# A monthly e-newsletter for the latest in cultural management and policy ISSUE N° 106

DIGESTVERSION FOR FOLLOWERS



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#### WHAT ARE YOU MISSING?

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# NOTE FROM THE EDITOR



#### We are gearing up the European Year of Cultural Heritage 2018!

#### Dear colleagues,

In February, the Council and European Parliament agreed on a decision establishing a European Year of Cultural Heritage (EYCH) in 2018. This marks an exciting opportunity for ENCATC and its members, one we have been preparing for in anticipation of EU policy developments.

As a transversal network, ENCATC does not solely operate in the field of cultural heritage. Our organisation was set up to represent all disciplines in arts and culture (including cultural heritage) to advocate and promote cultural management and cultural policy education.

The EYCH2018 it is a unique occasion for ENCATC to take stock of its involvement and that of its members active in the field of cultural heritage management and policy education, training, and research. This will help us to widely promote among our members and followers all the activities and publications that ENCATC has already developed during the past 25 years in the field.

As we gear up for 2018, we strive to better understand which members are engaged in this field and the activities they're developing. We're also interested in the main conceptions and issues of Europe's cultural heritage. How are these issues transferred in education and research practices? How is academic research supporting a critical vision, analysing, and fostering discussion on the challenges facing the field? How should education and training in the field evolve to prepare competent and efficient professionals that can step up to meet challenges?

This knowledge will help us, together with members and practitioners, to define a list of research needs to better understand the changing context, do more in-depth analysis, stimulate reflection, and provide appropriate answers.

Furthermore, with the announcement earlier this month of the network's selection in two Structured Dialogues with the European Commission on Heritage, ENCATC can make an even greater impact on EYCH2018. ENCATC will be involved in "Voices of Culture & Heritage" to exchange about the implementation of the Year and planned activities, both by the EU and by the stakeholders involved. In parallel, EN-CATC will be a contributor to the "Voices of Culture 'Skills, training and knowledge transfer" focusing on the EYCH 2018 and the specific specialised skills, knowledge management, and knowledge transfer in the cultural heritage sector.

Through our work, ENCATC is also looking to raise awareness among members involved in other cultural and creative sectors (creation, cultural and creative industries, performing arts, etc.) or peripherals (economics of culture, innovation, etc.) to the challenges cultural heritage faces. We want to stimulate a collaborative environment where we work together towards an integrated and holistic vision of heritage and its sustainability.

As for our relationships with other partners and networks in Europe, the EYCH is the moment to renew our involvement within the European Heritage Alliance 3.3 by actively contributing and engaging in joint advocacy actions through partnerships, expertise, and policy recommendations. Going beyond Europe, new strategic partnerships with networks in Asia and North America will help us to continue the international dissemination of recent European heritage projects and current heritage initiatives. In particular, this includes the outcomes of the "Cultural Heritage Counts for Europe" project and its final report published in 2015 (now with translations in six languages) and the "European Cultural Heritage Strategy for the 21st century". Moreover, we will bring the expertise of our members and ENCATC practices into major discussion arenas concerning cultural heritage at the European level and beyond (Alliance 3.3, European Union, Council of Europe, and UNESCO).

With our strong foundation and expertise, there is no doubt ENCATC will have a unique voice and visible presence continuing into 2018 and the European Year of Cultural Heritage.

Yours sincerely,



GiannaLia Cogliandro Beyens ENCATC Secretary General

# NEW/S FROM ENCATC

# NEW MEMBER

### Join us in welcoming our newest member in April as our network expands!

#### **Caroline Firket**



Caroline Charles Firket is the newest member to join EN-CATC. In 1998, she graduated in Business Engineering from the University of Louvain after which, she started to work for a company in the coffee industry in Brussels. At age 37, Firket decided to stop her international business career to become a full

-time artist. From the start of her artistic career, she has been realizing portraits on commission. In 2011, she opened a Salon in Vini Divini Brussels and in 2012 in Café de Flore Paris, where she invites over dinner intellectuals, scientists and artists. In 2015, Firket moved to the Middle East and opened a Salon in Dubai.

She was first in contact with our network as a guide for an ENCATC Cultural Happy Hour organised at Art Brussels in 2015. Interested in our activities for professionals having a stake in cultural management and policy, she maintained relations even after leaving Belgium to work in the United Arab Emirates. This year, she teamed up with ENCATC once gain, serving on the Scientific Committee of the 6th ENCATC International Study Tour in the UAE and was a participant in the four-day event.

Now as a member, Caroline Firket is excited to expand her international network within the cultural sector and share cultural knowledge with members in Europe, the Middle East, and around the globe.

FOR MORE: <u>www.mllecharles.com</u>



# RENEWED EU PARTNERSHIP

### ENCATC has been selected for funding from the EU's Creative Europe programme

Earlier this month, ENCATC announced its application for cultural networks had been selected for financing by the Creative Europe programme. Over the next four years, from April 2017 till March 2021, this grant will support long-term activities, thus allowing ENCATC to deliver beyond its core programming.

These four years will build on three years of activities previously supported by Creative Europe. From April 2014-March 2017, ENCATC used EU funds to increase European and international connections for its members and stakeholders, bringing more opportunities for learning, training, research, sharing knowledge, and publishing. This time of growth and expansion of activities included the launch of a new Research Award, the debut of the ENCATC Book Series on Cultural Management and Cultural Policy Education, the start of the ENCATC Breakfasts training series for professionals, and a project on digital tools for cultural managers. ENCATC also went through a rebranding its visual identity, a new website, and product development to innovate how it produces, shares, and exchanges information on cultural management and policy with its members and the wider education, culture, and policy sectors.

While acting to consolidate existing successful projects and initiatives, in this next phase for 2017-2021, ENCATC will test new actions and launch specially designed initiatives with exciting innovative ideas to strengthen the network's endeavours to be an inclusive platform for discussion and exchange at European and international level. New expansions for activities will include more targeted offers for youth and tomorrow's leaders such as the Capacity Building Days and Youth in Action Day, a new learning offer to engage more with the future generation of young leaders and global changers. A Working Group on Evaluation will focus on issues of monitoring and impact. Finally, surveys and panel discussions will explore and new technologies and their implementation for educational offers in Europe, Asia and the Americas.

The network's ambitious four-year agenda is designed around four priorities: to ensure a significant advancement on the representativeness and resilience of the network; to enhance the network's creative and leading role as a developer of new ideas and capacity builder at the intersection of education and culture; to grant culture a prominent role in the dissemination of European humanistic values; and to continue to advance the internationalisation and globalisation of the network.

Under the Creative Europe grant, each year ENCATC will prioritise content and discussions on four key themes: Cultural Organisations and Networks (year 1); European Cultural Heritage (year 2); Intercultural Interaction (year 3); and Digital Culture (year 4). What's more, each theme will have a geographic emphases. This way, the new programme will ensure fresh and stimulating new content, leading expertise, new knowledge, innovative case studies, best practice, tools, and creative ideas come in from all over the globe, strengthening the network's leading role at the intersection of education and culture.

"As we embark on a new journey, I'm looking forward to the exciting exchanges and experiences to be made both in and outside our network. With the support of our members, partners and stakeholders, I have no doubt ENCATC will successfully implement this ambitious programming. We are also very grateful and honoured to have this continuing partnership and the recognition from the European Commission. It reinforces the importance of ENCATC's work to promote cultural management and cultural policy education and the crucial role it plays in the sustainability of the cultural sector," said ENCATC Secretary General, GiannaLia Cogliandro Beyens.

FOR EVENTS AND ACTIVITIES OPEN UNDER THE NEW GRANT: <u>https://www.encatc.org/en/events/upcoming-events/</u>

#### WE THANK YOU FOR YOUR SUPPORT!

When we first announced earlier this month ENCATC would receive cofunding from Creative Europe, we were touched by the many messages and well wishes we received! Here are just a few... Heartily fourfold congratulations! Europe clearly counts upon you!" Piet Jaspaert, Europa Nostra, Belgium

This again confirms the excellent quality of your work. ENCATC has provided me very good connections." Elena Borin, Burgundy School of Business, France

*"Congratulations!!! I am glad to see how well ENCATC develops! Keep going!"* Malgorzata Sternal, Academy of Music in Krakow, Poland "Congratulations to all of you for the great achievements and continuous cultural engagement you do on so many different levels!" Gudrun Heymans, Flemish Ministry of Culture – Department CJSM, Belgium

" This fabulous news about the Creative Europe programme funding. This award is a result of the hard work you and your team (and the board) do every day to support the continued development of the cultural management field. Thank you for all your efforts." Richard Maloney, New York University, USA

# NEW PROJECT WITH UNESCO

### ENCATC begins new project "Academy on learning on intangible heritage: building teachers' capacity for a sustainable future"

In April ENCATC has started a new project following the selection of its application by UNESCO. Entitled "Academy on learning on intangible heritage: building teachers' capacity for a sustainable future", the project aims to boost the role universities play in supporting the 2003 UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage.

Universities play a critical role in training future decisionmakers and cultural heritage professionals. Traditionally many higher education heritage studies focused on tangible heritage covering the protection and promotion of sites, monuments, and objects. The term 'cultural heritage' has changed content considerably in recent decades, partially owing to the instruments developed by UNESCO.

An expansion arrived in 2003 with the adoption of the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage. Cultural heritage does not end at monuments and collections of objects. It also includes traditions or living expressions inherited from our ancestors and passed on to our descendants, such as oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts. While fragile, intangible cultural heritage is an important factor in maintaining cultural diversity in the face of growing globalization. An understanding of intangible cultural heritage of different communities helps with intercultural dialogue, and encourages mutual respect for other ways of life.

With this development, a new more expansive vision of cultural heritage began to gain prominence. However, more than ten years on since the Convention's adoption, there are gaps in educational offers to encompass both the tangible and the intangible aspects of heritage. In some part of the world, such as Asia, intangible cultural heritage is already well integrated in course studies. However, there is a great need to strengthen the focus and balance in university teaching and curricula in other world regions, in particular Europe, Latin America, and Africa.

With the aim to increase the visibility and strengthen the capacity building of universities in intangible heritage and help raise awareness about the 2003 Convention and its purpose, ENCATC's application was selected by UNESCO to carry out a new project "Academy on learning on intangible heritage: building teachers' capacity for a sustainable future".

The project will run from April to December 2017 and will involve ENCATC members in Belgium, France, and Spain. The project's objectives are twofold. First, it will map the current programmes offering education on Intangible Cultural Heritage (ICH) and sustainable development in different world regions. This will be crucial to gain knowledge about which universities are offering this focus and who is designing curricula and conducting research in the field. For those universities not yet proposing a focus on intangible heritage, it will be an opportunity to raise awareness at the international level about the 2003 UNESCO Convention.

Second, the project will organise a dedicated training Academy designed for teaching faculty representing different world regions and universities active in the field of intangible cultural heritage. This intensive 3-day learning experience will familiarize academics who train future decision makers, community heritage workers, researchers and heritage professionals about the concepts and mechanisms of the UNESCO Convention and its implementation process. It will also engage participants, ENCATC members, and UNESCO representatives in an important discussion on the key role of universities to contribute to the Convention's implementation. The programme will also include time to develop ideas and proposals for how to integrate training on intangible heritage safeguarding for sustainable development in existing heritage studies. Moreover, the participants who will have been selected from an application process will also gain access to reference and pedagogic materials for teachers.

The project targets teaching faculty at universities who: teach graduate and undergraduate studies to students seeking professional careers in the heritage sector; focus their teaching and research field on issues raised within the 2003 UNESCO Convention; and/or who collaborate with different stakeholder groups (government officials, community heritage workers, communities of practice, etc.).

LEARN MORE ABOUT THE UNESCO CONVENTION FOR THE SAFEGUARDING OF THE INTANGIBLE CULTURAL HERITAGE:

http://www.unesco.org/culture/ich/en/convention

# NEW PUBLICATION

### New issue of /encatcSCHOLAR is online! "*Cultural Management Education in Risk* Societies – Towards a Paradigm and Policy Shift?! "



With this new monographic issue of /encatcSCHOLAR, ENCATC wants to give the platform to stimulate more deeply reflection on education and research in cultural management and cultural policy from an international perspective.

The issue aims to build on the theme and reflections of the 24th ENCATC Annual Conference in Valencia, Spain (5-7 October 2016) which focused on "Cultural Management Education in Risk Societies – Towards a Paradigm and Policy Shift?!"

We are living in turbulent times. The events of last year like the terrorist attacks in Paris, Brussels and Nice; the wave of refugees arriving in Europe; or Brexit, to sum up only some of them, are not new, they are only the expressions and the intensification of a process that has been already going on for a longer period. Ulrich Beck and others had already proposed in the 80s that in late modernity Western industrial societies are undergoing a process of transformation into risk societies. Traditional institutions are not able anymore to respond to the fundamental global changes of society, like climate change, the financial crisis and/or terrorist attacks. Only the anticipation of global risks has a reflexive possibility to unite people and foster a cosmopolitan vision. What does this mean for the cultural management and cultural policy field?

To further explore this context, issue #07 includes articles, case analysis, teaching experiences, proceedings, and an interview. Topics include: "Leadership in a multicultural environment within the field of performing arts"; "Cultural risks in digital societies"; "Music Agency Trials as a tool for professional music management education"; "Models of higher education in the field of culture in Croatia and Serbia"; and "Heritage walks as a tool for engaging youth in heritage".

/encatcSCHOLAR presents these unique tool for education and lifelong learning on arts and cultural management and policy.

The excellent content curated in this latest issue is a way to explore theoretical roots and pedagogical approaches and share good practices with ENCATC members and stakeholders. Teaching in areas of cultural management, and cultural policy provides many opportunities to explore new teaching methods that are focused on a close collaboration with the working field, the use of digital tools, the development of intercultural competencies, and the cross-fertilization between different disciplines.

/encatcSCHOLAR demonstrates ENCATC's commitment to its member and the cultural sector at large to be a leader in cultural management and policy teaching, education and training. Speaking of the new issue, ENCATC Secretary General, GiannaLia Cogliandro Beyens said: "*As a unique tool for education and lifelong learning on arts and cultural management and policy, this latest issue of this online publication is continuing ENCATC's leading efforts to provide the latest in classroom material. Appreciated by academics, researchers, cultural operators and students in over 40 countries around the world, ENCATC strongly believes this online tool is an important link between theoretical insights, practical skills, stimulating a high degree of self-reflection."* 

READ /ENCATCSCHOLAR, ISSUE #07 HERE: http://blogs.encatc.org/encatcscholar/?cat=41

WOULD YOU LIKE TO SUBMIT YOUR WORK TO THE NEXT ISSUE OF /ENCATCSCHOLAR?

Read our call for submissions and send in your proposal by the deadline: 1 May 2017. For more information visit us on the web: <u>www.encatc.org/en/resources/encatc-scholar/</u>

# NEWS FROM THE OFFICE

# ENCATC selected for two structured dialogues on heritage with the European Commission



In April, ENCATC was selected to join the "Voices of Culture & Heritage" and Voices of Culture "Skills, training and knowledge transfer" and platforms meant to collect a contribution from civil society for the European Year of Cultural Heritage 2018. ENCATC and its members will

be representing the network to share heritage expertise, as well as its extensive knowledge and practice on skills and training for the heritage sector.

#### Voices of Culture & Heritage

The EYCH 2018 will be managed by the European Commission, with the active participation of cultural heritage organisations and other culture sector stakeholders including trans-national cultural networks, NGOs and cultural organisations. ENCATC is part of a special group of about 30 European representatives (selected from an applicant pool of 300) from the cultural and cultural heritage sector. Together all will take part in a series of six meetings with the European Commission. The aim is to exchange about the implementation of the Year for and activities planned, both by the EU and by the involved stakeholders. These strong synergies will greatly contribute to the Year's objective "to encourage the sharing and appreciation of Europe's cultural heritage, to raise awareness of our common history and values, and to reinforce a sense of belonging in a common European space."

#### Voices of Culture "Skills, training and knowledge transfer"

The EYCH 2018 also takes a specific focus on specialised skills, knowledge management, and knowledge transfer in the cultural heritage sector, including the implications of the digital shift. As a network of academics, researchers, educators and trainers in cultural management and policy, ENCATC is among the civil society representatives selected to participate in two meetings with the European Commission in the structured dialogue framework. At these gatherings, experts will discuss the boundaries of "traditional" and "emerging" (tangible, intangible and digital) heritage professions. They will also share their points of view and ideas on the current challenges facing the heritage sector to transmit traditional knowledge and the skills, capacity building, and training needs for cultural heritage professionals.

#### ENCATC Agenda: People, Places & Meetings

The ENCATC team led by the ENCATC Board and Secretary General, GiannaLia Cogliandro Beyens, regularly meet with policy makers, influencers, new partners, and members to foster partnerships, develop new projects, and expand the network's visibility in Europe and beyond. Here's a selection of what ENCATC has been up to recently:



#### 21 April in Belgium and United States

ENCATC President, Annick Schramme held a meeting with AAAE President, Sherburne Laughlin, Immediate Past AAAE President and Ex-Officio Board member, Alan Salzenstein, and AAAE Executive Director, Katy Coy, to discuss the upcoming joint ENCATC/AAAE Global Conversations that will be taking place in Edinburgh on 31 May in the framework of the 2017 Annual Conference of the Association of Arts Administration Educators.

#### 27 April in Brussels, Belgium:

ENCATC Secretary General, GiannaLia Cogliandro Beyens attended the European Heritage Alliance 3.3 meeting. On this occasion, Alliance members were joined by Catherine Magnant, Head of the 2018 European Year of Cultural Heritage task force at DG EAC, to engage in an exchange of views on the 2018 European Year of Cultural Heritage.

#### 28 April in Brussels, Belgium:

ENCATC Secretary General, GiannaLia Cogliandro Beyens will attend the kick-off of the special "Voices of Culture & Heritage" process.

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#### FOR MORE:

http://www.goethe.de/ins/be/prj/voc/enindex.htm

# **OPPORTUNITIES**

Four open calls to boost your career, but act quickly because deadlines are approaching!

#### **OPEN TO MEMBERS & NON MEMBERS**



SCHOLAR Deadline: 1 May 2017 **RESEARCH SESSION** 

Deadline: 15 May 2017

#### /encatcSCHOLAR

#### CALL FOR CONTRIBUTIONS - MEMBERS & NON MEMBERS:

Issue #08 of the /encatcSCHOLAR will focus, parallel to the topic of the 6th ENCATC Academy on Culture in External Relations last 27-28 March 2017, on "The question of culture in Europe's refugee crisis".

The aim is to collect innovative and creative contributions that could clearly demonstrate that arts and culture play a crucial role in supporting policy makers in difficult times due to the refugee crisis and provide excellent teaching material for reflection in the classroom.

#### DEADLINE: 1 MAY 2017

FOR MORE: https://www.encatc.org/en/resources/encatc-scholar/

### 8th Annual ENCATC Research Session

#### ALL FOR ABSTRACTS & THEMATIC SESSIONS - MEMBERS & NON MEMBERS:

You are invited to submit abstracts or thematic session proposals for the 8th Annual ENCATC Research Session which will take place on Friday, 29 September as part of the 25th ENCATC Congress (27-30 September in Brussels). Proposals from any relevant discipline will be considered, provided that they make an original academic contribution to the study of arts management and cultural policy. Selected articles will be published in an e-book with ISBN.

#### DEADLINE: 15 MAY 2017

FOR MORE: https://www.encatc.org/en/events/detail/8th-encatcannual-research-session/

#### OPEN TO MEMBERS ONLY



Deadlines: 30 June & 30 December 2017

Deadline: 30 May 2017

### **ENCATC Book Series on Cultural** Management and Cultural Policy Education

#### CALL FOR BOOK PROPOSALS - MEMBERS ONLY:

This is an opportunity to be internationally published in the ENCATC Book Series on Cultural Management and Cultural Policy Education. The series, published by P.I.E. Peter Lang International Academic Publishers, exists to foster critical debate and publish academic research in our field among scholars, educators, policy makers, and cultural managers. It also intends to provide a reference tool for education and lifelong learning. Contributions are welcome from any relevant discipline, provided they make an original academic contribution to the study of cultural management and policy.

#### 1ST DEADLINE: 30 JUNE 2017 2ND DEADLINE: 31 DECEMBER 2017

FOR MORE: This link was included in the FULL version of ENCATC News for our members.

#### Heritage Survey

#### CALL FOR CONTRIBUTIONS - MEMBERS ONLY:

How can you help shape next year's ENCATC Congress in 2018? To prepare for the European Year of Cultural Heritage 2018, we are asking members to complete a survey so we know their heritage interests and activities! Participation to the mapping is very important: the data collected will draw a picture of our members' involvement in the cultural heritage field, thus determining the design of our future actions related to the Cultural Heritage European Year.

DEADLINE TO REPLY: 30 MAY 2017

# **BOOK YOUR PLACE**

### SPOTLIGHT:

25th ENCATC Congress on **Cultural Management and Policy** 

>> 27-30 September 2017 Brussels, Belgium



#### WHAT IS THE ENCATC CONGRESS?

ENCATC's Congress brings the most pertinent and exceptional content and programming on cultural management and policy to top influencers and players in our field.

The 2017 theme of this year's event will be "Click, Connect and Collaborate! New directions in sustaining cultural networks". The Congress is your exciting opportunity to learn from distinguished international experts who will share their insider knowledge and lead discussions with academics, researchers, cultural operators, representatives from local, regional, and national governments, artists, and policy makers.

#### PRESENT & PUBLISH YOUR WORK FOR AN INTERNATIONAL AUDIENCE Submit your research abstract or make a thematic session proposal by 15 May



The **<u>8th Annual ENCATC Research Session</u>** gathers leading researchers and academics from all over the world to deliver the latest world-class research on cultural management and policy. Meticulously planned under the direction of prominent academics, papers are presented in a unique international, intercultural and interdisciplinary environment.

Currently, there is an open call for abstracts and thematic sessions. Submissions are welcome that relate to the 2017 Congress theme or any relevant discipline will be considered, provided that they make an original academic contribution to the study of arts management and cultural policy. FOR MORE: https://www.encatc.org/en/events/detail/8th-encatc-annualresearch-session/

#### CALLING ALL FARLY BIRDS! Perk up and claim your 20% discount on the Congress registration fee

Those who act early can save 20% off the full price by booking their registration to the 25th ENCATC Congress before 30 June 2017. Why wait?

Members of ENCATC, AAAE and TACPS can also register for FREE to attend the Members' Forum on 27 September.

REGISTER WITH SPECIAL EARLY BIRD DISCOUNTS: https://www.eventbrite.co.uk/e/25th-encatc-congress-oncultural-management-and-policy-tickets-33621474736? utm\_term=eventurl\_text



MEET YOUR KEYNOTE

Milena Dragićević-Šešić, Head of UNESCO Chair in Interculturalism, Art Management and Mediation



Dr. Milena Dragićević-Šešić, former President of University of Arts, Belgrade, is now Head of UNESCO Chair in Interculturalism, Art Management and Mediation; professor of Cultural Policy & Cultural Management.

She serves as a Member of several Boards including the European Diploma in Cultural Project Management (Brussels) and the Interuniversity Center Dubrovnik. She is also a team member of the Global Cultural Leadership Forum and the MEDCulture programme.

In 2002, she was named Commandeur dans l'Ordre des Palmes Academiques. From 2006-2010, she was a Member of National Council for Science.

Dr. Dragićević-Šešić's research interests comprise cultural policy and management, educational policy; art activism, alternative art and public space; intercultural dialogue projects; and culture of memory. She has published 16 books and more than 150 essays with translations in 17 languages.

#### CONGRESS AUDIENCE Who will be attending the 25th ENCATC Congress?



The Congress is designed for both ENCATC and non ENCATC members.

More specifically participants coming from across Europe and beyond will be representing:

- higher education institutions
- training centres
- research centres
- arts and cultural organisations
- cultural networks
- cultural foundations
- consultancies
- local, regional and national governments
- EU and international institutions

As individuals they are:

- academics
- researchers
- trainers and educators
- cultural managers
- policy makers
- artists and creatives
- students

Finally, anyone interested in the theme "*Click, Connect and Collaborate! New directions in sustaining cultural networks*" is invited to register.

#### **CELEBRATE 25 YEARS!**

### Take a moment to celebrate all that we have achieved since 1992

While the Congress will be looking at the future of cultural networks and raise questions for the years to come, we'll also pause to recognise all that we have been able to accomplish so far on this amazing 25 year journey.

To know where we're going, it is important to know where we come from. Who are the people, places, and institutions that have helped ENCATC to become the leading network on cultural management and policy it is today?

Join us in Brussels to learn more about our history and how you can be part of our sustainable future.

#### A SPECIAL PLACE FOR ENCATC MEMBERS

#### Exclusive offers and benefits

The 25th ENCATC Congress is open to any one or any institution that wishes to attend.

But as an ENCATC member you can get even more out of this experience with special discounts and exclusive offers such as the Members' Forum. However, these are only available for existing members and new members who join by September.



At date, more than 100 institutions in 39 countries are members of Europe's leading network on cultural management and policy.

Learn more about our amazing membership benefits and how you can be part of our growing network.

Visit us on the web!

#### A NETWORK WITH STRATEGIC INTERNATIONAL PARTNERSHIPS Bringing outside network perspectives from Asia and North America

How will cultural networks outside of Europe react and contribute to the discussions in Brussels on the topic of "New directions in sustaining cultural networks"?

With key strategic Memorandums of Understandings signed in 2016 and 2017 with the Association of Arts Administration Educators (AAAE) based in the United States and the Taiwan Association of Cultural Policy Studies (TACPS), ENCATC will bring a crucial international dimension to the Congress this September.



#### ENTER TO WIN A FREE PLACE AT THE CONGRESS

4 places at the 25th ENCATC Congress - valued at 390 EUR each

If you're receiving ENCATC News, you're most likely subscribed to our mailing list.

Committed to better understanding our audience and providing targeted information, ENCATC is kindly asking members and non members to update their profile in our database.



Being funded by the EU Creative Europe programme, our audience's information is also helpful for the European Commission and their statistics about audiences of EU funded projects.

As a thanks to our audience, each fully completed profile is entered in a drawing for special prizes ranging in value from  $go \in .3go \in$ .

Among these prizes are four places at the ENCATC Congress! The four winners will have the registration fee waived to attend the 25th ENCATC Congress on Cultural Management and Policy in Brussels. This offer does not include admission for the Annual Members Forum on 27 September which is open exclusively and for free to members of ENCATC, AAAE, and TACPS. The four winners will be responsible to cover all and any costs incurred related to travel, accommodation, and subsistence to attend the Congress. Eligibility: Open to all worldwide.

Other prizes include the ENCATC Library Package - valued at 125 EUR; the ENCATC Breakfast Learning Package - valued at 100 EUR; and the ENCATC Book Series Package - valued at 90 EUR.

To enter, updated your profile in our mailing list or if you're new, <u>subscribe!</u>

FOR MORE & CONDITIONS: https:// gallery.mailchimp.com/6f5972ce536767d137b4e687 7/files/8ed7d239-5040-4a23-8aa7-5036785fce3b/ ENCATC\_Prize\_Campaign\_2017.pdf



#### TRAINING

### Capacity Building Days and Youth in Action Day

15 -17 May 2017 in Venice, Italy



2017 marks the launch of ENCATC's first Capacity Building Days and Youth in Action Day. A newly designed addition to ENCATC's ambitious programming, the events demonstrate the network's commitment to develop more targeted offers for youth and tomorrow's leaders.

The aim of the Capacity Building Days and Youth in Action Day is to develop an interactive and intensive training. Over the course of three days, the event plans to increase youth and adult education professionals' knowledge about the policies and programmes in the field of culture and education. This will foster the exchange of experiences and good practices among the participants in terms of European project development and project management.

The methodology of the training is mixed. It is part seminar where participants will work self-directed. Another part will consist of study visits. There will be discussions and working groups. Participants will meet representatives from cultural institutions and organisations, which will give them the opportunity to discuss developments with them.

Mark your agendas! Registration will open next week. More information about the three-day programme will be coming soon.

PHOTO CREDIT: "Venice" by Alan Farhadi via Flickr CC BY 2.0

NETWORKING & WORKING GROUP MEETING 3rd ENCATC Working Group meeting on Evaluation

25 May 2017 in Lyon, France



Are you interested in knowing about the expectations of project leaders and co-operators of European cultural projects?

Join us for the third ENCATC meeting on "Monitoring and Evaluation of International and European Transnational Projects"!

Representatives from cultural organisations running projects such as Ambronay (eeemerging), Arty (We are Europe) and the Orchestra of Picardie (ONE is more) will share their experiences and insight with participants.

The meeting will take place in the framework of the <u>European</u> <u>Lab Forum 2017</u>, thus presenting the opportunity to discuss the meeting's topics in the larger context of culture, creation, innovation, new media and entrepreneurship.

Participants are invited to attend the festival NUITS SONNORE on the evening of 24 May. They will also have free attendance to the European Lab Forum on 25 and 26 May.

TO REGISTER:

https://www.eventbrite.co.uk/e/3rd-meeting-encatc-workinggroup-monitoring-and-evaluation-of-international-andeuropean-tickets-33305000152

Illustration by Freepik.com

#### TRAINING

Academy on learning on intangible heritage: building teachers' capacity for a sustainable future

15 -17 November 2017 in Bilbao, Spain



This Academy held in the framework of a project of the same name that is being done thanks to the support of UNESCO (see page 5 for more details).

The learning opportunity for teaching faculty in universities will be organised around six sessions. Sessions will include: Results of the project's mapping of heritage studies with focuses on intangible cultural heritage (ICH); Key concepts and themes of the UNESCO Convention 2003; How to transform ICH and Education for Sustainable Development (ESD) concepts for learning; Integrating ICH-ESD elements and principles into education; Visibility and sharing; and Reference materials for teachers.

Mark your agendas! A call for applications will be announced later this year.

PHOTO CREDIT: Kezka Dantza Taldea Eibar CC BY-SA 2.0

# WHAT HAPPENED IN APRIL?

#### MAJOR EU POLICY DEVELOPMENTS

## ENCATC invited to speak at the launch of the European Cultural Heritage Strategy for the 21st century in Limassol, Cyprus

"Strategy 21" (European Cultural Heritage Strategy for the 21st Century) was launched in Limassol, Cyprus on 6 and 7 April 2017 by the Council of Europe. Participants included senior policy makers and relevant stakeholders in Council of Europe Member States.

The strategy redefines the place and role of cultural heritage in Europe. It provides guidelines to promote good governance and participation in heritage identification and management, and disseminates innovative approaches to improving the environment and quality of life of European citizens.

The drafting process for the Strategy had taken place under the supervision of the Steering Committee for Culture, Heritage and Landscape (CDCPP) through a team of heritage experts, the Parliamentary Assembly of the Council of Europe and observers to the Committee, including Aisbl Herein, Europae Archaeologiae Consilium, European Association of Archaeologists, European Council of Spatial Planners ECTP, ENCATC, Europa Nostra, International Association Rurality-Environment-Development, and the International Federation of Landscape Architects. At the five meetings held from December 2015 to May 2016, the experts discussed the three components of the Strategy (social, economic and territorial development, knowledge and education components) and drew up a draft Strategy.

On 6 and 7 April in Cyprus, experts who took part in its drafting were invited to present. ENCATC member and EN-CATC Ambassador on Heritage, Claire Giraud-Labalte, was one such expert involved in the strategy's drafting. She was invited to speak at the event's "Knowledge and Education Component". During her presentation, she stressed the necessity of direct actions to raise awareness among citizens, lead education and training for youth, and provide heritage professionals with lifelong learning opportunities. Building on the awareness and education of European citizens, it is also important to guarantee a high level of excellence in heritage conservation, carry out and share research, and show how creativity in cultural heritage can capture the public's interest. For her, these are the key areas making up the knowledge and education component for the European Cultural Heritage Strategy for the 21st Century.

The event also included illustrative practical examples from different European countries as well as organised visits to



heritage projects in the Omodos area to appraise their implementation of the Strategy.

The strategy represents is a new step for cultural heritage in Europe as it takes an entirely new and innovative – interdisciplinary and multi-sectoral approach to heritage policy. It involves new intervention logic that relies on synergies among heritage stakeholders. Founded on three integral components (social, development and knowledge) the new approach is "smart" in the sense that its content is integrative, inclusive for stakeholders, and also financially favourable. Now the challenge is how to enhance all three components in a synergic way. The CoE Strategy suggests that overall consistency derives from the balance between the components and from the strength of their convergence.

LEARN MORE: <u>http://www.coe.int/en/web/culture-and-heritage/strategy-21</u>

#### CULTURAL HAPPY HOUR

# 36th ENCATC Cultural Happy Hour explores the world of Art Brussels



On 21 April in Brussels, 24 guests discovered the world of Art Brussels, Belgium's leading fair, which continues to build on its profile and track record as one of "*Europe's foremost discovery fairs*", as stated in the New York Times.

Welcomed with an introduction by the fair's Head of VIP Relations, Marie Vander Elst, guests learned how Art Brussels brings something different to the international art fair practices by privileging solid artistic content and profiling surprising artistic practices which one does not see at other art fairs.

To see first hand, Cultural Happy Hour guests had a private guided tour to discover the highlights among the more than 140 internationally established galleries coming from around the globe. The CHH guest list included artists, practitioners who were joined by representatives of UNESCO, the European Parliament, the European Commission, and regional authorities. The tour of Art Brussels included many of the galleries presenting outstanding booths in the art fair's PRIME section and some museum-quality presentations in the REDISCOVERY section. Together with the DISCOVERY section, this mix provides the necessary equilibrium a fair needs between the young and upcoming and the renowned and recognised.

#### SEE THE PHOTO ALBUM: <u>https://www.facebook.com/</u> ENCATC/

Photo above is of a work by Diana Al-Hadid.

#### WORKING GROUP ON EVALUATION

### Experts and practitioners gather for the 2nd meeting of ENCATC's Working Group on Evaluation

On 24 April, ENCATC organised the second meeting for its Working Group "Monitoring and Evaluation of International and European Transnational Projects". 25 participants from Belgium, the Czech Republic, France, Germany, the Netherlands, Sweden, and the United Kingdom were welcomed in Brussels. ENCATC Secretary General, GiannaLia Cogliandro Beyens, opened the meeting and presented the day's programme devoted to understanding the expectations of the community and institutions vis-à-vis EU Programmes (Creative Europe, Erasmus +, Horizon 2020, etc.). As a special guest, Mr. João Delgado from the European Commission presented the mid term evaluation of Creative Europe.

Continuing the focus on evaluation, the programme also included presentations on Horizon 2020 by Emanuela de Menna, Policy Officer - Cultural heritage, DG Research and Innovation, European Commission; Creative Europe by Fiona Deuss-Frandi, Project Adviser, Creative Europe, Education, Audio-visual and Culture Executive Agency, and the Global Grand Central platform by Marcus Haraldsson, Project Leader. The Working Group is being led by ENCATC member, Pascal Bonniel Chalier from University Lyon II in France. The WG will gather for the third meeting to be held on 25 May in Lyon alongside the European Lab Forum 2017. Registration is still open for those interested to participate.

TO REGISTER FOR THE THIRD WORKING GROUP MEETING IN LYON: <u>https://www.eventbrite.co.uk/e/3rd-meeting-</u> <u>encatc-working-group-monitoring-and-evaluation-of-</u> <u>international-and-european-tickets-33305000152</u>



# ENCATC IN CONTACT

For this ENCATC in Contact Interview we sat down with ENCATC Research Award winner Alessia Usai. Her book "The Creative City. Cultural Policies and urban regeneration between conservation and development" has been published in the ENCATC Book Series on Cultural Management and Cultural Policy Education. Learn how the Award has impacted the career of a talented young researcher.

#### Since winning the 2nd ENCATC Research Award on Cultural Policy and Cultural Management what have you been doing?

In November 2015, after the Award, I presented my research on creative and cultural networks at the 9th Study Day "Green and Blue Infrastructures" of the Italian National Institute of Urban Planning. In 2016, I have published a monography in Italian on the advanced cultural districts (original title: "Il distretto culturale evoluto. Beni culturali e pianificazione del territorio nella sfida futura").

Last year I continued working as a Research Fellow at the Department of Civil and Environmental Engineering and Architecture, University of Cagliari in Italy. My research is now focused on landscape planning and historic building heritage. Particularly, I'm interested in the definition of a methodological framework and guidelines for the adaptation of Recovery Plans for historical centres to the Regional Landscape Plan in Sardinia region. In March 2016, I received the title of Assistant Conservator of cultural heritage / technician of restoration, issued by the Italian Ministry of Culture.

I've also been keen to keep in close contact with ENCATC and its activities. This has been important to internationalise my career since they have members in 40 countries in Europe and

around the globe. In 2016, ENCATC invited be to be a presenter at its 24th Annual Conference in Valencia during the programme's Transfer Knowledge Session. I was also selected by the 7th Annual ENCATC Research Session's Scientific Committee to present a paper, "How cultural and creative industries are redefining policies for the historic urban landscape" which specifically takes interest in the Italian Capitals of Culture. This paper, written with my PhD Supervisor Anna Maria Colavitti, Associate Professor in Urban Planning, was then published in 2016 in the ENCATC Book "Cultural Management Education in Risk Societies - Towards a Paradigm and Policy Shift?!".

Then, on 16 December of last year in Brussels, ENCATC organised the book

launch of "The Creative City. Cultural Policies and urban regeneration between conservation and development". In Brussels, this was an occasion for me to present the book to an international audience of academics, researchers, cultural managers, artists, and EU policy makers. To see my work published in the ENCATC Book Series on Cultural Management and Cultural Policy Education was an important milestone for me. This is the first time my work has been translated in English which will mean it'll reach more audiences outside of Italy. Moreover, I am honoured to have the recognition that comes with publishing with a renowned international academic publishing house such as P.I.E. Peter Lang.



This year I began teaching a course entitled "Design with Nature: nature, environment and landscape in urban planning" for Bachelor's and Master's students at the University of Cagliari.

### What were the main conclusions of your winning PhD thesis?

My PhD thesis focuses on the relationships between the creative city theories and the planning approach introduced by the European Landscape Convention in order to identify best practices for the development of innovative cultural policies and new urban regeneration tools.

The research is characterized by a cross-cutting approach to cultural heritage. It proposes a new model for the design of advanced cultural districts consisting of a benchmark methodology and a "toolbox" of spatial, economic and social indicators that can be used to build the necessary knowledge. Finally, having Sardinia Region (IT) as reference, the study offers a picture of programmes and plans to which the methodology and the toolbox can be applied outlining their potential impacts within cultural and spatial planning.

#### Where and how you do hope your research will have the greatest impact?

I hope my research will have the greatest impact on planning tools for the historical urban landscape and on the studies on creative and cultural networks in Sardinia (IT), the region where I work and live. I hope to use my knowledge and research to contribute to local and regional projects that can benefit from the findings of my PhD research.

In 2016, I was part of a research project "Landscape planning and historic building heritage: definition of a methodological framework and guidelines for the adaptation of Recovery Plans for historical centres to the Regional Landscape Plan in Sardinia". This project offers me the chance to investigate the impacts of cultural networks and clusters on the historical urban landscape for their management in urban policies. I hope my research will have an even wider European and international impact as it is disseminated in the second volume publication in the EN-CATC Book Series on Cultural Management and Cultural Policy Education. I think the Sardinia region can provide best practice and be an interesting case for others working on historical urban landscapes.

#### How does as Award like this one helped to support the career of a young/early career researcher who has recently completed their PhD thesis?

The ENCATC Research Award has given an international breath to my research allowing me to reach a wider audience. It is also a fantastic opportunity to have my work translated and published in English which will also make it accessible to a wider audience outside of Italy. Moreover, thanks to ENCATC network, I have known researchers and practitioners interested in my research for future collaborations. Being part of the international community of researchers interested in cultural management and policy issues so early in my career has been a fantastic opportunity. I don't know without the Award, I would have had invitations as early in my career to speak at international events such as the 24th ENCATC Annual Conference in Valencia and the 3rd ENCATC Research Award Ceremony.

The recognition of the ENCATC Research Award and the cultural policy and cultural management research community has been very beneficial. And ENCATC has continued to take interest in my career after having won the Award, not just with the honour to publish in its book series with Peter Lang and the 24th Annual Conference e-book, but also the speaking opportunities to raise my international profile. If the past 18 months since winning the Award are any indication, I'm looking forward to more opportunities to exchange and share knowledge with a network of scholars doing exciting research in cultural policy and cultural management.



Dr. Alessia Usai presenting *The Creative City* at the ENCATC Book Series launch in Brussels, December 2016.

#### FOR MORE INFORMATION ABOUT THE ENCATC BOOK SERIES AND THE CREA-TIVE CITY:

www.peterlang.com/view/ product/77874

Dr. Alessia Usai was one of two winners of the 2015 ENCATC Research Award. A civil engineer, she is a Research Fellow (Assegnista di Ricerca) at the Department of Civil and Environmental Engineering and Architecture, University of Cagliari. Her research interests include cultural heritage, historical centres and landscape in regional and urban planning. She holds a PhD in Technologies for the preservation of the architectonic and environmental heritage with a dissertation on the creative city and cultural heritage in urban and regional planning. It's been almost 18 months since she won the Award in November 2015 in Brussels. Since then, her first book translated into English has been published in the ENCATC Book Series on Cultural Management and Cultural Policy Education. ENCATC caught up with Alessia to learn about what she has been up to since winning the Award.

# NEWS FROM OUR MEMBERS



### MEMBER STORIES: CROATIA, ITALY, POLAND, & THE UNITED KINGDOM Study on audience development published: How to place audiences at the centre of cultural organisations

On top of being a buzzword in certain parts of the cultural world for few years now, audience development is one of the new priorities of Creative Europe.

It brings audiences/ spectators/ users/ citizens/ participants under the spotlight for the first time, on an equal footing with artists and cultural organisations. Current experience existing in the cultural sector (inside and outside the Creative Europe programme), is fascinating, although fragmented and scattered across the continent. This topic is an essential vector for the relevance and sustainability of any cultural entity at the financial, social and even cultural levels.

The new study "How to place audiences at the centre of cultural organisations" published on 21 April, was undertaken by a consortium led by ENCATC member, Fondazione Fitzcarraldo, together with Culture Action Europe, ECCOM and Intercult. ENCATC members Alessandro Bollo and Alessandra Gariboldi from Fondazione Fitzcarraldo were among the authors. More ENCATC members were invited to take part in a group of additional experts in the field of

audience development – with various backgrounds and nationalities – to collaborate and integrate with the Consortium team: Marcin Poprawski – AMU Culture Observatory, Adam Mickiewicz University (Poland); Antonia Silvaggi – Melting Pro (Italy); Anne Torreggiani and Jonathan Goodacre – The Audience Agency (UK); and Dea Vidovic, Kultura Nova Foundation (Croatia). ENCATC was also part of a group of relevant institutions, networks and entities associated and committed to the project and taking part to the advisory board.

The aim of the study is to provide innovative approaches in the area of audience development, possibly providing a basis for selection criteria in future calls for proposals launched by Creative Europe. Moreover, the study aims to equip cultural leaders with the means to make a convincing case within their organisation for becoming more audiencecentric, and to investigate peer-learning opportunities.

DOWNLOAD THE FINAL REPORT: https://bookshop.europa.eu/en/study-on-audiencedevelopment-pbNC0116644/



Do you have a member story to share? We'd love to share your story collaborating with other ENCATC members in our upcoming issues of this e-newsletter. Send in your collaboration to <u>e.darley@encatc.org</u>.

#### CZECH REPUBLIC

Janáček Academy of Music and Performing Arts

### The International Festival of Theatre Schools SETKÁNÍ/ENCOUNTER 2017 holds its 27th successful edition

The International Festival of Theatre Schools Setkání/ Encounter was organised by the students of the Janáček Academy of Music and Performing Arts in Brno. It is a part of education syllabus of the Theatre Management Department. The 27th edition took place from 28 March to 1 April 2017 in Brno, Czech Republic.

Every year the festival hosts students from 12 to 15 different artistic academies from around all the world, however the core of participants is formed by the schools located in Europe.

All the attendees and participants were presented with a dynamic offer that included 25 main programme performances, 10 off- programme performances, workshops, evening parties, and morning discussions during the festival's week-long programming. The pedagogues and festival guests also exchanged best practice and addressed common challenges during the Meeting of Pedagogues, organised in the framework of the festival.



On the evening of 1 April at the Closing Ceremony, the festival's prestigious Marta Awards were given to: Max Gindorff (actor, role Hyppolytos) – *Phaedra's Love*, Max Reinhardt Seminar in Vienna, Austria; Weronika Kowalska (actress) – *Towards the Depth*, PWST National Academy of Theatre Arts in Krakow, Poland; Hrvoje Korbar (director) – *The Metamorphosis*, The Academy of Dramatic Art in Zagreb, Croatia; Santiago Bello (actor) – *Insomnia*, Theatre Academy Dimitri in Verscio, Switzerland; and Maciej Musiałowski (actor, role Huw) – *The Devil Inside Him*, The Polish National Film Television and Theatre School in Lodz, Poland.

FOR MORE: http://www.encounter.cz/ https://www.facebook.com/setkani/

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# ENCATC LABELLED EVENT

#### GERMANY

european centre for creative economy

### Providing guidance to prospective artists and creatives

On 9 May, a future as an artistic, cultural and creative professional is kicking off in the Ruhr region in Germany. ENCATC member, the european centre for creative economy, is launching a seminar series intended to provide students with guidance and a glimpse into real-world practices. The first seminar is being held at the University of Duisburg-Essen's Essen campus.



Next, there will be a seminar each Tuesday evening, alternating between different university institutions in the Ruhr region. What is good about the seminars is that the are not just theoretical; instead, students will get a chance to hear about the actual experiences of people working in graphic design, theatre, cultural education, music or journalism.

The seminars are mainly aimed at students, but are open to young freelancers too. It will be an opportunity to network and explore burning questions for recent or soon-to-be graduate such as: How do I get work? What about health insurance and pensions? How do I calculate and negotiate hourly and daily rates? The seminar programmes will be inviting experts to provide answers and stimulate discussions.

FOR MORE INFORMATION: https://www.eventbrite.co.uk/e/akquise-biszahlungseingang-mit-tim-heinrich-tickets-32318477436

ENCATC CONTACT: Bernd Fesel <u>fesel@e-c-c-e.com</u>

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### MONTHLY



ENCATC News Feeling too much is happening too fast? Ease your mind as we work to find and compile key EU policy developments, calls, publications, events, conferences and more. You'll get what you and your institution need to stay on top of progress and opportunities in our field.



inspiration!

**ENCATC interview series** 

Our interview series brings you discussions with people at the very top of our field, inspiring cultural

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with colleagues, or if you are just in need of some

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### TWICE-YEARLY



#### /encatcSCHOLAR

This is a unique tool for education and lifelong learning on arts and cultural management and policy. With the teaching needs of educators and trainers in mind, we publish unique content, exclusive interviews, case studies, conference reports and more from around the globe and across sectors useful for the classroom and in the field.

#### YEARLY



#### ENCATC Journal of Cultural Management and Policy

Be part of the stimulating debate on hot research topics in our field happening among scholars, educators, policy makers and cultural managers. Benefit from the Journal's scientific rigor to bring you a multidisciplinary perspective bridging theory and practice.



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Designed to promote the work of young promising researchers, this series is a must for your university library or collection on the topic of cultural management and policy.



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#### ENCATC video series

Our YouTube channel is rich with more interviews with leading thinkers and influencers.

Useful to launch classroom discussions and compliment your existing teaching material.

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# WHERE WILL YOU GET THE LATEST UPDATES HAPPENING IN THE FIELD OF CULTURAL MANAGEMENT AND POLICY?

*ENCATC News* is a trusted source for what is happening in the wide field of cultural management and policy. Since it's creation, ENCATC has dedicated itself to keeping its members abreast of the latest developments in the field, as well as highlighting a plethora of opportunities for them to deepen their knowledge and advance the visibility of their institutions as well as their careers. Furthermore, in each issue our readers can learn from peers in the ENCATC in Contact interview series, see what other members and cultural organisations are contributing to the field, and consult recently published books, studies, and reports.

*ENCATC News* is an electronic newsletter produced for ENCATC members by the ENCATC Secretariat in Brussels. A shorter *Digest* version is made available to non members.

#### ENCATC IS THE LEADING EUROPEAN NETWORK ON CULTURAL MANAGEMENT AND POLICY.

It is an independent membership organisation gathering over 100 higher education institutions and cultural organisations in over 40 countries. ENCATC was founded in 1992 to represent, advocate and promote cultural management and cultural policy education, professionalize the cultural sector to make it sustainable, and to create a platform of discussion and exchange at the European and international level.

ENCATC holds the status of an NGO in official partnership with UNESCO, of observer to the Steering Committee for Culture of the Council of Europe, and is co-funded by the Creative Europe programme of the European Union.

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