



Vilnius, 1-2 October 2013

READY FOR TOMORROW?

Culture as an Agent
for Social and Economic
Transformation
EU Presidency Conference



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MINISTRY OF CULTURE
OF THE REPUBLIC
OF LITHUANIA



Co-funded by
the Culture Programme
of the European Union

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CONCEPT NOTE



Photo courtesy Cultural Volunteers

For culture policy makers, the timing of the Lithuanian presidency of the European Union comes at an interesting and important juncture of three sets of discussions. The first of them is an on-going debate about the need to restore the competitive edge of the EU and its member states and return to long term sustainable growth in the aftermath of a severe economic crisis. It centres around the European growth strategy EU 2020, which aims at smart, sustainable and inclusive growth but features culture only very indirectly.

Related to this is the on-going fiscal consolidation in many EU member states, which puts national cultural expenditures on a strict diet. EU 27 expenditure for culture, as well as also recreation and religion decreased from 1.2% of GDP in 2008 - 2009 to 1.1% in 2011, and the downward trend by 0.1-0.4 percentage points in expenditure has been observed in 20 member states out of 27. On the other hand, the overarching agreement about the parameters of the framework for the EU budgetary expenditures for 2014-2020 was reached in February 2013 by the heads of the states and governments of the EU member states. It enables the Council and the Parliament to work out the governing rules for expenditure, and the European Commission and member states to finalize the work on the concrete public interventions supported by the EU structural and cohesion funds and the EU programmes. Negotiations between the Commission and EU member states benefiting from the structural and cohesion funds over the content of planned expenditures have been going on since July 2013 with a view to finalization before the planned entry into force of the new EU budget on 1 January 2014.

The third set relates to the culture sector itself, where calls have been made to reshape the policy in order to adapt to the (i) rapid technological change of the past decade – the digital shift – which is impacting strongly on the fabric of European societies, the ways individuals interact and access culture, as well as on the ways the cultural content is created, (ii) higher, though still not full awareness about the contribution of culture and the creative industries (CCI) to economic development, (iii) increased competition for (smaller) public financing and the consequent pressure to rely on market solutions, especially during times of fiscal austerity.

There is a feeling among culture policy makers and experts that the case for culture is not adequately reflected at the EU, and in some cases, national levels. In other words, in their view the role of culture is at best seen as instrumental of the EU 2020 strategy, and, consequently is marginal in the European Commission's Strategic Reference Framework for 2014-2020 which shapes negotiations over the use of the EU structural and cohesion funds. Policy makers have been criticized for hanging on to traditional ways of looking at culture as an input provider to tourism and environmental objectives and therefore limiting the focus of interventions to heritage and cultural infrastructure.

On the one hand, even if partial and incomplete in the eyes of many culture policy analysts, there is an acknowledgement of the contribution of culture towards economic growth through culture and creative industries. However, other creativity-driven roles, such as fostering social cohesion, responsible behaviour towards the environment or creativity and flexibility as skills necessary to solve contemporary individual and social challenges (and thus ensuring smooth social change) are not yet sufficiently appreciated. Yet they are far more important, though sometimes less direct for the longer term post-industrial developmental agenda. Crucially, the prevailing argument still views culture at best as renewable and not needing much investment or, at worse as consuming resources. As a consequence, the narrow 'departmental' (sector based) approach still dominates in culture policy making without much interaction with other policy fields. The culture sector itself has contributed to such a perception, by preferring its traditional self-containing role rather than to a demonstration of the added social and economic value.

This in turn has been caused by internal struggles within the sector to protect existing infrastructure and employment. The capacity gap, not least to participate in the policy shaping of other sectors and appreciation of a wider policy context, has been evident too.

On the positive side, some EU member states have already strategically switched or decided to do so to culture-led or culture and creative industries-led long term development strategies. Some are acutely aware of the need to install culture as an engine of developmental policy. Some are attempting to apply culture as a fix to the existing burning challenges of societal cohesion. The European Commission went a step up recently (in its September 2012 communication) and put a stronger emphasis on the role of culture for growth and jobs in the EU, though within the well-established culture and creative sectors, also within the digital sector

and not yet in a wider context. This agency of culture for social and economic transformation is inseparable from access to culture, or mobilization of society or particular social groups through culture.

Even if insufficient for this more ambitious role of culture, the impact of European Union structural funds and programmes has been important to the improved governance at the national level, especially for the member states still benefitting from the EU's structural assistance. It helped to achieve interdepartmental communication and co-operation and better governance within the culture sector through a shift towards result orientation and improved transparency, decision making procedures and financial management. Crucially, it expanded the planning horizon both in time and in scope and provided a stable financial framework. This needs to be continued with perhaps a higher emphasis on interdepartmental co-operation in the future.

Against this background, the Lithuanian EU presidency is organizing a conference with a view to discussing the role of culture in meeting the current social and economic challenges, the need for policy change, the corresponding public investment and the evidence both to support the case for culture and measure the effectiveness of policy. This conference will be an opportunity for networking and an exchange of views between various departments of policy making within the governments of EU member states and the EU institutions, most notably the European Commission and the European Parliament. It will also engage the expert community (EENC and other working forums).

The conference presentations and discussions will lead to a Presidency Statement on strengthening the case for the culture and creative sectors as contributors to social and economic transformation (culture-led development), to be issued for the Informal Meeting of Ministers of Culture and Audiovisual Affairs on 2 October 2013 in Vilnius.



PROGRAMME

Tuesday, 1 October

8.45-9.30 Conference Registration and Refreshments

Lithuanian Academy of Science, Gedimino pr. 3

9.30-10.00 Opening Addresses

Šarūnas Birutis, Minister of Culture, Lithuania

Androulla Vassiliou, Commissioner for Education, Culture, Multilingualism and Youth, European Commission

Doris Pack, Chair of the Culture and Education Committee, European Parliament

SESSION 1.

Culture: Relevant But Not (Yet) Evident Enough

This session aims at tackling the need for cultural policy change so that both societies and the cultural and creative sector are ready to face the (developmental and internal cohesion) challenges of tomorrow (ready for tomorrow). The notion of culture as a developmental agent (driver) is relevant for many policy fields, such as, to take just the most notable examples, the economy (making European societies more competitive through a contribution to entrepreneurial skills as well as innovation) and society (making it more cohesive and happy, i.e. ensuring a better quality of life). On the other hand, the sector's adjustment to this will be explored both as a new emerging narrative (the so-called Culture 3.0) and a fix to currently existing societal problems.

Keynote Presentations

Moderated by Péter Inkei, Director of the Budapest Observatory, Hungary

10.00-10.20 Pier Luigi Sacco, IULM University, Italy

Culture 3.0 as a new narrative: the impact of culture on social and economic development and how to measure it

10.20-10.40 László Bruszt, European University Institute, Hungary/Italy

Culture as a cause and consequence: the impact of European Union strategies in fostering social cohesion

10.40-11.00 Andreas J. Wiesand, ERICarts Institute, Germany

Finally 'In from the Margins'? Cultural policy change in EU member states – comparative perspectives

Coffee / Tea Break

Reflection Panel

Moderated by **Mikko Lagerspetz**, Åbo Akademi University, Finland

11.30-12.30 With the participation of **Šarūnas Birutis**, Minister of Culture, Lithuania, **Rein Lang**, Minister of Culture, Estonia, **Doris Pack**, Chair of the Culture and Education Committee, European Parliament, **Jan Truszczyński**, Director General for Education, Training, Culture and Youth, European Commission, **Anton Rombouts**, Chair of Commission for Education, Youth, Culture and Research (EDUC), Committee of the Regions

12.30-14.00 Lunch

SESSION 2

Public Interventions for Culture: European and National

The aim of this session is to assess whether the EU/national level action (in designing policies supported by public investment) stands up to the social and cultural changes and challenges, the needs of the cultural and creative sector and other policy fields (and sectors) seeking inputs from the cultural and creative sector. The session will tackle several issues. How should the sector start moving from sole investments into the preservation of heritage and cultural infrastructure (where investments, national and European, are still needed and will continue to be needed), to investing in culture as an agent for social and economic innovation? How can the culture sector learn about the needs of the other sectors so it can contribute? How can the opportunities of the digital shift be realized? How can EU level action and positive experiences with structural funds strengthen and catalyse changes in national culture policy making (for those who still need it)? Is effective cross-sectorial co-operation in this regard an inherent feature of dominant public administrative cultures or can good examples and practices be imported? How can the sector be assured that going 'horizontal' (in the EU 2020 strategy and programming of the structural assistance for 2014-2020) is a winning strategy, and will not lead to the taking away of financial assistance?

Contributions from the European Commission

Moderated by **Darius Žeruolis**, partner, ESTEP consultancy, Lithuania

14.00-14.20 **Karel Barták**, Head of the Culture Programme Unit, Directorate-General for Education and Culture
Culture in the EU 2020 strategy and Creative Europe programme 2014-2020

14.20-14.40 Representative of the Directorate-General for Regional Policy
Negotiating Culture: the state of play of the European Commission's negotiations over the Partnership Contracts with the member states for the use of EU structural funds

14.40-15.00 **Javier Hernández-Ros**, Head of Unit Creativity, Directorate-General for Communication Networks, Content and Technology
Digital culture: new paradigms, challenges and opportunities

Coffee / Tea Break

Contributions from the Member States

Moderated by **Vesna Čopič**, Ljubljana University, Slovenia

15.30-15.50 **Ragnar Siil**, Undersecretary of State for Fine Arts, Ministry of Culture, Estonia
How to make creative industries development strategies work? The key elements for success and major pitfalls

15.50-16.10 **Ramūnas Dilba**, Deputy Director of Department for Management of EU Structural Funds, Ministry of Finance, Lithuania
Culture as a horizontal priority in the Lithuanian long-term Progress Programme for 2014-2020: challenges and opportunities

16.10-16.30 **Clas-Uno Frykholm**, Director of the Swedish Agency for Cultural Policy Analysis
Decentralizing distribution of state cultural funding – a way to promote cross-sectorial perspectives in cultural policy. The Cultural Cooperation Model in Sweden

16.30-16.50 **Pierre Lescure**, General Director of the Marigny Theatre, author of the report 'The Cultural Exception – Act 2: Contribution to Cultural Policies in the Digital Era', France
Developing proactive cultural policies in the digital environment

17.00 Close of Day 1



Wednesday, 2 October

SESSION 3.

Tracing the Evidence in Public Interventions for Culture

This session will be twofold. In the plenary format it will look into the systemic issues of the evidence-based approach to culture policy making and considerable financial and operational benefits which could arise from better use of data and better understanding of cultural participation, consumption and the impact of culture. A tone-setting presentation will open the session which will later adjourn to four parallel groups which will explore concrete examples of investment/interventions in several culture areas, grouped around 1. creative partnerships and education, 2. libraries, culture houses and community participation, 3. innovative use of heritage and 4. the digital offer.

These concrete case studies will be addressed in an analytical way and will discuss the following elements:

- Explanation of innovation and the logic of intervention
- Results achieved and evidence of impact
- The prospects of sustainability and the possibility of replication in other countries/ contexts
- If any: good practices in the project set-up and management as well as evidence collection
- If relevant: explanation of inter-sectorial co-operation and factors behind its success.

This will be useful not only for the purpose of learning from good examples, but also for testing the new approach by the European Commission in assessing the logic of intervention, in which the result indicators are directly linked to the activities of an (financial) intervention.

Introductory Presentation

Moderated by **Arūnas Bėkšta**, Chair of the Lithuanian Association of Adult Education

- 9.00-9.40** **Paul Moore**, Professor of Creative Technologies, Head of School of Creative Arts, University of Ulster, **Anthony Lilley**, Chief Creative Officer and CEO, Magic Lantern Productions Ltd

Counting What Counts: data as an asset for cultural policymakers and practitioners

PARALLEL SESSIONS

Practical info: delegates will be asked to choose a session during the first day of the conference

10.00-11.30 Parallel session No. 1

Creation of Demand for Culture: Creative Partnerships for Schools and Museums

Moderated by
Vilma Bačkūtė

Ida Brændholt Lundgaard

Senior Advisor for Museums, Danish Agency for Culture

Museums as social learning spaces for knowledge creation

Milda Laužikaitė

Head of Programme "Creative Partnerships Lithuania", Education Development Centre

„Creative Partnerships Lithuania“: challenging the assumptions about school

Sybille Linke

Head of Programme "Cultural agents for creative schools", Forum K&B GmbH, Germany

Cultural agents for schools in Germany

Parallel session No. 2

Re-positioning of Context for Cultural Services: Libraries, Culture Houses and Community Participation

Moderated by
Vesna Čopič

Kęstutis Juškevičius

Head of Project "Libraries for Innovation", Lithuania

"Libraries for Innovation": new role of libraries in digital age as model for emulation and continuation in 2014-2020

Kristīne Pabērza

State Agency Culture Information Systems, Latvia

The boundaries of public library services redefined: evidence of social and economic potential in Latvia

Péter Inkei

Director of the Budapest Observatory, Hungary

Culture houses, the Cinderella in European cultural policies

Parallel session No. 3

Heritage and Conversion of Buildings / Spaces for Innovative Cultural and Social Use

Moderated by
Gediminas Rutkauskas

Erminia Sciacchitano

Ministry of Cultural Heritage and Activities, Italy

Shifting the centre: people at the heart of heritage policy in Italy

Przemysław Niedźwiecki

Deputy Director of the Department of European Funds, Ministry of Culture and Heritage, Poland

The idea of 'creative cities' as a source of shaping urban space with the help of EU investment

Luciano Cupelloni

Architect, LCA - Luciano Cupelloni Architettura, Italy

Industrial heritage in Rome: from slaughterhouse to cultural complex

Parallel session No. 4

Access to Culture through Digital Shift: from Digital Preservation to Demand for Digital Content

Moderated by
Zinaida Manžuch

Jill Cousins

Executive Director, Europeana Foundation, The Netherlands

Europeana and the cultural heritage ecosystem

Paul Manwaring

Creative Director, Glimworm, The Netherlands

Collaboration for effective digital content distribution: creating interactive mobile platforms with open culture data and cultural heritage content

James Davis

Program Manager Global Operations, Google Art Project, United Kingdom

Building a museum of museums on the web



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Coffee / Tea Break

12.00-12.45 Feedback from Parallel Sessions

Moderated by **Andreas J. Wiesand**, ERICarts Institute, Germany

Vilma Bačkiūtė, Ministry of Education and Science, Lithuania

Vesna Čopič, Ljubljana University, Slovenia

Gediminas Rutkauskas, Vilnius Old Town Renewal Agency,
ICOMOS expert, Lithuania

Zinaida Manžuch, Faculty of Communication, Vilnius University,
Lithuania

12.45-13.00 Concluding Remarks by the Lithuanian Presidency and
Close of the Conference

Interpretation

The language regime for the plenary sessions of the conference is 4/4,
interpretation into and from Lithuanian, English, French and German will be provided.
The working language of the parallel sessions on 2 October is in English only.

SPEAKERS



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Vilma Bačkiūtė

Vilma Bačkiūtė works for the Lithuanian Ministry of Education and Science, where her key responsibilities include language education policy and multilingualism issues. She has extensive experience in project management and teacher training. Previously, she worked as a partnerships and projects manager for the British Council in Lithuania for ten years. Vilma coordinated and implemented a number of national and international programmes and projects in the area of language education and creative industries. To mention a few, Young Creative Entrepreneur Awards, Creative Cities, Language Rich Europe, and a number of others. Vilma's new area of interest and responsibility within the Lithuanian Presidency 2013 of the Council of the EU is leadership in education.



Karel Barták

Karel Barták has been the Head of the Culture Programme Unit in the Directorate-General for Education and Culture of the European Commission since June 2013. Previously he managed the Communication Unit and the Youth Policy Unit in DG Education and Culture. Before joining the Commission in 2006, he worked as a journalist and media manager in the Czech Republic, France, Russia and Brussels. He worked in Brussels as a correspondent for the Czech News Agency since 1995.



Arūnas Bėkšta

Arūnas Bėkšta is chairing the Lithuanian Association of Adult Education. He is also a management consultant and trainer. Arūnas Bėkšta was the Minister of Culture from 1999 to 2000, Head of the International Cooperation Unit at the Lithuanian Institute of Public Administration from 2000 to 2005. He was leading the "Lithuanian Higher Education, Research, Life Long Learning and Human Capital" expert panel in 2010. His areas of interest are lifelong learning, educology, higher education, public management and cultural heritage.



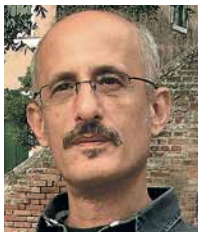
Šarūnas Birutis

Šarūnas Birutis is the Minister of Culture of the Republic of Lithuania. He is also a member of the Parliament of the Republic of Lithuania, member of the Committees on Foreign Affairs and European Affairs. Previously he took part in the Vilnius City Council and from 2004 to 2009 he served as a member of the European Parliament. Since 2009 Šarūnas Birutis was a representative of the Lithuanian Industrialists Confederation to the Parliament and Government of the Republic of Lithuania. He was also the President of the Baltic-Indian Chambers of Commerce and the Vice-president of the Lithuanian-Indian Forum.



Ida Brændholt Lundgaard

Ida Brændholt Lundgaard is Senior Advisor for Museums at the Danish Agency for Culture. She is Project Manager for the Education Plan for Danish Museums, a national framework aiming at improving the educational role of museums in the society. She is Associate Professor at the Department of Material Culture and Education, Aarhus University. Ida has been Head of Education at Louisiana Museum of Modern Art from 1996 to 2007. During that period she was involved in numerous European and national projects on culture and education exploring new strategies in working with arts and education in museums and galleries, developing potential in intercultural dialogue and cultural diversity.



László Bruszt

László Bruszt is Head of the Political and Social Sciences Department at the European University Institute, Italy. Since 1992 he has been associate professor and professor at the Department of Political Sciences at the Central European University, Hungary. His research field includes the issues of democratization, the interplay between transnationalization, institutional development and economic change.

In his latest research he explores the different strategies used by EU to impose its policies and rules on Central and Eastern European countries. He also contributed to a research initiative to explore the formation of Transnational Integration Regimes.



Vesna Čopič

Vesna Čopič graduated from the Faculty of Law and made her Ph.D. on non-profit management at the Faculty of Social Sciences at the University of Ljubljana. Throughout the 1990s she prepared the legislation in the sphere of culture and she was involved in the evaluation of Slovenian cultural policy. She participates as an expert in some programmes of the Council of Europe, EU research projects and UNESCO activities. Her principal interests are legislation, cultural governance and cultural policy. She is a lecturer of cultural policy and cultural management at the Faculty of Social Sciences at the University of Ljubljana.



Jill Cousins

Jill Cousins is the Executive Director of the European Foundation, responsible for Europeana.eu, and Director of The European Library. She is a member of the Board of Globethics and advises on the development of other digital libraries. She has many years experience in web publishing, which are now being applied to the libraries and the cultural heritage arenas. Her past experience includes working as European Business Development Director of VNU New Media and scholarly publishing with Blackwell Publishing, running their online journals service. Prior to publishing, she had a variety of marketing and research careers in the information field.



Luciano Cupelloni

Luciano Cupelloni is Professor at the Faculty of Architecture at Sapienza University of Rome. His professional activity embraces the fields of industrial archaeology, modern architecture and urban spaces. He is the main author of the project “Alternative Economy City”. It is an innovative proposal for the reuse of an abandoned facility – a former slaughterhouse – and is merited for the effort to bring new life to a historical setting. Specifically noteworthy is the idea of site recycling, a measure that promises to generate new activities and connections within the city. Considerable effort has been made to respond to communal needs while remaining sensitive to the existing context.

**James Davis**

James Davis is Programme Manager for the Google Art Project, overseeing global operations with museum partners, managing product development and design for the public website and helping drive the project's strategic direction in the context of Google's various cultural programs. Prior to this he spent seven years at Tate, conceiving and rebuilding the new user-oriented online collection, and delivering award-winning interactive interpretation for the galleries at Tate Britain. In the past he produced multiple videogames for Nintendo and Sony consoles, and holds a Master's degree in Interaction Design from the Royal College of Art in London.

**Ramūnas Dilba**

Ramūnas Dilba is the Deputy Director of Department for Management of EU Structural Funds at the Ministry of Finance of the Republic of Lithuania. Previously he was the Head of Operational Programme Management Division. Ramūnas Dilba is the official representative for the Transnational Cooperation Committee and the official member of the European Social Fund Committee. Previously he was a Senior Project Manager of the Central Project Management Agency.

**Clas-Uno Frykholm**

Clas-Uno Frykholm is the Director and Chief Executive of the Swedish Agency for Cultural Policy Analysis. He holds a Ph. D in Pedagogy and has a background as an evaluation researcher. He was previously Director of the Centre for Evaluation Research in Sweden and Regional Director of the Swedish National Agency for Education. He was also Head of the Evaluation Department of the Swedish National Agency for Higher Education, Deputy University Chancellor of Sweden and Director of Evaluation at the Swedish Foundation for Strategic Environmental Research.

**Javier Hernández-Ros**

Javier Hernández-Ros is the Head of "Creativity" unit, Communications Networks, Content and Technology DG. He joined the European Commission in 1986 and was involved in technology transfer and innovation policies. From 2002 to 2010 he was Head of the "Access to Information" unit, promoting legal initiatives to support the development of the digital content industry. In 2011, he took over as Head of "Cultural Heritage and Technology Enhanced Learning" unit, responsible for research and innovation actions in the domains of Technology Enhanced learning, Digital Preservation and ICT for Access to Cultural Resources. Since July 2012 he heads the "Creativity" unit within the DG for Communications Networks, Content and Technology. It provides research and innovation funding for the creative and cultural industries and promotes policies for the digitisation and on-line accessibility of Europe's cultural heritage.

**Péter Inkei**

Péter Inkei is the Director of the Budapest Observatory: Regional Observatory on Financing Culture in East-Central Europe. He has done consultancy in various fields of cultural policy, among others for the Council of Europe and the European Commission, is author of the Hungarian entry of the Compendium of cultural policies, and has been a speaker at various international conferences. Previously, he held various positions in the civil service, including deputy state secretary for culture. Péter Inkei has also worked in publishing – with Central European University Press – and was Founding Director of the Budapest International Book Festival in 1994.



Kęstutis Juškevičius

Kęstutis Juškevičius has majored in informatics and for the last 25 years his main interest focused on applications of information technologies to social, cultural and public administration fields. He has participated in creating digital archives of old sound records, developing multimedia electronic books and computer aided learning courses. Since 1998 he has also served as the Information Program Officer in Open Society Fund - Lithuania and was leading the ICT projects in medical, cultural, civic fields. Kęstutis was also leading the project “Libraries for Innovation” (2007-2013).



Mikko Lagerspetz

Mikko Lagerspetz is a Professor of Sociology at the Åbo Akademi University, Turku. Previously, he worked at Tallinn University, Estonia, as Professor and Director of the Centre for Civil Society Study and Development. He has published more than 90 scientific publications mainly on civil society, cultural policies, minorities and social problems. In 2004, he received the Estonian Annual State Prize for Research in the Social Sciences. He is one of the authors of the website “Compendium of Cultural Policies and Trend in Europe” (www.culturalpolicies.net).



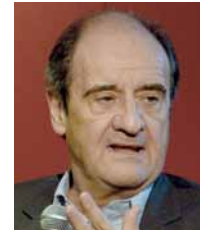
Rein Lang

Rein Lang is the Minister of Culture of the Republic of Estonia. He has worked in the government since February 2005, first as Minister of Foreign Affairs and then for several years as Minister of Justice. From 2003 to 2005 Rein Lang held the position of Vice President of the Estonian Parliament, and before this he was Assistant Mayor of Tallinn in charge of culture and education. Earlier Lang was active in the media, where he ran the TRIO LSL Radio Group, and in the cultural sphere, in which he organised the “Bridges of Song” international music festival. Rein Lang is a lawyer by education: he graduated from the Faculty of Law of Tartu State University in 1980.



Milda Laužikaitė

Milda Laužikaitė is currently leading a national project called “Creative partnerships” at the Education Development Centre. She is interested in connections of arts and society and in her current position she is exploring how creative sector can contribute to learning at schools. Previously Laužikaitė was the Coordinator of the Culture Programme of the European Commission in Lithuania and was developing film education programmes for schools. She is an author of texts on cultural policy and political aspects of art.



Pierre Lescure

Pierre Lescure is General Director of the Marigny Theatre and author of the report “The Cultural Exception – Act 2: Contribution to Cultural Policies in the Digital Era” (May 2013), a report containing 80 proposals for adapting the cultural economy to the digital era. The report discusses digital content and cultural policy in the digital era and handles the issues of the impacts of the digital innovation towards cultural content. From 1984 to 2002 Mr. Lescure was CEO and director of Canal+. Previously he worked as a reporter and presenter for radio RTL and was in charge of a number of TV programmes.



Anthony Lilley

Anthony is a media practitioner and theorist with a background in creative, policy and academic spheres. He is Chief Creative Officer and CEO of Magic Lantern Productions Ltd, a creative house and consultancy, Chairman of Myra Media Ltd, a media investment company and a director of China/UK media specialists, Zespa Media Ltd. He works on transmedia strategy, develops creative concepts and advises on creative industries and media policy around the world including, most recently, in the UK, the US, Australia, China and Qatar. He is the co-author of the report “Counting What Counts”.



Sybille Linke

Sybille Linke studied Theatre Studies along with German and English Studies in Berlin and Glasgow. Since 2001 she has been working in the field of cultural education. Sybille Linke has been the Executive Programme Director of the “Culture Agents for Creative Schools” model programme and is responsible for the content-related and strategic implementation of the programme since 2011. The “Culture Agents for Creative Schools” pilot program aims to awaken the curiosity for the arts on the part of children and teenagers, to convey knowledge about the arts and culture and enable a natural participation in cultural matters.



Paul Manwaring

Paul Manwaring studied Art and Philosophy at Pennsylvania State University. After several years living and working in Prague and Los Angeles as an independent Designer and Art Director, he became the Creative Director of Amsterdam based Multimedia Design and Development studio Glimworm IT where he has made significant contributions to the advancement of Open Cultural Heritage Data re-use and Open Digital Content distribution. He is an adjunct professor of Multimedia Studies at Webster University Leiden where most recently he taught a pioneering new course on iPhone App Design.



Zinaida Manžuch

Zinaida Manžuch is a lecturer at the Institute of Library and Information Science, Faculty of Communication, Vilnius University. She is actively involved in initiatives and research concerning digitisation of cultural heritage. Being part of the working group initiated by the Ministry of Culture, she contributed to the development of the National Digitisation concept of the Republic of Lithuania (2005). Currently she is a member of the EU Member States’ Expert Group on Digitisation Statistics. Zinaida is a member of the Advisory Board of the European project ENUMERATE on monitoring digitisation progress in memory institutions and the Chair of the expert group on evaluation of digitisation projects at the Ministry of Culture of the Republic of Lithuania.



Paul Moore

Paul Moore is Head of the School of Creative Arts in 2008 at the University of Ulster. His research is focused on both the creative industries and the ways in which theory and practice can be brought together in training and education. He has published widely in range of journals and his own art practice is in the area of sound art. His consultancy work in the creative industries has been based largely in Africa and he has a number of roles in South Africa and Namibia, assisting in the development of creative learning hubs. He is the co-author of the report “Counting What Counts”, which introduces the necessity for integrated, customer-centered approach to all data gathered and interpreted, based on social capital formation and cultural value.



Przemysław Niedźwiecki

Przemysław Niedźwiecki is Deputy Director of Department of European Funds at the Ministry of Culture and National Heritage, Poland. He is responsible for efficient implementation of European Funds in the field of culture, conservation and preservation of historical monuments. He is currently studying in a PhD programme at the Faculty of Architecture, Warsaw University of Technology. His main field of research is conservation and preservation of historical monuments. Moreover, his research interests include issues related to identity of a place and shaping urban space based on culture. Mr. Niedźwiecki will present the case of ‘creative cities’ in Poland – ways to expand culture led development policies with the help of investment of the Operational Programme “Infrastructure and Environment 2007-2013” – 11th Priority “Culture and cultural heritage”.



Kristīne Pabērza

Kristīne Pabērza holds a degree in Library and Information Science (LIS) and is currently working on her PhD in Communication. Since 2004 Kristīne has been a lecturer at the LIS programme at the University of Latvia where she teaches courses related to legal background of library and information work. In 2006 she joined the team of Culture Information Systems Centre, which is responsible for the development of archives, libraries and museums in Latvia. Since 2007 Kristīne’s responsibilities in the Centre relates to impact planning, assessment and sustainability of public library development project “Father’s Third Son”.



Doris Pack

Doris Pack is the Chair of the Committee on Culture and Education at the European Parliament. She has been a member of the European Parliament since 1989. She is also a member of the Delegation for relations with Albania, Bosnia and Herzegovina, Serbia, Montenegro and Kosovo. Previously, she was a member of the Bundestag (1974-1983 and 1985-1989) and was employed by the Saarland Ministry of Education (1983-1985). She was also a member of Saarbrücken city council.



Anton Rombouts

Anton Rombouts is the chairman of the Commission on Education, Youth, Culture and Research (EDUC) of the Committee of the Regions (CoR) and the mayor of the Dutch municipality of ‘s-Hertogenbosch. He has been a member of the CoR since 1997. In 2012 Rombouts was the rapporteur for the CoR opinion on “Cultural and Creative Sectors for Growth and Jobs”. The opinion stressed the need for better integration of culture and creativity in the Europe 2020 strategy and the importance of creative skills and access to culture in relation to the rapid developments in society and the labour market. In 2011 he was also the rapporteur for the CoR opinion on “The Future of the European Capital of Culture”.



Gediminas Rutkauskas

Gediminas Rutkauskas is the Director of Vilnius Old Town Renewal Agency and an expert of ICOMOS – International Council of Monuments and Sites. He served as the Vice-Minister of Culture in 2011-2012 and his spheres of responsibility were cultural heritage, museums, libraries, archives, international affairs. Previously he was the Head of International Affairs Unit at the Department for Cultural Heritage Preservation at the Ministry of Culture of Lithuania and also worked as an Architect-Inspector at the State Inspection for Cultural Heritage Protection. He holds a Master’s degree in Architecture & Interior Design (Vilnius Academy of Arts).



Pier Luigi Sacco

Pier Luigi Sacco is a Professor of Cultural Economics, IULM University, Milan. Sacco is the President of the scientific committee of the International Festival of Contemporary Art, Faenza. He is the author of more than one hundred and fifty papers appeared on international journals and edited books with the major scientific publishers on the topics of economic theory, game theory, cultural economics, cultural and creative industries, cultural policy design at the urban, regional and national level. He has done extensive consultancy and advisory work for governments, local administrations and cultural institutions on the issues of culture-led local development and of European Culture Capitals Programs.



Erminia Sciacchitano

Erminia Sciacchitano has been working in the fields of cultural and architectural policies and sustainability at the Ministry for Cultural Heritage and Cultural Activities and Tourism, Italy since 2000. She is currently in charge of the relations with the Council of Europe and has just been elected as the Chair of the Steering Committee for Culture, Heritage and Landscape of the Council of Europe. She has also contributed to the Italian “White Paper on Creativity” and managed pilot projects, guidelines and tools to improve access and participation of a wider public to museums and heritage sites.



Ragnar Siil

Ragnar Siil has been working at the Estonian Ministry of Culture since 2005 and is currently the Undersecretary of State for Fine Arts. Previously Ragnar was Head of the Development Department responsible for strategic planning and creative industries policy. He is chairing European Union Expert Group on Cultural and Creative Industries and is currently member of the European Creative Industries Alliance's Policy Learning Platform. He has been Estonian representative in the Steering Committee of Northern Dimension Partnership for Culture and Chair of Estonian Committee of UNESCO Convention on Diversity of Cultural Expressions.



Jan Truszczyński

Jan Truszczyński has been Director-General of the European Commission's Directorate-General for Education and Culture since May 2010, when he came from the position as Deputy Director-General in the same Directorate-General. He joined the European Commission in January 2007, when he was appointed Deputy Director-General for Enlargement, with responsibility for enlargement strategy and communication. From 2001 to 2005 Mr Truszczyński worked in the Polish Ministry of Foreign Affairs, first Undersecretary of State, then Secretary of State. In this capacity, he was Poland's chief negotiator during its EU accession negotiations.



Androulla Vassiliou

Androulla Vassiliou is currently European Commissioner for Education, Culture, Multilingualism and Youth. Previously, she served as Commissioner for Health, from February 2008 to end 2009. Before her appointment to the European Commission, Ms Vassiliou was actively involved in politics in her home country, Cyprus. She was twice elected to the Cypriot House of Representatives: in 1996 and 2001.

Androulla Vassiliou was active in the field of international affairs and human rights as a President of the UN Association of Cyprus and as President of the World Federation of UN Associations.



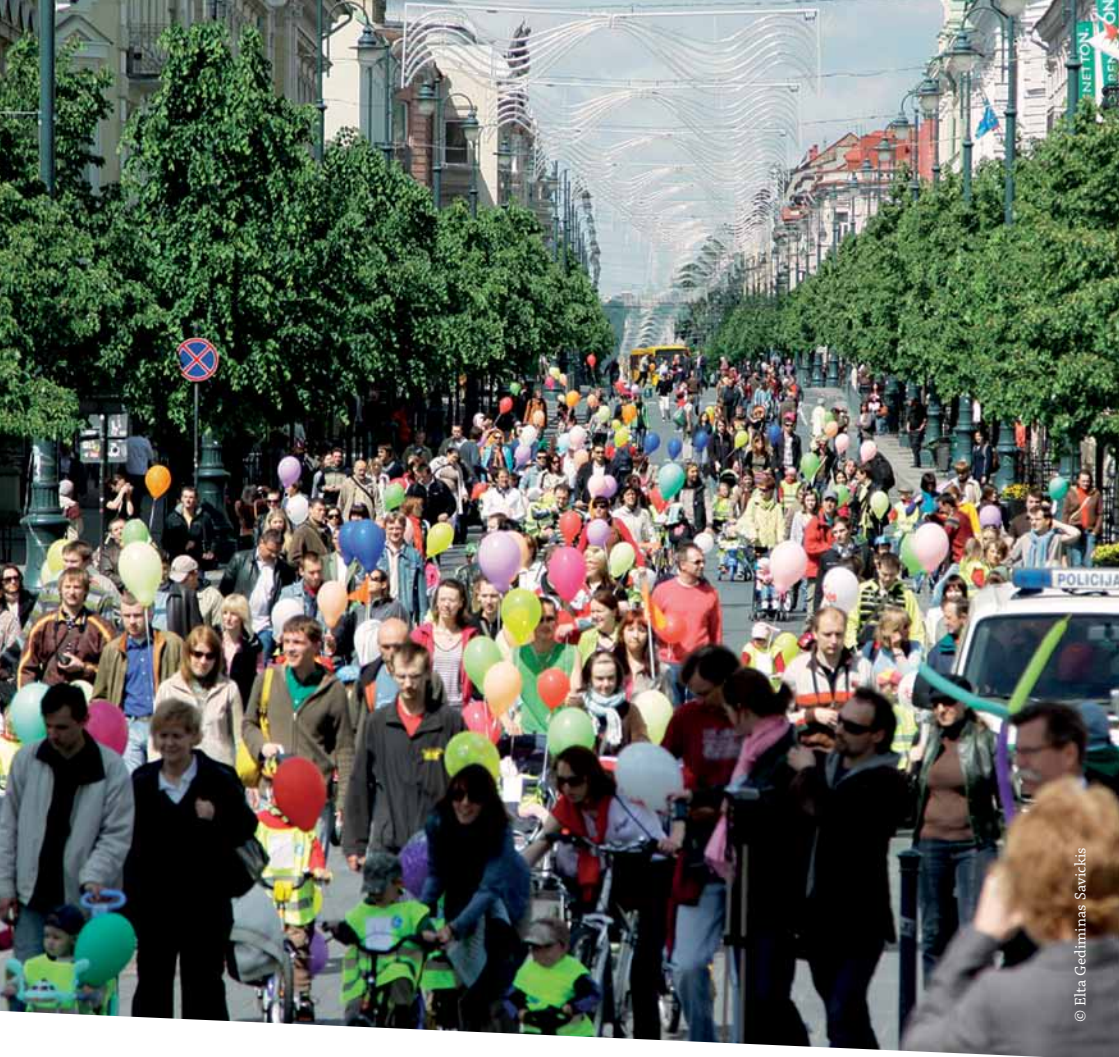
Darius Žeruolis

Darius Žeruolis has an extensive academic, civil service and consulting experience. In 1995-2007 he worked as a lecturer at the Institute of International Relations and Political Science, in 1998-2003 was the director of the Integration Strategy Department under the Government of Lithuania and contributed to Lithuania's preparation for EU accession and negotiations for membership. In 2004-2007 he worked in the Office of the Government of Lithuania and was Deputy Government Secretary with responsibility for EU Affairs. In 2007-2012 he advised the governments of Ukraine, Bosnia and Herzegovina and Albania on their European integration efforts. He authored and co-authored many scientific publications as well as public policy studies both internationally and in Lithuania. Currently he is assisting in programming of the EU structural assistance in 2014-2020 and notably in the field of culture.



Andreas Johannes Wiesand

Andreas J. Wiesand is Executive Director of European Institute for Comparative Cultural Research (ERICarts) and former Director of Zentrum für Kulturforschung (ZfKf). A. J. Wiesand is Emeritus Professor for cultural policy at State Academy for Music and Theatre, Hamburg and lecturer at different European universities. He is an expert for the EU institutions, Council of Europe, UNESCO. He is also author or main editor of ca. 50 publications on the status of creative professionals and political, economic and legal questions in the arts, literature, heritage or the media, European cooperation, arts education, mobility issues, development of regional creative industries.



Conference Venue: Lithuanian Academy of Sciences

Established in 1941, Lithuanian Academy of Sciences unites prominent Lithuanian and foreign scientists whose activities are closely related to Lithuania. The Lithuanian Academy of Sciences played an important role during Soviet times when it became the refuge for politically persecuted researchers and artists who were dismissed from universities and cultural institutions. On June 3, 1988 the first meeting of Sąjūdis, the Lithuanian Reform Movement, a political organization which led the campaign for Lithuania's independence, took place in the Hall of the Lithuanian Academy of Sciences. This is also where the Lithuanian Green Movement was born in the late 1980s and the Constitution of Lithuania was drafted.

Lithuanian Presidency of the Council of the European Union Culture, audiovisual and copyright

JULY - DECEMBER 2013

Informal Meetings and Conferences in Vilnius

1-2 October 2013, Informal Meeting of Ministers of Culture and Audiovisual Affairs

1-2 October 2013, *Ready for Tomorrow? Culture as an Agent for Social and Economic Transformation*, conference on cultural policy (organized by the Ministry of Culture)

30 September-2 October 2013, Informal Meeting of Cultural Contact Point Offices (organised by the International Cultural Programme Centre)

7-8 October 2013, *Challenges of Copyright Modernization Process*, Informal Discussion Session of the Council's Working party on Intellectual Property (Copyright) (organized by the Ministry of Culture)

16-17 October 2013, Informal Meeting of Senior Officials of the Ministries of Culture and Foreign Affairs (organised by the Ministry of Foreign Affairs in cooperation with the Ministry of Culture)

13-14 November 2013, *Cultural Heritage and the 2020 strategy – towards an EU-integrated approach*, conference on cultural heritage policy (organised by the Department of Cultural Heritage)

10-11 December 2013, Informal Meeting of "Europe for Citizens" Contact Points (organised by the International Cultural Programme Centre)

Cultural Programme

CuLTure Programme 2013. Brussels / Ghent / Strasbourg

CuLTure Programme 2013. International

European Gardens: Presentation of the Lithuanian decoration of the Justus Lipsius building during the Lithuanian Presidency of the Council of the European Union

For more information please visit www.lrkm.lt

Contacts

Agenda

Ms. Daiva Parulskienė

Head of the Division of International Relations
and European Affairs

Ministry of Culture

Tel: +370 5 219 3454

Email: d.parulskiene@lrkm.lt

Organizational matters

Ms. Rita Bureikaitė

Chief Officer at the Division of International Relations
and European Affairs

Ministry of Culture

Tel: +370 5 219 3456

Email: r.bureikaite@lrkm.lt

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LUX – Festival of Light, Art in Unusual Places,

Children Art Festival and other events

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**READY FOR
TOMORROW?**