAMUS), and [Susan Gold](#), Founder of Global Game Jam.

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**15:45-16:00** **Closing Remarks and a video message from European creators**

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**16:00** **End of the Forum**

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