

NETWORKING AS A LEVER FOR CULTURAL DEVELOPMENT: OPPORTUNITIES FOR CITIES

Brussels, EU Liaison Office of the Tuscany Region

Rond Point Schuman 14

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Policies for the enhancement of Culture and Cultural Heritage in European Cities have some common and cross-cutting weaknesses: problems in designing integrated strategic actions; imbalance between policy formulation and assessment of results; limited involvement of private stakeholders.

Turning culture into investments, or rather, into a driving force for development, means acting for enabling cultural communities to “create a system”, both at the territorial level, i.e. among the various local stakeholders, and at a wider level, in their relation with national and European decision-making levels.

“Networking” therefore becomes a strategic concept, to implement a real strategic planning of culture, to optimize the search for funding and establish the conditions for projects design and implementation.

The workshop intends to address the issue of “networking in the cultural sector” according to a European horizon, highlighting its advantages from the point of view of the integrated planning of cultural policies and financial opportunities. Speakers from the European institutions, experts from the Promo PA Foundation and some European networks active in the field of culture will join the meeting.

The meeting is open to the member cities of the **Italian Network of Cities of Culture** (www.retecittadellacultura.it), the regional Liaison Offices in Brussels, experts and policy officers in the cultural sector.

Programme

09.00 | Welcome Coffee

09.15 | Opening Address

ROBERTO FERRARI, *Director for Culture and Research, Tuscany Region*

GAETANO SCOGNAMIGLIO, *President of Promo PA Fondazione*

10.00 | **Opportunities and tools for culture: strategies and new approaches**

ERMINIA SCIACCHITANO, *Policy Officer, EC - Directorate-General for Education and Culture*

10.30 | **Networking to develop joint projects: some concrete opportunities**

Introducing and coordinating

ANNALISA GIACHI, *Research Director at Promo PA Fondazione*

Speakers

GIANNALIA COGLIANDRO, *General Secretary ENCATC Network*

NATHALIE GURI, *Project and Knowledge Sharing Director Eurocities Network*

11.30 | **Preparing the 2021/2027 new financial planning for Culture**

MARIACHIARA ESPOSITO, *Policy Advisor, Tuscany Region EU Liaison Office*

12.00 | Questions and Answers

13.00 | Light lunch and Networking

In cooperation with



Regione Toscana



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The European network on cultural
management and policy