

**Visegrad Academy of Cultural Management (VACuM)**

**DRAFT PROGRAMME**

**Kraków, 1-10.09.2014**

**Monday, September 1<sup>st</sup>**

Arrival and accommodation of participants

**Tuesday, September 2<sup>nd</sup>**

10:00 – **Welcome and opening of VACuM** with representatives of Krakow Municipality and founders

10:30 – *Place of culture in development of a city. Instruments of cultural cooperation on European platform and with the Third Countries* with **Magdalena Sroka**, Deputy Mayor of Krakow in charge of culture and promotion

11:30 – Presentation of the Villa Decius with **Danuta Glondys**, Director of Villa Decius Association

13:30 – lunch

15:00 – *Presentation of the Pedagogic Team, participants, their organizations and projects.*

*Discussion about goals of Academy: models of individual and group work, project monitoring and evaluation* with **Jean Pierre Deru** and **Ania Danilewicz**

20:00 – dinner

**Wednesday, September 3<sup>rd</sup>**

10:00 – *Models and instruments of culture's support. Role of foundations and business corporations in cultural development on European and international platforms* with **Diane Dodd**, Director of projects and programmes at ARTidea

13:30 – lunch

15:00 – *Why evaluation of cultural projects is important / Making the right arguments.*

*Understanding the political, economic, social, technological and environmental issues that matter to funding agencies (public, private or third sector) and positioning yourself effectively, is an important area of fundraising* with **Diane Dodd**

This session will include lectures and workshop moments during which participants will discuss the topics presented and make links with their organization and projects.

18:00 – Alchemia café, case study: *Alchemia - how to run an independent cultural centre*

20:00 – dinner at Alchemia

**Thursday, September 4<sup>th</sup>**

10:00 – *Role of culture in a globalized world in crisis. Models of cooperation and European Cultural networks* with **Jean Pierre Deru**, Director of Marcel Hicter Association and the European Diploma

13:30 – lunch

15:00 – *Workshops on cultural cooperation projects of the participants* with **Jean Pierre Deru** and **Ania Danilewicz**

20:00 – dinner

#### **Friday, September 5<sup>th</sup>**

10:00 – *Development of cultural policies and strategies in new democracies* with **Danuta Glondys**, Director of Villa Decius Association

*Discussion: Foundations of political and social transformations. Role of democratic process and public finances in stimulating growth of cities and regions. Culture as a tool of social development and the field definition of development goals* with **Danuta Glondys** and **Jean Pierre Deru**

13:30 – lunch

15:00 – *Workshops on setting development objectives of public policies. Methods and instruments of implementation of these goals. Management of change and social expectations* with **Jean Pierre Deru** and **Ania Danilewicz**

18:00 – *Krakow Festival Office, case study – cultural policies and practice* with Robert Piaskowski, Programme Director of Krakow Festival Office

20:00 – dinner in the city

#### **Saturday, September 6<sup>th</sup>**

10:00 – *Strategic planning of cultural organizations and strategic management* with **Corina Suteu**, Professor of Cultural Policies at the University of Theatre and Film, Bucharest

13:30 – lunch

14.30 – 15.30 – *International Visegrad Fund* with **Karla Wursterová**, Executive Director of International Visegrad Fund

16.00 – *Strategic planning of cultural organizations and strategic management* with **Corina Suteu**

This session will include lectures and workshop moments during which participants will discuss the topics presented and make links with their organization and projects.

20:00 – dinner

#### **Sunday, September 7<sup>th</sup>**

10:00 – *Eastern Partnership session* with **Krzysztof Bobinski** (Unia&Polska Foundation), **Jan Piekło** (PAUCI) and **Taras Voznyak** (JI Magazine, Lviv)

This session will include debate with participants moderated by **Jean Pierre Deru** and **Danuta Glondys**.

13:00 – lunch

15:00 – Workshops on participants' projects with the Pedagogic Team

20:00 – dinner

#### **Monday, September 8<sup>th</sup>**

9:30 – Study visit to Krakow

14:00 – lunch

15:00 – Summing up workshops with **Jean Pierre Deru** and **Ania Danilewicz**

20:00 – dinner

### Tuesday, September 9<sup>th</sup>

10:00 – Individual sessions with the Pedagogic Team: Recommendations on the cultural cooperation projects.

13:30 – Lunch

15:00 – Concluding session with **Danuta Glondys**, **Jean Pierre Deru** and **Ania Danilewicz**. Overview of the training and next steps of the programme. Evaluation of the Krakow session and the projects (questionnaires)

20:00 – dinner in the city

### Wednesday, September 10<sup>th</sup> Departure of participants

#### **Pedagogic Team:**

**Ania Danilewicz** – Cultural animator and manager; currently Head of Education and Exhibitions Department in the Army Museum in Białystok. Cooperates with Association Marcel Hicter in Brussels and other independent organisations and projects, trainer of the Borderland Summer School and Visegrad Summer School; fellow of the Minister of Culture and National Heritage in 2013 in cultural management.

**Jean Pierre Deru** – Director of the Association Marcel Hicter pour la Démocratie culturelle and Director of the European Diploma in Cultural Project Management, run under auspices of the Council of Europe. Lecturer at the Open Faculty of Economic and Social Policies (FOPES) of the University of Louvain, Belgium.

#### **Experts:**

**Jean Pierre Deru** – Director of the Association Marcel Hicter pour la Démocratie culturelle and Director of the European Diploma in Cultural Project Management, run under auspices of the Council of Europe. Lecturer at the Open Faculty of Economic and Social Policies (FOPES) of the University of Louvain, Belgium.

**Diane Dodd** – Director of IGCAT – International Institute of Gastronomy, Culture, Arts and Tourism. The coordinator and lead lecturer in a course in Cultural Institutions and Policies for the International Masters in Cultural Management at the University of Catalonia in Barcelona.

**Danuta Glondys** – Director of Villa Decius Association, PhD in humanities, MA in English Philology and Political Science. In 1993–1999, director of Culture Department of City of Krakow and then Regional Director of USAID programme in Poland. European Commission expert in European Capitals of Culture (2007-2011).

**Corina Suteu** – President of FilmETC (Romania) and Making Waves film festival in New York, associate professor of cultural policies at the University of Theatre and Film, Bucharest, independent cultural consultant, researcher, author and international lecturer on cultural policy, cultural cooperation and cultural management, former director of the Romanian Cultural Institute New York and of the European Masters degree in cultural management of the Dijon Business school, president and founder of the ECUMEST association.

#### **Guests:**

**Krzysztof Bobiński** - President of Unia & Polska, a pro-European organisation. He worked with The Financial Times as its Warsaw Correspondent from 1976 to 2000 and later published Unia & Polska, a magazine devoted to EU issues. He is a Commander (II class) of the Stella della Solidarieta' Italiana.

**Robert Piaskowski** - Deputy Director for Programme Planning at the Krakow Festival Office. From 2007, he administrates the programming section, carrying out the cultural strategy of Krakow. He coordinates the most

important music and literary festivals in Krakow. He takes part in the works of the Assembly for Cultural Strategy of Krakow, and he is also the main coordinator of the UNESCO City of Literature programme for Krakow.

**Jan Piekło** – Journalist, reporter (covered Romanian revolution and war in the Balkans). In 1997 OSCE supervisor for local elections in Bosnia and Herzegovina. From 2001-2005, a coordinator and director of Polish-American program “Bridges of Tolerance” and Institute “Bridges to the East”. Since 2005 Director of Polish-American-Ukrainian Cooperation Initiative, later transformed into Polish-Ukrainian Cooperation Foundation PAUCI.

**Magdalena Sroka** - Deputy Mayor of Krakow in charge of culture and city promotion. In the years 2008–2010, the Head of the Krakow Festival Office, which organises prestigious cultural events in Krakow and co-ordinated a unique programme of the city’s cultural promotion “The Six Senses”. Manager of culture, producer, an expert in art and culture. The organiser and head of the mass events production in Poland.

**Taras Voznyak** - Ukrainian culture expert, political scientist. Editor-in-chief and publisher of Independent Cultural Journal "Ji", which turned into an influential NGO and a think tank. An author of over 400 publications in Ukrainian and foreign media. Awarded with an honorary distinction "Knight of Halychyna" (2001), a distinction “20 Years of the First Democratic Convocation of Lviv Regional Council” (2010), a distinction by Lviv Mayor “Saint George Distinction of Honour” (2011).

**Karla Wursterova** - since 2012 Executive Director of International Visegrad Fund, responsible for implementation of objectives of the Fund. Former Director of the Development Assistance and Humanitarian Aid Department at the Slovak Ministry of Foreign Affairs, Second Secretary with Embassy of the Slovak Republic in Prague and Deputy Director in the Office of the State Secretary at the Slovak Ministry of Foreign Affairs. She holds a degree from University of Economics in Bratislava and Ecole Nationale d’Administration Publique in Paris.