

# ENCATC NEWS

ISSUE 3 / 2012

ENCATC NEWS is produced by  
ENCATC Office

Editor:

Giannalia Cogliandro Beyens

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A full version of the ENCATC  
newsletter is available for our  
**members only.**

In it you can also find the latest  
European Cultural and Educa-  
tion Policy news, a special "In  
Focus" news, a selected list of  
events, call for papers and pub-  
lications! Don't miss it!

**encatc**

Web site: [www.encatc.org](http://www.encatc.org)

[Brussels Office](#)



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## NEWS DIGEST

### Entrepreneurship education on the rise in Europe

*Entrepreneurship education is being increasingly promoted in most European countries. These are the main conclusions of the newly published report "Entrepreneurship Education at School in Europe" financed by the European Commission.*

*A total of 31 European countries and 5 regions were surveyed for this publication. As part of this analysis it was discovered that eight countries (Denmark, Estonia, Lithuania, the Netherlands, Sweden, Norway, Wales and the Flemish part of Belgium) have launched specific strategies to promote entrepreneurship education, while 13 others (Austria, Bulgaria, the Czech Republic, Finland, Greece, Hungary, Iceland, Liechtenstein, Poland, Slovakia, Slovenia, Spain and Turkey) include it as part of their national lifelong learning, youth or growth strategies. Half of European countries are engaged in a process of educational reforms which include the strengthening of entrepreneurship education.*

*The report also shows that entrepreneurship education is explicitly recognised in the primary education curricula of two-thirds of the countries surveyed. While entrepreneurship is not taught as a separate subject in primary schools, half of the countries have defined learning outcomes which relate to entrepreneurial attitudes and skills such as sense of initiative, risk-taking and creativity.*

*In secondary education, half of the countries integrate entrepreneurship into compulsory subjects such as economics and social sciences. Two countries (Lithuania, Romania) teach entrepreneurship as a compulsory separate subject. Practical entrepreneurial skills are specified by four countries (Lithuania, Romania, Liechtenstein and Norway).*

*The publication proves also that a dozen countries support initiatives related to entrepreneurship education such as enhancing closer cooperation between education and business, and setting up small-scale firms run by students. However, specific teacher training in this area is available only in the Flemish Community of Belgium, Bulgaria and the Netherlands. Only one third of European countries provide central guidelines and teaching materials for entrepreneurship education.*

*The need to improve the entrepreneurial and innovative capabilities of citizens is also underlined in three of the flagship initiatives in the Europe 2020 strategy for jobs and sustainable growth: "Innovation Union", "Youth on the Move" and "An agenda for new skills and jobs". In addition, enhancing creativity and innovation, including entrepreneurship, at all levels of education and training is also a long-term objective for 'Education and Training 2020', the strategic framework for European cooperation.*

Yours truly,  
Giannalia Cogliandro Beyens

## ENCATC NEWSLETTER DISTRIBUTION

The full version of the ENCATC Newsletter is only available to ENCATC Members. A digest of the ENCATC Newsletter is distributed to non-members so as to inform them of the subjects dealt with in ENCATC.

## Information from the ENCATC Brussels office

### In March ENCATC welcomed two new members!

ENCATC is pleased to welcome Pázmány Péter Catholic University from Hungary and Carnegie Mellon University from the United States.



Pázmány Péter Catholic University: The International Studies Department at Pázmány Péter Catholic University offers BA and MA courses in cultural policy and diplomacy, cultural history, intercultural dialogue and much more. You can learn more about what the university has to offer and why they joined ENCATC in this newsletter's ENCATC in Contact, page [...].

**Member contact:**

Agnes Kornyei, [kornyei.agnes@btk.ppke.hu](mailto:kornyei.agnes@btk.ppke.hu)

**To learn more about the university:**

[www.btk.ppke.hu](http://www.btk.ppke.hu)

The Master of Arts Management (MAM) program at

# Carnegie Mellon University



Carnegie Mellon University's Heinz College is designed to create innovative leaders in the visual and performing arts. The program combines rigorous finance, marketing and fundraising coursework with practical experience to prepare you to excel in a public, private or nonprofit arts environment.

**Member contact:**

Kathryn Heidemann, [heidemann@cmu.edu](mailto:heidemann@cmu.edu)

**To learn more about the university:**

<http://www.heinz.cmu.edu/school-of-public-policy-management/arts-management-mam/index.aspx>

### UNESCO awards new prestigious status to ENCATC



On 10 March 2012, ENCATC was awarded by UNESCO the title of a UNESCO partner NGO with associate status. This important recognition was offered to ENCATC because it has proved competence in the field of education and has a record of regular major contributions to framing UNESCO's objectives and implementing its programmes. This new partnership means ENCATC will maintain effective coordination with UNESCO's field units and with the National Commissions for UNESCO in the various countries

This reclassification of NGO partnership with UNESCO following the approval of new directives concerning UNESCO's partnership with NGOs adopted by the General Conference during its 36<sup>th</sup> session which took place in Paris from 25 October to 11 November 2011. This new statutory framework modernises, simplifies and renews the UNESCO engagement for a stronger and more efficient partnership between UNESCO and NGOs. This initiative bears witness to UNESCO's determination to be more open to external partners and civil society.

### ENCATC welcomes a new trainee



ENCATC is excited to welcome Dieter De Witte to the ENCATC office in Brussels. He is currently studying Arts Management at the University of Antwerp with a specialisation in cultural and creative industries. He will be with the ENCATC office until the end of May. During his traineeship at ENCATC, Dieter will be in contact with ENCATC members to gather data that will contribute to the shaping of the new ENCATC strategic plan 2013-2015.

In 2010 Dieter finished his undergraduate degree in applied psychology with a specialisation in work and organisational psychology at Lessius in Antwerp. After his studies, which included an Erasmus year at Universidade do Minho in Braga in Portugal, he wanted to continue his higher education and expand his cultural knowledge.

## ENCATC's 20th Anniversary has a logo winner!

**encatc**  
celebrating 20 years

During its second meeting in London (15-16 March), the ENCATC board choose the winning logo from the 7 logo finalists.

The contest winner, Adam Štěrba, is a 22 year old graphic design student from the Czech Republic. His winning logo will be used throughout the whole of 2012 for all ENCATC communication and promotional material.

In November 2011, ENCATC launched the 20<sup>th</sup> Logo Anniversary Contest to celebrate and commemorate this important milestone. 22 young and talented students submitted their logo proposals.

## ENCATC Journal reaches over 17000 views in its first 3 months!

We are delighted to announce that since the launch of the ENCATC Journal of Cultural Management and Policy, there has been over 17 000 on-line downloads from the ENCATC website. This marks an important milestone for the Journal and demonstrates a ready audience of researchers, academics, policy makers, cultural managers and operators, and students. We are excited to see this new product continue to grow and be a strong voice for a multidisciplinary perspective connecting theory and practice in the realm of cultural management and cultural policy.

[www.journal.encatc.org](http://www.journal.encatc.org)

**encatc**

**Journal of Cultural  
Management and Policy**



## ENCATC Video Contest has a Winner!

What was your favorite ENCATC video of 2011? We asked, you watched! Thanks to your active participation, ENCATC is pleased to announce the most viewed 2011 video is: Digital Extra!



Digital ExTra (Digital Exhibition Training) was a project funded by the European Commission through the Leonardo da

Vinci program and ran from 2008-2010. ENCATC was a key project partner offering its vast network and expertise in European cultural projects to the benefit of the project's development, outcomes and dissemination. In September 2010, ENCATC organised the project's final conference in Brussels and had the video commissioned to recap and valorise the project's objectives and outcomes.

The Digital ExTra project began in order to answer the needs of many small and medium-sized museums, libraries and archives to create easy to use, professional and low costs digital exhibitions of their collections. The project produced 18 training modules and support materials available in 6 languages.

**To learn more about Digital Extra:**

[www.digital-extra.eu/](http://www.digital-extra.eu/)

**ENCATC videos** are a unique and useful teaching tool to raise reflection and debate on cultural management and cultural policy issues with your students. Introduce them into your classroom discussions and bring current topics and new perspectives as they are unfolding in the field of cultural management and policy.

**Watch the winning ENCATC video!**



**CHECK IT OUT ON** 

[http://www.youtube.com/watch?v=u5dYEW3scas&list=UU1uzMLf\\_wy1c9CM\\_y5eBChw&index=17&feature=plcp](http://www.youtube.com/watch?v=u5dYEW3scas&list=UU1uzMLf_wy1c9CM_y5eBChw&index=17&feature=plcp)



## Cultural Policy Research Award: Online applications are open! Apply before Monday, 7 May 2012



© Julius Töyrylä

Are you a young cultural policy researcher? Do you have an innovative project proposal? Seize the opportunity to carry your research forward by applying for the 2012 Cultural Policy Research Award. The Award represents a unique opportunity for young cultural poli-

cy researchers seeking to break into the field and contribute to the production of new knowledge.

The winner of the 2012 CPR Award, worth 10 000 EUR, will be publicly announced on 12 September 2012 during the opening of the 20<sup>th</sup> ENCATC Annual Conference "Networked Culture" to be held in London, UK (12-14 September 2012) in the presence of outstanding academics, researchers, policy makers and leading arts managers.

The Cultural Policy Research Award was launched in 2004 by the European Cultural Foundation (ECF) and the Riksbankens Jubileumsfond, and since 2008, is developed in partnership with and managed by ENCATC.

Applications must be submitted by the 7 May 2012 deadline through the online application system on the CPR Award website:

<http://www.encatc.org/pages/index.php?id=19>

For more information please contact Elizabeth Darley, ENCATC Research Policy and Communications Officer at [e.darley@encatc.org](mailto:e.darley@encatc.org).



## 3rd Annual ENCATC Research Session: Call for abstracts Deadline for submissions: 8 June 2012



Researchers from Europe and beyond are invited to submit proposals for the 3<sup>rd</sup> Annual ENCATC Research Session to be organised during the 20<sup>th</sup> ENCATC Annual Conference "Networked Culture" in London next 12-14 September 2012. If selected,

paper presentations are scheduled for the afternoon of **Wednesday, September 12<sup>th</sup>**.

Proposals from any relevant discipline will be considered, provided that they make an original academic contribution to the study of cultural management. Papers are welcome on **all cultural management areas** including:

- Creative Entrepreneurship and Education in Cultural Life
- Interpretation/Mediation applied to Heritage Sites
- Cultural Observatories and Cultural Information and Knowledge
- Audience Policies in Europe
- Europe International
- Urban Management and Cultural Policy of the City
- Arts and Health
- Theater and Performing Arts Management

Research in the following subject areas are particularly welcome: (1) Methodologies for education and training in the field of cultural management and cultural policy; (2) Influences of the local institutional context on the management models for cultural organizations and heritage (e.g. funding mechanisms; regulatory systems; top-down vs. bottom-up approach; conservation vs. valorization orientation, etc.)

**For more information about submission guidelines, please visit the ENCATC website:**

<http://www.encatc.org/pages/index.php?id=202>

All papers presented at the ENCATC Research Session in London may be resubmitted for publication in the ENCATC Journal of Cultural Management and Policy, edited by ENCATC. Papers will go through a standard double blinded review process. A selection of these papers will then be published in the ENCATC Journal.

**For more information about this publication, please visit:** [www.journal.encatc.org](http://www.journal.encatc.org)

## ENCATC Thematic Areas

### Siân Prime is the new chair of the ENCATC Thematic Area “Creative Industries and Art Management”



In the beginning of March 2012, Siân Prime was officially appointed chair of the ENCATC Thematic Area “Creative Industries and Art Management”. She follows Lotta Lekvall, Director of Nätverkstan in Sweden, who implemented the Thematic Area in 2008.

Siân Prime, Director of the MA Creative and Cultural Entrepreneurship organized by the Goldsmiths University of London, is a trainer, facilitator, coach and consultant. She has hands-on experience of running creative businesses as well as being a lecturer in creative enterprise, cultural policy and management. She has worked for IIMB in Bangalore and nationally for the Arts Council England, the National Endowment for Science, Technology and the Arts and for the Cultural Enterprise Office, Scotland. She's also worked within a number of sub-regions to deliver business advice, training and coaching for creative individuals and organisations.

Siân developed the Cultural Enterprise Office in Scotland from its opening in 2001 to the time that it was ready to deliver its service, establishing the methodology for business advice and training that is still employed. She worked with the original Creative Pioneer Team at NESTA and was responsible for the content and delivery of The Academy – NESTA's residential enterprise development programme for highly talented individuals; she has since developed the material for Insight Out and Starter for Six, enterprise training programmes for innovative businesses.

Be on the look out for an interview with Siân Prime in an upcoming issue of the ENCATC newsletter!

### Creative Industries and Art Management



ENCATC would like to thank the previous Thematic Area chair, Lotta Lekvall, Director of Nätverkstan in Sweden, for implementing this Thematic Area and for her constant contribution and dedication to the Thematic Area's activities and outcomes.

### Museums in Europe Chair to share expertise in Barcelona at international conference



Anne Krebs, from the Louvre museum in Paris, and chair of the Thematic Area “Museums in Europe” has been invited to share her expertise at the “Global Audiences in Culture: Global cities, local audiences” Conference to be held on 19-20 April 2012 in Barcelona, Spain.

Her expertise will contribute to the conference's aim to explore how different cultural institutions (specially museums) with many tourists as their main audience, reach out to local audiences. Based on these reflections, the conference will discuss strategies favouring the habit of culture at the local level. More specifically, Ms Krebs will be contributing to the session on “Big museums for local audiences” where she will share her knowledge on how big museums, with mainly a tourist audience, are capable of orienting, adapting and managing their offer, contents and services to the necessities and expectations of the local audience.



Other sessions will be focused on a diverse variety of themes such as pricing strategies in times of crisis, audience development strategies meant to

build up valuable and closer relationships with the public, shifting from the user to the client paradigm, tourist cities and their actions for local audiences, and finally street projects promoted by cultural institutions.

The outcomes of this major event on audience policies will be widely shared with Thematic Area members and major stakeholders through the main ENCATC communication tools (e.g. Google Groups, Facebook, website, etc.)

Learn more about this event here:

[http://www.cccb.org/ca/exposicio\\_itinerant-public\\_glocal\\_en\\_cultura-40613](http://www.cccb.org/ca/exposicio_itinerant-public_glocal_en_cultura-40613)

Museums in Europe

## ENCATC Agenda

### Access to Culture Platform Meeting in Brussels



On 1 March 2012, ENCATC Secretary General, Giannalia Cogliandro Beyens, as an active member of the platform, attended this year's second meeting in Brussels. With other platform members, the advisory group followed up on texts and tasks decided upon and brainstorm about the future steps leading to the plenary on 5 June 2012 and the position of the ACP beyond 2013.

decided upon and brainstorm about the future steps leading to the plenary on 5 June 2012 and the position of the ACP beyond 2013.

ACP will be taking a pro-active role, together with other platforms, to engage with the Creative Europe process. The platform sees this unity and cooperation across the cultural sector as a vital step for a stronger voice to engage policy makers.

ENCATC plays an important role in the platform's objective to provide cultural stakeholders with concrete input and practice-based policy recommendations to European, national, regional and local policy makers.



### Second ENCATC Board Meeting in London



The second ENCATC Board Meeting was held on 15-16 March 2012. The 7 ENCATC Board members met at Goldsmiths, University of London where the 20th ENCATC Annual Conference will be held in September 2012. This provided the perfect opportunity for ENCATC to visit the venues, meet the local organizers and further develop the conference agenda, artistic programme and logistics.

the conference agenda, artistic programme and logistics.



### The entrepreneurial State It's the economy, stupid! #4: Mariana Mazzucato in Brussels



On 6 March evening, ENCATC attended "The Entrepreneurial State - It's the economy, stupid! #4: Mariana Mazzucato" in Brussels. The speaker, Mariana Mazzucato, who is currently R.M. Phillips Professor in Science and Technology Policy at

the University of Sussex (UK), proposed an alternative vision of the State' role, seen as a more proactive actor in fostering and sustaining R&D, a stance taken opposite to the more popular idea of an austere and money saver state.



© Photo by Margherita Gagliardi

She stressed that the private sector alone has not sufficient financial credit to invest entirely on innovative processes on its own. According to her vision, government's role is not only creating the conditions for innovation and development (for example through public universities) but also mobilizing resources, and allowing knowledge and innovation to diffuse across existing networks or by facilitating new ones. As a possible concrete solution, Professor Mazzucato proposes that single States, in coordination with Europe 2020, should put in place public institutions or agencies specially committed to the incentive and regulation of the research and innovation process.

The public and private investment on and incentive of research and innovations in all sectors is a European and global priority. Politicians as well as economists and public opinion in general are developing many and different points of view and approaches towards this delicate issue.

#### More information on the debate:

<http://www.deburen.eu/fr/evenements/detail/its-the-economy-stupid-4-mariana-mazzucato>



## European Cultural Foundation Princess Margriet Award in Brussels



ENCATC attended the 4<sup>th</sup> Princess Margriet Award on 19 March 2012 in Brussels. The annual award celebrating excellence in creative interaction

between cultures was bestowed upon two laureates, Charles Esche from the Van Abbemuseum for his exceptional leadership in rethinking centers and museums of art as public spaces, and John Akomfrah for his ground-breaking film woven from perspectives often hidden from the mainstream narratives of European history.

Among the 350 attendees were Princess Margriet and Princess Laurentien of the Netherlands and Princess Astrid of Belgium. During the event, ENCATC Secretary General, Giannalia Cogliandro Beyens, had the honor to be introduced to Princess Astrid. Ms Cogliandro Beyens took this opportunity to present the ENCATC network and our recent achievements to her royal highness.



ENCATC Secretary General, Giannalia Cogliandro Beyens (left), with Isabelle Schwarz from ECF (centre), and HRH, Princess Astrid of Belgium (right).



Laureate winners Charles Esche and John Akomfrah with ECF Director Katherine Watson (far left), HRH Princess Margriet (centre) and HRH Princess Laurentien (far right).  
© ECF/Olivier Anbergen

## The Debate: Politics, Economics and Culture: A Different Balance?'

To kick-off the 2012 Princess Margriet Award, the European Cultural Foundation organised a debate entitled "Politics, Economics and Culture: A Different Balance?" to discuss the future of democracy and the role culture has to play. Award laureate Charles Esche, economist Judith Marquand, and media activist Franco 'Bifo' Berardi engaged in a lively debate moderated by leading Dutch journalist, Frénk van der Linden to discuss the balance between society's three pillars: politics, economics and culture. There was unilateral agreement that an unbalance exists between the three and that for democracy to have a strong future it is absolutely necessary to "Invest, invest, invest – in culture, education, and imagination."



Frénk van der Linden, Franco "Bifo" Berardi, Judith Marquand and Charles Esche  
© ECF/Olivier Anbergen

Learn more about the Award and the debate, you can visit the official website where you can also find numerous videos of the event:

[www.eurocult.org/activities/princess-margriet-award/fourth-award](http://www.eurocult.org/activities/princess-margriet-award/fourth-award)

## ENCATC in contact

### Interview with Dr Máté Botos, Dean of the Faculty of Humanities and Social Sciences - Pázmány Péter Catholic University

*“Studying at Pázmány beyond the horizons of individual professional growth, represents a commitment to a broader set of values. In addition to satisfying the professional curiosity of our students, the past and present mission of the Faculty is to promote responsible behavior, critical thinking and a conscious commitment to Christian values.”*

**About Pázmány University:** Our University was founded in 1635 and has been continuously operating ever since. During the Ottoman occupation, the most tragic years of our country’s history, Archbishop of Esztergom Péter Pázmány established the university, which proved to be of epochal significance in the history of education and religious culture in Hungary. He was convinced that the university was the only way to guarantee the survival of the nation’s moral and intellectual culture. The university he founded, our institution, adopted both his intellectual heritage and his name. Now we have five faculties: the Faculty of Theology (Budapest), the Faculty of Humanities and Social Sciences (Piliscsaba), the Faculty of Law and Political Science (Budapest), the



Faculty of Information Technology (Budapest), the Vitéz János College (Esztergom) and the Postgraduate Institute of Canon Law (Budapest), which also has faculty status. PPCU is the only university in the country that is a member of the International Research Universities Network (IRUN). Pázmány is also involved not only in ERASMUS, but also in the CEEPUS programmes (Central European Exchange Program for University Studies), which is a network of exchange programmes for Central European HE institutions.



**Dr Máté Botos, Dean of the Faculty of Humanities and Social Sciences - Social Sciences**  
**Pázmány Péter Catholic University in Piliscsaba, Hungary**  
**More info on the Faculty website: [www.btk.ppke.hu](http://www.btk.ppke.hu)**

#### **e Why did your institution join ENCATC and what was the motivation for being an ENCATC member?**

In the age of the new public diplomacy the influence of culture and civilization is indisputable reflected in our programs. As a set of values and norms culture provides an essential tool to create a better climate for international trust and understanding which is adjusting to our Catholic University’s mission. In the frame of the courses about international relations we stress interreligious dialogue and the perspective of other civilizations. The ENCATC members are committed to the relevance of culture, to the promotion of its multiplicity testing tolerance, openness for others, which can produce important relationships for our students and professors.

#### **e What are your personal expectations concerning the ENCATC network?**

Joining the expanding network of ENCATC opens the opportunity for a broad collaboration among European and international training institutions on Cultural Diplomacy. These new impulses can foster international exchange programs, joint research framework or common MA courses. Finally it allows comparisons among different concepts of cultural management, cultural diplomacy and self-reflection in order to draw lessons from the special development of the rich Hungarian culture. Learning about best practices, collecting new experiences through working with other institutions seems to be a very useful method rooting in the guilds of the Middle Ages.

#### **e How do you like to see ENCATC further develop in future?**

The contacts among the ENCATC members are developing strongly and provide advocacy for culture on the international level. We would like ENCATC to use its potentiality from the diversity of its members for innovative research, for grouping, regional mapping of different cultural policies, for common training.



## Information From ENCATC Members

### Setepés

**Setepés is shortlisted for the Portugal Trade Awards**

# setepés

Setepés was one of the four shortlisted companies of the Portugal Trade Awards in the category "Innovation in Tourism" with the project "[I am Guimarães](#)". With design, coordination and management of Setepés and promoted by Guimarães European Capital of Culture 2012, "[I am Guimarães](#)" was a project for qualifying and empowering the citizens of that city to host visitors during the period of the European Capital of Culture 2012. The project goal has been fulfilled through a set of different actions, training/qualification, information/empowerment, information/dissemination, framed into two different typologies: viral actions and actions of dissemination. Professionals of different sectors, commerce, police, schools, hospitals, museums, libraries, tourism, hotels and restaurants, are the targets of this project.

[I am Guimarães](#) has reached nearly 1200 participants and held 334 sessions for a wide range of people in Guimarães, from students to shop owners, policemen, school teachers or civil servants.

The final prizes were given on the 29th of February during a ceremony at Lisbon International Tourism Exhibition. Portugal Trade Awards honors best companies, institutions and tourism professionals in 16 different categories.



You can get more information on [I am Guimarães project](#) on the Setepés website:  
<http://setepes.pt/o-que/cocecao-de-projetos-e-conteudos/en>

### Luigi Sturzo Institute

**Cultural project management: How to transform ideas into innovative projects**



The Luigi Sturzo Institute is offering a training course entitled "Cultural project management: How to transform ideas into innovative projects."

The aim of the course is to train people involved in education (formal, informal and non formal) with different profiles such as teachers, trainers, facilitators, administrative staff and people working in the third sector at large, who need to acquire project management skills and a better understanding of the funding opportunities offered by the European Union in various fields of interest. A special focus will be on culture and education, with the aim of delivering practical skills enabling participants to draft and manage projects funded by the European Union. The idea that lies under the training is that participants will acquire the practical skills to turn their ideas into innovative projects in the educational and in the cultural field.

At the end of the training the participants will have a better understanding of project management and what it is involved (draft a project proposal, partnerships, budgeting, reporting, managing an multicultural team, disseminating and exploitation activities), an overview of the funding opportunities offered by the EU, will know how to transform their ideas into projects. The professional output is certainly up to date considering the state of art of public funding at this time, especially for the third sector and for educational institutions.

The training fees and the travelling and subsistence expenses can be fully funded by Grundtvig programme, in service training grants. If you are interested in participating, you must request a grant from your National Agency: [http://ec.europa.eu/education/lifelong-learning-programme/doc1208\\_en.htm](http://ec.europa.eu/education/lifelong-learning-programme/doc1208_en.htm)

The deadline for submitting an application for a grant to your National Agency is **30 April 2012**. For the application you will need a confirmation of preregistration. If you need any further information, do not hesitate to contact Ludovica De Angelis, at [l.deangelis@sturzo.it](mailto:l.deangelis@sturzo.it), tel. 0039.0668404259

**Learn more on this training course offered by Luigi Sturzo Institute here:**

<http://ec.europa.eu/education/trainingdatabase/index.cfm?fuseaction=DisplayCourse&cid=30845>

## IULM University

### Summer programme: Cultural Economics and Creative Industries



2-11 July: Milan, Italy

For a second year, IULM University will present a unique opportunity for a new experience in one of the most beautiful and dynamic cities in Europe! In summer 2012, IULM University is offering a training course on “**Cultural Economics and Creative Industries**” in Milan.

This course aims to provide students with theoretical background and practical competences and information to understand the cultural and creative sectors and their role in the post-industrial global economy. In the creative domains, traditional economic thinking is not always appropriate to understand how, and why, economic value is produced, firms make profit, and markets prosper. During the course, a few key concepts will be developed to illustrate what kind of economic thinking can be really useful to the purpose, and examples and case studies will be developed and discussed. The course will be useful both to scholars and practitioners working, or willing to work, on the creative industries.

#### Main Topics:

- Cultural economics: What is it all about?
- Cultural and creative industries: Key concepts and classifications
- Cultural and creative industries in a European perspective
- Analysis of the creative sectors: trends, case studies, best practices
- Creative industries in Milan



Application deadline: 31 May 2012

#### For more information:

[www.iulm.com/wps/wcm/connect/iulmcom/iulm-com/Study-at-IULM/IULM-Summer-Programme](http://www.iulm.com/wps/wcm/connect/iulmcom/iulm-com/Study-at-IULM/IULM-Summer-Programme)

## Observatory of Cultural Policies of Grenoble

### New website unveiled!

Discover the new site for the Observatory of Cultural Policies of Grenoble where you will find:

- a multitude of search criteria by activities, by topic, by date, by type of publication, etc.
- an extended area for resources: online issues of the magazine N°15-31 to download, study summaries, full-text publications, and videos.
- news from OPC, a selection of links on cultural policies and much, much more!



## ENCATC members in Bologna, Italy

### committed with local authorities to boost creative industries



Two ENCATC members in Bologna (University of Bologna and Fondazione ATER Formazione) among many others, are cooperating with the Municipality of Bologna to stimulate the creative industries sector,

through the “Incredibol – Bologna Creative Area” project.

**Incredibol** is a network of creative industries, professionals and artists which provides cultural and creative arts operators with tools and opportunities for developing innovative projects. Its final goal is to compile a record of all the businesses and activities offering services in the creative field based in the region Emilia-Romagna. Its main strength is given by its network of partners, constituted by both public and private organizations and businesses already operating on the local territory with services of various kind yet belonging to the creative field.

Incredibol began in 2010. This project is promoted by the Municipality of Bologna and realised with the support of BAM! Strategie Culturali.

#### Learn more about this project here:

<http://www.incredibol.net/>

## Information from other organizations

### IFACCA

#### *Magdalena Moreno appointed to IFACCA board*



IFACCA is pleased to announce that Magdalena Moreno Mujica was recently ap-

pointed Head of the International Division at the National Council for Culture and the Arts, Chile, has been appointed as a member of the IFACCA board.

Ms Moreno was nominated by the President of the National Council for Culture and the Arts, Minister Luciano Cruz-Coke, to fill a vacancy created on the board by the departure of Gonzalo Martin de Marco as Deputy National Director of the National Council for Culture and the Arts. Her term will conclude at the time of the next election in January 2014. With the 6th World Summit on Arts and Culture being held in Santiago de Chile in January 2014, Ms Moreno's contribution to the board will be extremely valuable.

Find more information on IFACCA board here: <http://www.ifacca.org/board/>

### INTERARTS

#### *Arts Education Monitoring System: meeting in Budapest*



Interarts is a partner in a research project entitled 'Arts Education Monitoring System' (AEMS), which aims to set up and implement a structural tool to make European data on the resource input in arts education comparable and accessible to stakehol-

ders. The project, coordinated by EDUCULT, Vienna, also involves partners from Germany, Hungary and the UK and is funded by the European Commission under the cultural policy analysis strand of the Culture Programme (2007-13). On 12-13 March, Interarts attended an interim meeting of the project, which was held in Budapest. The meeting enabled partners to discuss preliminary evidence collected in their respective countries and to agree on follow-up activities, including further steps towards a common grid for analysing and comparing national policies and programmes in the field of arts education, with a particular focus on activities within cultural organisations.

For further information, visit the project's presentation.

<http://www.educult.at/en/forschung/arts-education-monitoring-system/>

### IETM - International Network for Contemporary Performing Arts

#### *Spring Plenary Meeting – “Right?” 28-31 March 2012: Copenhagen, Denmark*

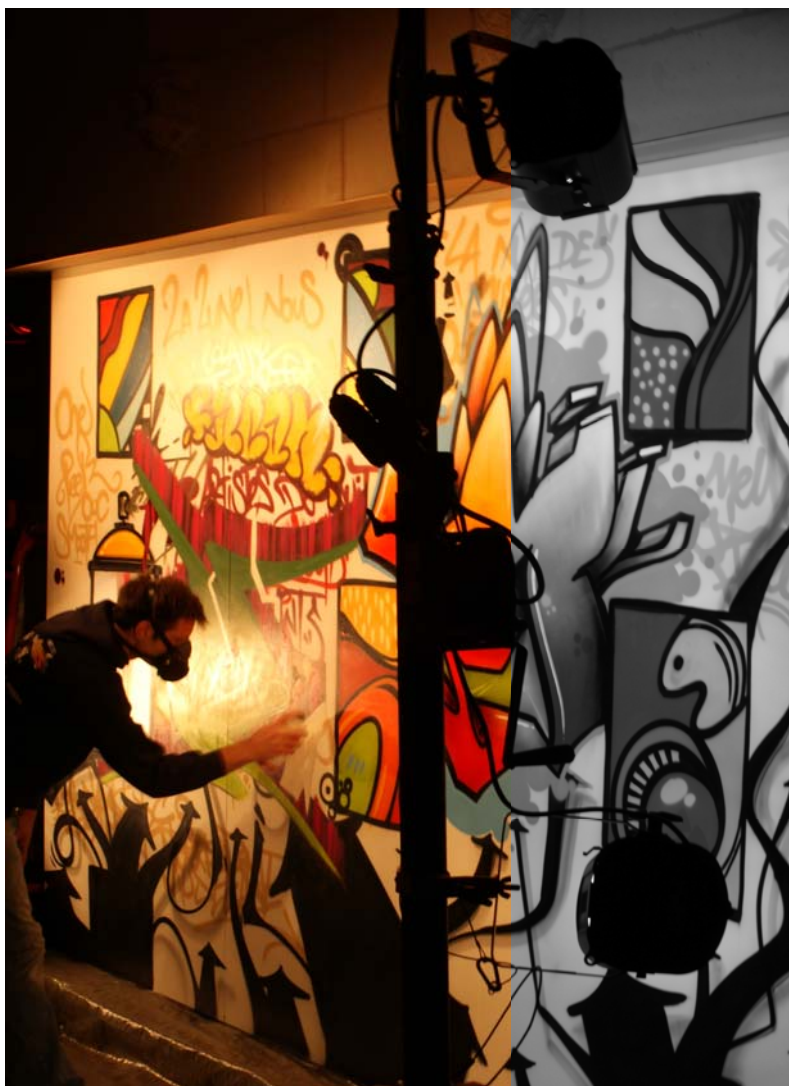
IETM's Spring Plenary Meeting took place in Copenhagen from 28-31 March 2012. The meeting entitled “Right?” focused on the fact that sometimes, there is no single right way of doing things; rather there is a plurality of ways, dependent on factors such as time, place and people. Sadly, we also find ourselves at times doing a wrong thing for a right reason and vice versa. So-called good models of practice are good for some but perhaps not for others, although they may inspire others to do something differently. Is this relativism valid for human rights? It is a sobering fact that basic human rights are currently being questioned all over the globe, and this includes the rights of artists, cultural operators and audiences.



Finally the meeting title's question mark is a starting point for a discussion within the performing arts community, following the debate started in IETM Krakow 2011. By exercising our (artistic, cultural, human) rights and guaranteeing those of our public, could we/should we engage ourselves more in the day-to-day challenge of structuring and maintaining the societies in which we live and work? Do civic and artistic responsibilities mix well?

All detailed information can be found on the IETM website: <http://www.ietm.org/index.lasso?p=information&q=eventdetail&id=528&l=en&-session=s:5BB7390207f641D6D1PqNG47269F>





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