Visegrad Academy of Cultural Management (VACuM)
DRAFT PROGRAMME
Kraków, 1-10.09.2014

Monday, September 1st
Arrival and accommodation of participants

Tuesday, September 2nd
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 Gliondys, 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 3rd
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 4th
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 5th**

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 6th**

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 7th**

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 8th**

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 9th

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 10th

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.


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 administers 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.


**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.