

Festivals Cities Conversations

Festivals and Cities joining forces for inclusion and well-being

Friday, 3 July 2020, 13.00 – 14.00 PM

This session is co-organised with: EUROCITIES

Welcome by: Kathrin Deventer (European Festivals Association), Julie Hervé (EUROCITIES)

With presentations by: Pier Luigi Sacco (IULM University - Milan), Bart Doucet (Culture Advisor, Department for Culture, Sports and Free Time, city of Ghent), Rarița Zbranca (Centrul Cultural Clujean)

Facilitated by: Cristina Farinha (Cultural and Creative Sector Policy Expert)

Presentation of the speakers



Pier Luigi Sacco (Professor of Cultural Economics, IULM University Milan)

Pier Luigi Sacco is Professor of Cultural Economics, IULM University Milan; Co-Director of the Computational Human Behavior (CHuB) Lab of Bruno Kessler Foundation, Trento, and Senior Researcher, metaLAB (at) Harvard and Head of the Venice Office of the OECD. He has been the Special Adviser of the European Commissioner for Education and Culture for Commissioner Tibor Navracsics. He is member of the Europeana Research Advisory Board, of the Advisory Council for Research & Innovation of the Czech Republic, and of the Advisory Council of Creative Georgia. He works and consults

internationally in the fields of culture-led local development, policy design and evaluation, and is often invited as keynote speaker in major cultural policy conferences worldwide.



Rarița Zbranca (Programme Director at Centrul Cultural Clujean)

Rarița Zbranca has a twenty-two years' experience in arts management, curating, cultural research and policymaking. Her current areas of interest are the role of culture for social transformation and urban development and the relation between culture and well-being. She is Programme Director at Cluj Cultural Centre. She is co-founder of AltArt Foundation, co-founder of Fabrica de Pensule, a member of the Strategy Group of the "A Soul for Europe" initiative and a board member of the Balkan Express network. She has been involved in strategic planning and programming for the

participation of the city of Cluj in the competition for the title of European Capital of Culture 2021.



Bart Doucet (Culture Policy Advisor for the city of Ghent)

Bart is Culture Policy Advisor for the city of Ghent, working on developing and implementing the city’s culture strategy, including the international positioning of Ghent as a creative city, and representing the city in international networks and European and international projects. He also represents Ghent as UNESCO Creative City of Music in the UNESCO Creative Cities Network. Within EUROCITIES he is chair of the working group ‘creative industries’.



Cristina Farinha (Cultural and Creative Sector Policy Expert)

Cristina Farinha is a policy adviser, PhD and Associated Researcher at the Sociology Institute University Porto, Portugal, specialised in culture and creative economy. She works from local and regional to European level with diverse institutions and networks as the European Commission, UNESCO, European Cultural Foundation, European Festivals Association and Asia-Europe Foundation, among others. Interested in cultural policies, notably the strengthening of the role of culture in governance and development; the promotion of international cultural cooperation and mobility; and the development of capacity building and networking within the culture and creative sector. She has acted as the Executive Director of ADDICT – Creative Industries Portugal between April 2012 – March 2016. Currently she is: Lecturer in the MA of Management in Creative Industries, at the School of the Arts – Catholic University, Porto; Member of the Monitoring and Selection Jury Committee of European Capitals of Culture on behalf of the European Parliament; representative of the Portuguese Ministry of Culture on the EU OMC group on Culture and Creative Sector Entrepreneurship and Innovation.

Organisers

EUROCITIES

EUROCITIES is the network of major European cities. Its members are the elected local and municipal governments of major European cities.

EUROCITIES was founded in 1986 by the mayors of six large cities: Barcelona, Birmingham, Frankfurt, Lyon, Milan and Rotterdam.

Today, EUROCITIES brings together the local governments of over 140 of Europe’s largest cities and over 45 partner cities, that between them govern 130 million citizens across 39 countries.

Through six thematic forums, a wide range of working groups, projects, activities and events, EUROCITIES offer members a platform for sharing knowledge and exchanging ideas.

EUROCITIES influences and works with the EU institutions to respond to common issues that affect the day-to-day lives of Europeans.

EUROCITIES' objective is to reinforce the important role that local governments should play in a multilevel governance structure. It aims to shape the opinions of Brussels stakeholders and ultimately shift the focus of EU legislation in a way which allows city governments to tackle strategic challenges at local level.

European Festivals Association

The European Festivals Association (EFA) started with a new understanding of its role. Not to neglect the previous one (that of the organisational cooperation and support of the European festivals), but to go beyond it. The motto "Europe for Festivals - Festivals for Europe" formulates the goal and task.

EFA accepts the challenge of this phrase: Festivals see themselves as responsible for the development of Europe and are proud to contribute to this development. They see themselves as an alliance whose spirit is determined by the commitment to contribute to the success of Europe with the specific power of the festivals.

With this initiative, the festivals want to challenge and encourage others in other areas of culture to form similar alliances. They are willing to cooperate with such alliances. Europe should increasingly be able to rely on such civil initiatives.

A first cooperation is particularly obvious for the festivals: a cooperation in a Festival Cities Initiative. As the festival venues, the cities are being treated by the festivals as their "Siamese twins" - they are partners born for each other.

Some links on the topic

- EUROCITIES: <http://eurocities.eu/>
- Centrul Cultural Clujean: <https://cccluj.ro/home/>
- City of Ghent: <https://stad.gent/en>
- Publication "European Cultural and Creative Cities in COVID-19 times. Jobs at risk and the policy response." (Pier Luigi Sacco is one of the contributors)
https://publications.jrc.ec.europa.eu/repository/bitstream/JRC120876/kjna30249enn_1.pdf