

Culture, Eldorado of New Urban Strategies

7 Lessons and 8 Recommendation from



CULTURE
for Cities and Regions



EFA,
Ljubljana

12 April 2018





Who are we?

- Since 1999, a European research centre specializing in economy of culture and sport based in Brussels and Shenzhen;
- Expert for the European Union, the Council of Europe, WIPO
- Consultancy in cultural and creative industries policies for territories (states, cities, regions) and for organisations
- Impact assessment
- Management of European projects related to cultural investment.

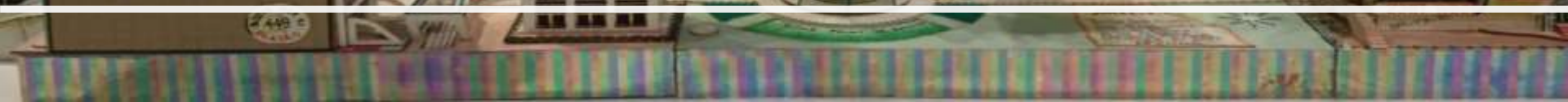
www.keanet.eu

Outreach

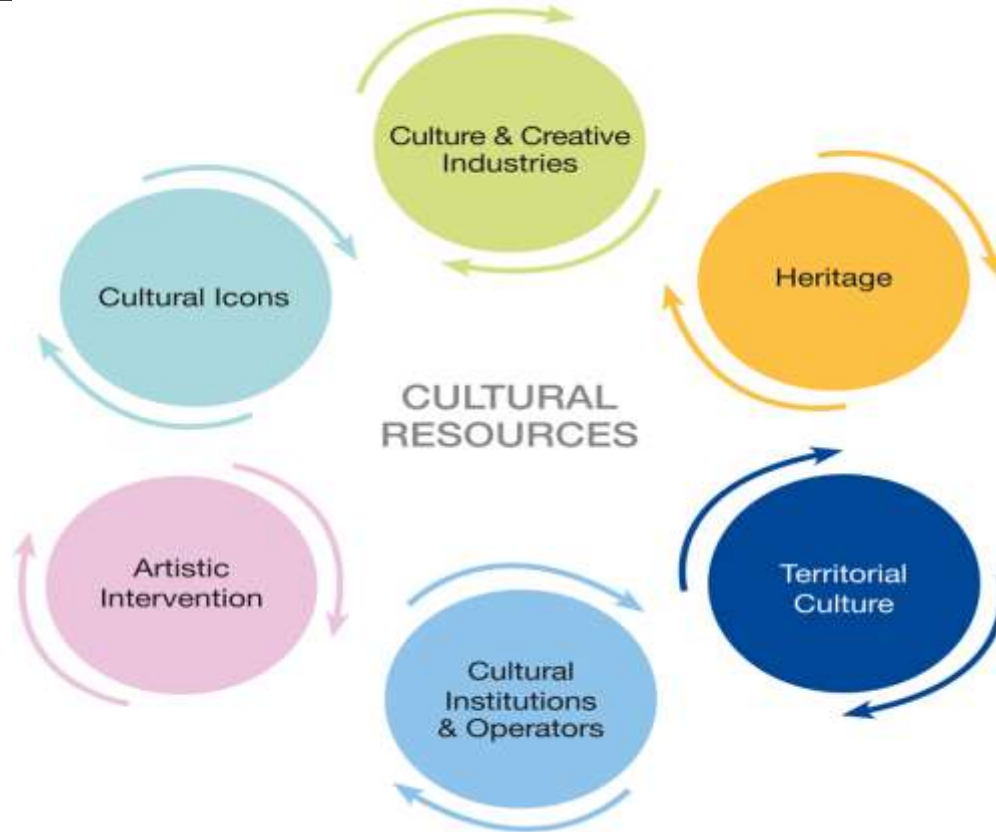




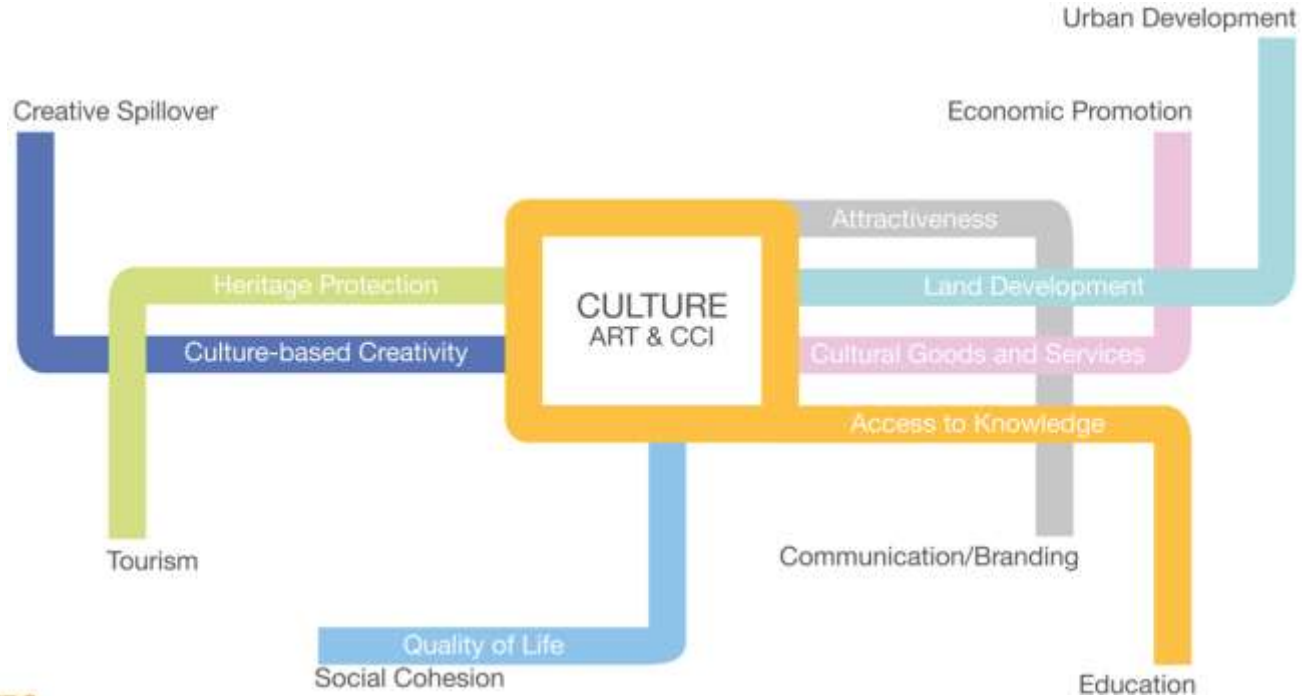
Lesson 1: A World with a Different Culture



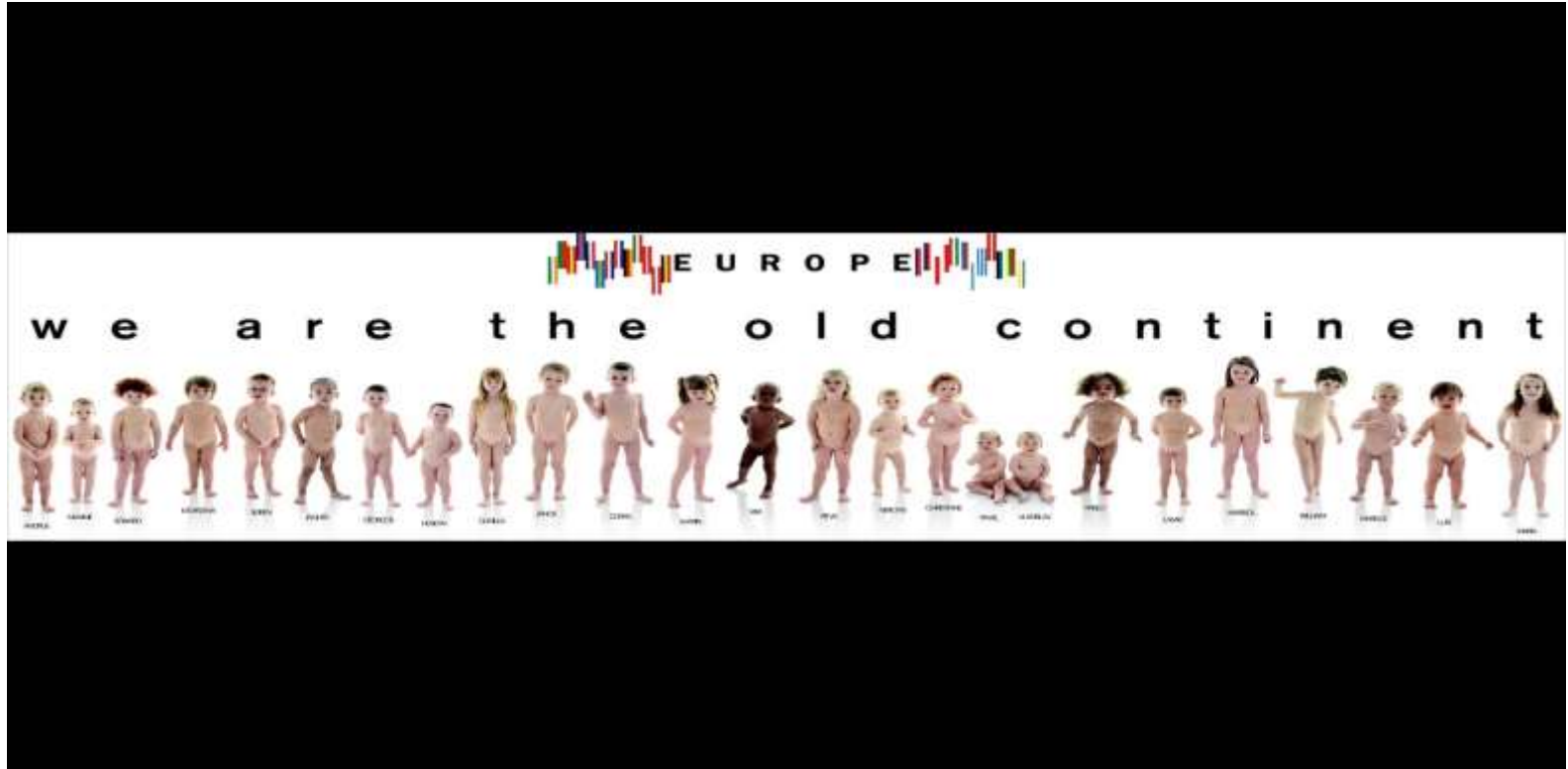
Lesson 2 : Cities are more aware of their cultural resources



Lesson 3 : Culture is everywhere in policy making



Lesson 4 : Cultural workers are movers and shakers



Lesson 5: EU First Rank Investor in Culture 2014-2020

Creative Europe
(€1.5 bil)

Innovation and
Cohesion Policies
(€80 bil & €351 bil)

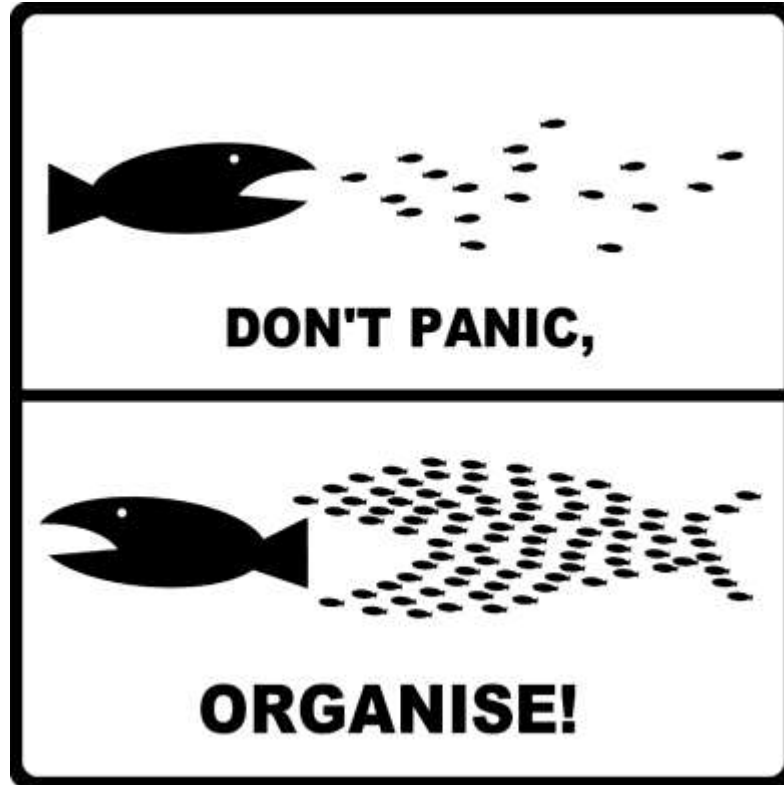
Support to SME /
Cosme (€3 bil)

Support to
Developing
Countries (€ 51
bil.)

2018 European
Year of Heritage
(€50 m.)

(Neighbourhood
/Partnership /
Association

Lesson 6: Capacity Building and Scale





Lesson 7: Cities are drivers of new cultural policies

Lesson 8: Take the Risk of Cultural Investment

- Leadership or vision
- Understand your cultural resources
- Value your cultural workers
- Think innovation (R&D)
- Build Capacity
- Encourage accidental encounters
- Identify « Linking Pins »
- Document and evaluate

Thank you!

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