

12.30 – 17.30, 2nd December 2009, Scotland House, Brussels

Purpose

The aims of the seminar are:

- To contribute to European thinking around culture in the Year of Creativity and Innovation;
- To discuss existing and potentially innovative approaches of collaboration between national and regional Government and the arts sector, with the aim of delivering on wider policy objectives.

Outline of the Event

- Lunch
- **“From a Convergence of Interest to a Coalition of Purpose”**. Focus Session, chaired by Joanna Baker (Chair, Festivals Edinburgh) and featuring the Scottish Government, European Commission, Festivals Edinburgh, City of Edinburgh Council, and the European Festivals Association. This looks at cross sector collaboration, joined up strategies, using Festivals and Culture to deliver wider policy objectives, and the impact of Festivals on people, cities, regions and society
- Breakout sessions (running in parallel):
 - **Collaborating to Compete**. Led by Faith Liddell (Director of Festivals Edinburgh) participants discuss the benefits of collaboration for the Arts Sector, what works and where the challenges and opportunities lie.
 - **Cities as Cultural Hubs**. Led by Lynne Halfpenny (Head of Culture & Sport, City of Edinburgh Council), participants discuss the benefits vibrant Festivals can bring to a city, and the challenges European cities face in positioning themselves as global hubs of culture.
 - **Culture in achieving success**. Led by Wendy Wilkinson (Deputy Director Culture, Scottish Government), participants will discuss how culture can be used to achieve other policy outcomes, mainstreaming cultural policy across Government and how policy makers can work more closely with the cultural sector.
- Close

Background

- Edinburgh is the world’s leading festival city. The Festivals have developed an innovative approach to collaborative working and marketing in order to ensure their global position is maintained. The Festivals are the world’s biggest arts event, and make a substantial contribution to Scotland’s international image and her wider economy and society. In the midst of an economic downturn, they have had their most successful year yet.
- This event has been designed to inform the diverse needs of a range of stakeholders, from professionals in the arts sector to policy officers in national and regional Governments. The event will allow a range of organisations from across the European cultural sector to network, discuss key issues and share best practice.

Output

- Following the event, a summary of the discussion and conclusions will be published.