

Culture Action Europe

Public Conference and AGM

IT IS NOT A CRISIS - IT IS A TRANSITION!

Rome
3-4-5th October 2013

Culture Action Europe (CAE) announces an innovative international conference about the vital role of cultural capacities in building a way out of the deadlock that threatens Europe, its people and democracy.

Placed in space and time to impact on the agenda for the Italian Presidency of the Council of the European Union.

Hosted by the Faculty of Architecture at the 3rd University of Rome.



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PARTNERS

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Conference cultural partners: CAE's partners for the conference include several of its member organisations. We are also very grateful for the contribution of the Italian Ministry of Culture, the Italian Ministry of Labour and Social Policies, Korpus, MAXXI, La Pergola, IULM, Gallup Europe, OECD, the Joint Research Centre of the European Commission, Gambero Rosso and Artribune, ISTAT, PAN Comunicazione, LAC - Laboratorio arti civiche and Federcultura.

1. CONCEPT

Culture Action Europe (CAE) announces an innovative international conference about the vital role of cultural capacities in building a way out of the deadlock that threatens Europe, its people and democracy.

Placed in space and time to maximize its impact on the agenda for the Italian Presidency of the Council of the European Union that will begin in July 2014.

PLEASE NOTE: There will be simultaneous translation to Italian/English during all plenary sessions.

CONCEPT

It is said that the beginning is the half-way of every action. Our current socio-economic model proves insufficient in bridging the difficulties caused by a Europe in crisis. But what if this 'crisis' is seen as a significant transition for a 21st Century EU? What if we now make the first step and take this opportunity to challenge the current state of play in Europe?

In this period of profound transition, promoting the role of culture calls for inward changes including a new way of thinking about culture and its role in society. Culture enables evolution and human development and should be understood as one of the key components towards a new social contract and citizenship. Culture significantly contributes to economies. A surge for a Europe-wide movement for culture is then more than ever a necessity to help our society to step out and up from its depression.

CONTEXT

People are living longer, the natural resources are running out, and the jobs are becoming scarce. These conditions are not all reversible. There is no going back. This is Europe in the early part of the 21st Century.

From the identity crisis brought about through economic and social policies; to the crisis of ethics where advances in science increase our ability to influence our destiny; to the environmental crisis where our abuse of the natural world ultimately threatens our survival, our crises are complex and interrelated.

Since 2008, we have repeatedly been told that the solution to recovering from this crisis and to fostering shared prosperity lies in restoring the financial basis of our systems by shrinking the resources allocated to the public sphere. In fact, the public sphere has been substantially reduced, but the only message we keep hearing is that this sphere is still too large. We keep hearing that too many resources are being given to this sphere that consists of welfare, justice, human rights, public space and services, environmental care, rights to culture, education for all, and more.

The disturbing truth is that the basis on which we have built our wealth and shared prosperity no longer exists. The demographic shift to an ageing society, the decline of the global influence of Europe and its nation states are only a few of the factors of this change. Like a few other crises that our ancestors have faced in history, this crisis needs to be understood as a period of TRANSITION – a transition from one set of norms to another, which is yet to be defined. Measures different from those used to manage a crisis are required in order to face the challenges these times bring and seize the inherent opportunities these times present.

The only way to a peaceful landing-place out of this TRANSITION is for Europe to discover for its citizens and the world, a new model of human society based on full respect of human rights and on sustainability. Europe has the needed assets, tangible and intangible (democracy, rights, rule of law, freedom of expression, welfare/solidarity, education, environmental sensitivity, public spaces, decentralized governance). As important, Europe has developed a potentially suited culture to bring it to life. We need to build on our society's shared assets -tangible and intangible- and invest in adequate skills and mindsets to think and act creatively and to negotiate our way through this transition.

ACTION

For twenty years, CAE has worked to organize the cultural sector's voices in order to influence decision-makers by providing advice and valuable knowledge on most matters concerning the European Union's cultural policy. CAE often engages in this work in concert with other platforms and networks. However, despite the joint efforts and good will, the lack of a common vision, strategy and operational co-ordination - combined with the heterogeneity of the cultural sector - results in a fragmented discourse and a much too feeble voice on the EU stage.

In this critical time of the European history, promoting the role of culture calls for stronger voices. At CAE we believe that now is the time to target our action in order to bring the notion that culture is a necessary element for development, much closer to the core of decision-making and public debate.

It is time to expand the constituency of our endeavor involving individuals, academia, public and private sector and civil society at large. In this sense, CAE has already taken some initial steps towards integrating its regular advocacy activities with a more ambitious plan of action built in collaboration with its members and partners.

From 2014 on, CAE will fully implement an operational participatory model in order to foster synergies and create opportunities for broader partnerships, including other civil society actors. Using a metaphor, CAE will also function as a 'public transport network' to facilitate interconnections between organizations and with individuals, to foster convergence around common messages, to provide support in conveying them, to maximize the global impact of our messages and demands on public opinion and decision-making[i].

[i]The activities characterizing the life of the network – either managed by CAE or autonomously by its members/partners – will tackle major societal issues as seen through the lens of culture (from learning to citizens' rights, from welfare to human footprint on the planet). These activities such as debates, knowledge building and dissemination, training and expertise, activism and campaigning, communication initiatives and targeted projects provide organisations or individuals with opportunities to hop-on the CAE public transport network and join whenever they feel ready to do so. Acting as a facilitator and bringing together components into a whole ensuring that those components function together, CAE will support in bridging the gaps between the various fields of activity and building up connections between different areas of interest. The higher degree of coordination among those engaged will contribute to multiplying the impact of each and everyone as well as to making the best use of the diversity, which characterizes our sector.

THE CONFERENCE

In the context of the *we are more-act for culture in Europe* campaign, CAE actively listened to thousands of voices and exchanged ideas with a wide spectrum of operators during the European tour of talks and debates. The 2013 Culture Action Europe AGM and Conference are conceived to be the starting point of this new participatory model by setting the stage for the discussion and adoption of the milestones of a first five-year shared Action Plan based on CAE's and its members' decisions and activities.

Over the two days of this exciting international conference, an arrangement of dynamics will orchestrate a constructive dialogue placed in the transformative location of one of the youngest universities of Rome, a former slaughter-house complex that now serves as a brand new inspiring venue for growth and discovery.

Placed in space and time to maximize its impact on the agenda for the Italian Presidency of the Council of the European Union that will begin in July 2014, the conference's conversations, debates and short lectures will involve leading personalities in the European scene of decision-making, cultural organisations, academia and civil society.

A relevant part of the public conference time is dedicated to structured participatory processes enabling participants to exchange in depth, seek for convergences and partnerships, share objectives and build a common discourse.

Intriguingly structured, under the name of CAE Labs, participants will also be turned into "defenders" and "prosecutors" of key players at the EU arena who will be then "judged" in an attempt to reveal and agree on the objectives for common actions.

We look forward to welcoming you in Rome!

p.s. join us now: In the run-up to the conference, Culture Action Europe is offering special fees for new members. Membership includes one free entrance to the annual Culture Action Europe conference and is now also open to individuals. Check out the website for more info, and contact the Culture Action Europe secretariat for more information about the fees!

2. CONFERENCE PROGRAMME

The **conference** programme **open to all registered participants** starts on Friday the 4th of October in the morning and ends on Saturday the 5th of October early afternoon.

The **Annual General Meeting open to Culture Action Europe members only is split** in two convocations; one on Thursday the 3rd of October in the afternoon and one on Saturday the 5th of October late afternoon.

Moderators

Cristina da Milano (President, ECCOM, Italy) and **Philippe Fanjas** (Director, Association Française des Orchestres, France/ Board Member, CAE) will guide us throughout the whole conference.

Speakers

The speakers and panellists mentioned in the programme are indicative until their participation will be confirmed with the publication of the official conference programme approximately two weeks before the conference.

CAE Labs

- On Day 1, the CAE Labs will turn participants into “defenders” and “prosecutors” of key players on the EU arena who will then be “judged” for “crimes” that have a relevant role in Europe’s turning point today.
- On Day 2, the CAE Labs will enable participants to discuss and contribute to setting the basis of the next five year action plan powered by the network and reflect on their own agenda in relation to the potential for common strategy and medium term alliances.

For more information, see the CAE Labs explanatory notes below.

SHORT NOTE ON THE ITALIAN INSTITUTIONAL SYSTEM

The politics of Italy is conducted through a parliamentary, democratic republic with a multi-party system.

The executive power is exercised by the Council of Ministers, which is led by the Prime Minister, officially referred to as President of the Council ("Presidente del Consiglio"). Legislative power is primarily vested in the two houses of parliament, and secondarily in the Council of Ministers, which can introduce bills. The Prime Minister and Ministers are appointed by the President of the Republic after having received the confidence by the Parliament.

Italy is organized in Regions that hold relevant legislative and executive powers according to recent constitutional reforms that introduced federalist principles. Regional Councils exercise the Region's legislative power. The executive power is exercised by a government led by a President (or Governor) directly elected by the people. A member of the regional governments is officially referred to as an 'Assessore' and, just like a minister of the national government, an 'Assessore' is in charge of delegated powers in a specific domain (health, culture, transport, ...). A regional 'Assessore' is often translated in English as 'Regional Minister'.

Similarly to the Regions, the Mayors of the cities are directly elected by the people. The Mayor appoints a government whose members exercise powers delegated by him/her with reference to specific domains (urban planning, mobility, social affairs, culture, ...). A members of the government of a city is officially referred to as an 'Assessore', often translated in English as 'Deputy Mayor'. Cities and Mayors in Italy hold substantial powers and manage relevant resources in many domains, including culture.

3. PROGRAMME AND SPEAKERS

OCTOBER 4, FRIDAY MORNING

8:15-9:00 *Registration and welcome coffee*

9:15-13:30 *Introduction to the Sonata (10')*

Francesco Cellini (Dean of the Faculty of Architecture, 3rd University of Rome)

Sonata N1 (20')

Keynote speech - Culture and society: some unexpected findings

Robert Manchin (Chair and Managing Director, Gallup Europe)

Contrappunto (50')

A conversation with **Enrico Giovannini** (Minister of Labour, Italy and President, ISTAT), **Vladimir Sucha** (Deputy Director, Joint Research Centre, European Commission), **Paul Collard** (Chief Executive, CCE/Board Member CAE) and **Robert Manchin** (Chair and Managing Director, Gallup Europe), conducted by **Annalisa Cicerchia** (Senior Researcher, ISTAT)

Pause (15') - Coffee break

Overture (25')

Mercedes Giovinazzo (Chair, CAE/Director, Interarts), **Ignazio Marino** (Mayor of Rome)

Trio (45')

Theme for the big picture

Luca Bergamo (Secretary General, CAE), **Gianni Pittella** (Vice-President, European Parliament), **Massimo Bray** (Minister of Culture, Italy)

Contrappunto (55')

Reflections with reference to the 2014 European elections

Stojan Pelko (Founder, Korpus), **Katherine Watson** (Director, European Cultural Foundation), **Pascal Brunet** (Director, Relais Culture Europe), **Carlo Testini** (Presidency of ARCI).

Introduced and conducted by **Emina Visnic** (Director, Pogon/ Board Member, CAE)

Pause (45') - Lunch break

OCTOBER 4, FRIDAY AFTERNOON

14:00-18:30 *Tuning (7')*

The agenda and working method

Composition time (2h 30') - Coffee available

CAE Labs - 3 in parallel (The verdict is...see explanation)

Duetto (40')

Business and cultural development: barriers and bridges

Giovanna Melandri (President, MAXXI), **Heinz Beck** (Executive Chef, La Pergola) conducted by **Clymene Christoforou** (Director, ISIS ARTS/Board Member, CAE) and **Paolo Cuccia** (Chairman Gambero Rosso and Artribune)

Contrappunto (50')

Allied, interlocutors and adversaries: reflections on the 5 years ahead based on the debates in the CAE Labs.

Michel Magnier (Director, Culture and Creativity, DG EAC, European Commission), **Matteo Maggiore** (Deputy Director, Public Affairs and Communications, OECD), **Antonia Pasqua Recchia** (Secretary General, Ministry of Culture Italy), **Chris Torch** (Founder and Senior Associate, Intercult/ Board Member, CAE), **Mercedes Giovinazzo** (Chair, CAE/Director, Interarts).
Introduced and conducted by **Simone Dudd** (Secretary General, European Music Council/Board Member)

End of session

Let's meet for a drink



CAE Labs:

Conference participants are split in 3 parallel sessions and turned into “defenders” and “prosecutors” of key players on the European arena who will then be “judged” for the following “crimes”:

1. Culture is considered as leisure instead of a necessity
2. Europe is perceived as a failure instead of the hope for a dignified future
3. The power to decide is given to the hands of one/few instead of the hands of all

OCTOBER 5, SATURDAY MORNING

9:00-13:30 **Tuning (10')**

Recap day 1 and introduce day 2

Composition time (2h 15') - Coffee available

CAE Labs – in parallel (From tomorrow on we will ...see explanation)

Ensembles (50')

The cultural dimension of a sustainable urban and regional development

Roger Tropeano (Chairman, Association of European Cities and Regions for Culture-Les Rencontres), **Silvia Costa** (Member of the European Parliament, CULT Committee), **Michel Magnier** (Director, Culture and Creativity, DG EAC, European Commission), **Pierluigi Sacco** (Dean of the Faculty of Arts, Markets, and Heritage, IULM). Introduced by **Flavia Barca** (Deputy Mayor for Culture, Rome). Moderated by **Giulio Stumpo** (ECCOM)

Song for education (50')

Enhancing cultural capacities of social innovation through culture in education and learning: an insight to the next generation of Erasmus+ programme presented by **Ann Branch** (Head of Unit, Lifelong learning, DG EAC, European Commission), followed by reflections and Q&A with **Massimiliano Smeriglio** (Vice president and regional minister for education learning and research, Regione Lazio), **Henrik Zipsane** (Director, Jamtli) and the audience

Final (15')

Closing declaration and remarks

Mercedes Giovinazzo (Chair, CAE/Director, Interarts), **Luca Bergamo** (Secretary General, CAE)



CAE Labs:

Conference participants are split in parallel sessions to set objectives and milestones for a political agenda and a medium term action plan impacting on the following broad thematic [1] focusing on the role played by culture in each of them:

- Welfare
- Learning
- Citizenship
- Footprint
- Relations
- Europe

[1] Introductions to the thematic will be available in advance

4. CAE LABS EXPLANATORY NOTES

DAY 1: THE VERDICT IS ...

3 CAE Labs in parallel. Each lab will revolve around one of the following “crimes”:

- *Culture is considered as leisure instead of a necessity*
- *Europe is perceived as a failure instead of the hope for a dignified future*
- *The power to decide is given to the hands of one/few instead of the hands of all*

Within the single Labs, a set of the following entities is ‘brought to court’ for trials over their responsibility in the ‘crime’:

1. EC
2. EP
3. EU Council and national governments
4. Regional and local governments
5. Cultural institutions
6. Independent cultural organisations and operators
7. Private sector - producer and distributors
8. Private sector - finance
9. Unions
10. Education institutions
11. NGOs
12. Mass and new media

Participants register to a single Lab. Each Lab audience (possibly 1/3 of the total) is divided into small groups by the facilitators, half of which will act as prosecutors and the remaining half as defenders.

Each accused will be subjected to a trial for having committed the crime (Lab theme).

The task assigned to each couple prosecutor-defender is to build the case against a single accused.

The prosecutors shall address the following points:

- What (the responsibility)
- Why (the motivations/reasons)
- How (when/where/how the accused committed/concurred to the crime)
- Proposed sentence (what to do to improve => what objectives for our action)

The defender shall argue the rejection/mitigation of the prosecutor's cases and propose a sentence.

The audience deliberates the sentence.

DAY 2: FROM TOMORROW ON WE WILL...

CAE Labs in parallel. Each lab will revolve around one of CAE's future fields of actions, 'the lines'. Each 'line' concerns a major issue for development as seen from a cultural perspective:

- Welfare
- Learning
- Relations
- Europe
- Citizenship
- Footprint

Participants pre-register to participate in a single CAE Lab.

The audience of each Lab is divided into small groups of about 6. Each group focuses on a single Lab-theme (e.g. Welfare, Learning etc.).

The CAE Labs will work as follows:

- Short introduction to the line's position paper
- $\frac{3}{4}$ of an hour will be given to the participants to discuss and wrap up in the small groups
- $\frac{3}{4}$ of an hour for each group to report the outcomes to the audience of each Lab
- $\frac{3}{4}$ of an hour to reach an agreement on the Lab's joint report

Step 1. CAE Executive Committee members introduce the different lines

Step 2. Taking into account CAE's position papers on the 'lines' and the outcome of the 'trials' on day 1 (objectives for change concerning the major players), each group discusses and formulates its opinions/proposals concerning the Lab-theme touching upon the following points:

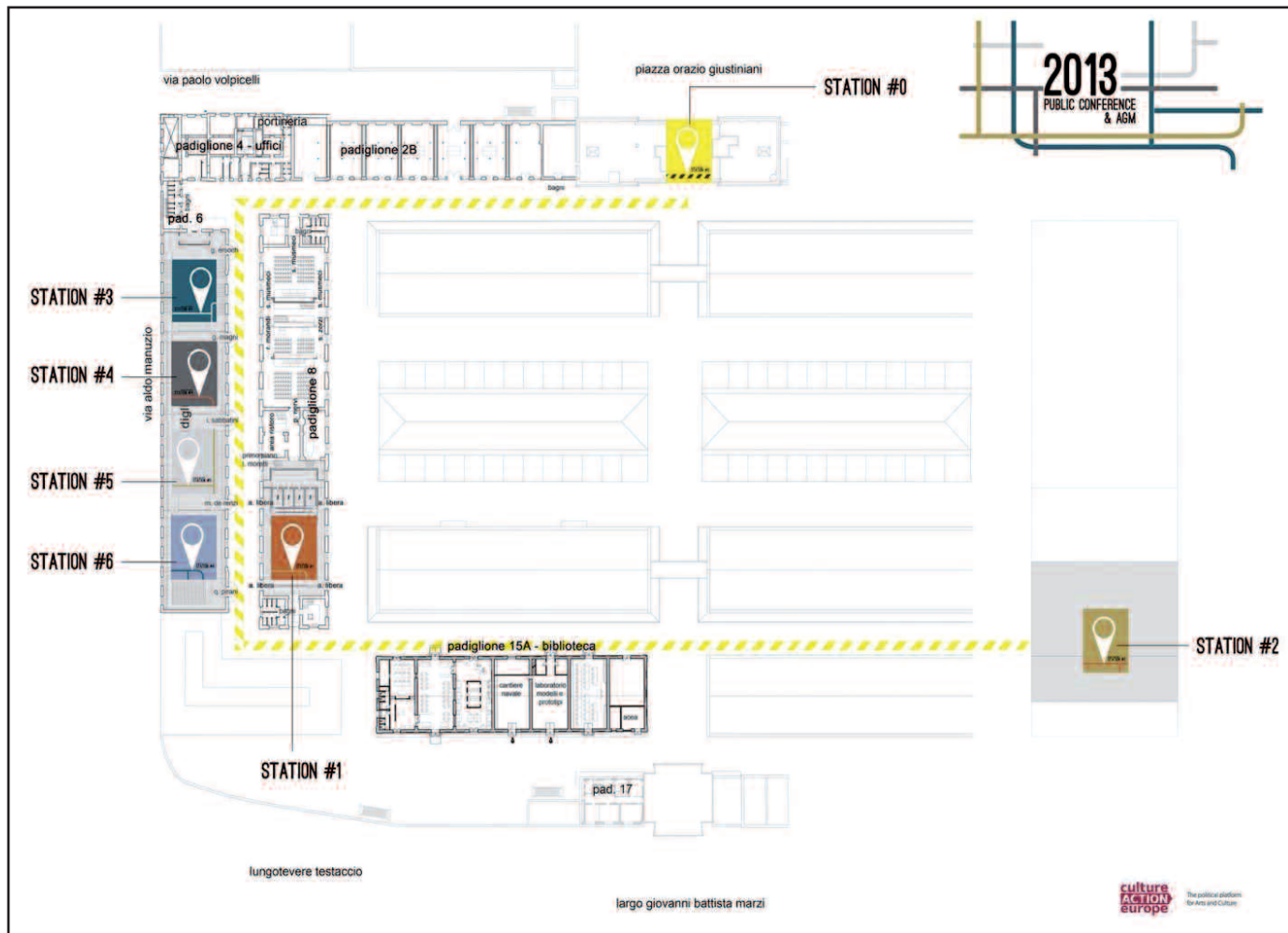
- Opportunities and potentials from a cultural perspective
- Desires
- Objectives in 5 years
- Working hypothesis
- Challenges to overcome

Step 3. Each group reports its conclusion concisely.

Step 4. Participants reach a consensus on integrated reports for each thematic line together. The outcome then becomes a single report for each line.

Follow up. Assembling all final reports in an aggregate document functioning as a working basis for the 5 year Action Plan.

5. PRACTICAL INFORMATION



Venue

The conference will be hosted by the 3rd University of Rome, Faculty of Architecture, Rome, Italy - one of the younger universities of Rome located in an exciting former slaughter-house complex that is now used as a brand new inspiring venue.

Address

Università degli Studi Roma Tre
Facoltà Architettura
ex-Mattatoio Piazza Orazio Giustiniani,
Rome

How to get to the venue

Metro line B, metro stop “Piramide” or Bus 719. There will be sign-posts on the premises to guide you to the conference rooms.

Telephone

During the conference, you can contact the CAE conference team in this number: +39 331 9233594

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Conference hashtag: #CAERome2013