

MAINSTREAMING CULTURE

CCIs Conference

1st October 2012 

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Why and How Culture Matters for General Economy

Cultural and Creative Industries Conference

1st October 2012

National Gallery of Art

Konstitucijos pr. 22

Vilnius, Lithuania

The potential of culture in national and European long-term strategies is still seriously under recognised. There are difficulties in integrating cultural policy into the broader policy agenda or it is often the case that the needs of this sector are viewed through the logic of another sector. In many EU countries the cultural sector plays no role in preparing financial regulations for programmes and in investing in cultural projects, highlighting the fact that culture is seen exclusively as an area for national competence in which EU interventions are only possible as supplementary actions.

According to Pier Luigi Sacco, Professor of Cultural Economics at IULM University, Milan, the distinction between the producers and consumers of culture, as well as between the exchanges regulated and unregulated by the market (internet based social platforms), is blurring with culture close to becoming an integral part of everyday life. This is changing the established relationship between the producers and the consumers of culture and becoming a considerable challenge to producers, as well as to copyright and intellectual property in general. However, it provides endless opportunities for new systemic structural relationships highlighting the increasingly important role of culture in the European Union's competitiveness and cohesion strategies.

So once again the need arises to conceptualise the role of culture in a knowledge-based economy and society which would correspond to the contribution of the cultural and creative sector in creating added value to the EU, as well as the closer integration of the cultural and creative industries with other important sectors involved in economic and social development.

PROGRAMME OF THE CONFERENCE

Morning Sessions

- 8.30-9.00 Registration
- 9.00-9.30 Opening of the Conference
- 9.30-11.00 **Session 1**, chaired by Arūnas Gelūnas, Minister of Culture of the Republic of Lithuania and Gintautas Mažeikis, Professor of Philosophy, Vytautas Magnus University, Lithuania
- MEP **Leonidas Donskis**, European Parliament, Lithuania
- Is European Culture a Fantasy? Is it More or Less so than European Politics?*
Introductory remarks on EU political priorities and methods
- Pier Luigi Sacco**, Professor of Cultural Economics and Dean of the Faculty of Arts, Markets, and Heritage, IULM University, Milan, Italy
- Culture, Inclusive Creativity and Smart Growth: New Perspectives for the 2014-2020 Policy Cycle*
Keynote speech
- Discussion
- 11.00-11.20 Coffee break
- 11.20-12.20 **Session 2**, chaired by Ramūnas Vilpišauskas, Professor of Social Sciences and Director of the Institute of International Relations and Political Science, Vilnius University, Lithuania
- Philippe Kern**, Managing Director, KEA European Affairs, Belgium
- EU Policies and Culture: a New Deal?*
Review of initiatives and policies at EU level that are of interest to cultural sector and policy makers
- Discussion
- 12.20-13.30 Lunch

Afternoon Sessions

13.30-14.45 **Session 3**, chaired by Ragnar Siil, Undersecretary, Estonian Ministry of Culture

Culture and Economic Innovation, case studies and panel discussion

The cultural and creative industries are an important incubator for new forms of entrepreneurship. However, support in this field still lags behind support for businesses in other sectors of the economy. The development of a new infrastructure for the cultural and creative industries, as well as the new generation of entrepreneurs, are the key factors in ensuring competition and in finding employment for those who have completed their studies in the humanities. However, the question is how to transform creative ideas into a viable business model and to encourage cooperation amongst small businesses? The creative industries ultimately depend on creators themselves, and the most effective solution has been giving those creators a right to their work - in the form of copyright. What are the challenges and how to ensure this right that is both natural and necessary to a vigorous and vital creative business?

Žilvinas Jančoras, Chairman of the National Association of Cultural and Creative Industries, Lithuania

Küllli Hansen, Development Manager, Tartu Centre for Creative Industries, Estonia

Kęstutis Drazdauskas, Coordinator of Vilnius Film Cluster, Lithuania

Justinas Katkus, Head of StartupSpace, Centre for Business and Innovation, Kaunas Technological University, Lithuania

Robert Levine, author of *Free Ride: How the Internet Is Destroying the Culture Business and How the Culture Business Can Fight Back*, USA

14.45-15.00 Coffee break

15.00-16.15 **Session 4**, chaired by Rasius Makselis, Research Associate at the Lithuanian Culture Research Institute

Culture and Social Innovation, case studies and panel discussion

Access to and participation in culture can change the behaviour of individuals and groups, expand the boundaries of expression, help to overcome stereotypes and to change social identity. It can be asserted that the level of participation in cultural activity is directly proportionate to the quantity and quality of innovations in a country. Local cultural regeneration projects open to the active involvement of a wider public help to form new skills, which can be directly linked

to such politically important concepts as welfare, social cohesion and sustainability. At present the attention of structural funds is largely directed at infrastructure projects and digitisation but can renovated mansions or museums become objects of vital importance without a thriving culture?

Andrius Ciplijauskas, Director of BEEpart Creative Fields, Lithuania

Rasa Antanavičiūtė, Executive Director of the Nida Art Colony,

Vilnius Academy of Arts, Lithuania

Christer Gustafsson, Director for the Regional Museums of Halland and Heritage Halland, Sweden

Elīna Hermansone, Coordinator of the Brigāde Programme, Latvia

Milda Laužikaitė, Head of the Creative Partnerships Project, Lithuania

16.15-16.30 Coffee break

16.30-17.00 **Reflection panel**, chaired by Philippe Kern, KEA European Affairs

Possibilities, Perspectives and Challenges for Culture in the next EU Budget: National Priorities and Strategies

Rein Lang, Minister of Culture of the Republic of Estonia

Žaneta Jaunzeme-Grende, Minister of Culture of the Republic of Latvia

Arūnas Gelūnas, Minister of Culture of the Republic of Lithuania

17.00 End of Programme

Networking drinks in the lobby until 18.00

Jazz intervention with Kęstutis Vaiginis (sax) and Dmitrij Golovanov (keyb)



Conference language – English

Registration

Registration will be open until 21st September 2012. You are kindly requested to complete the registration form and send it to j.giedrys@lrkm.lt

[Registration form](#)

Transport from/to airport

Airport Express runs from and to Vilnius Airport.

<http://www.iticket.lt/en/vilnius-bus-station-vilnius-airport>

Taxis can be found outside the arrival terminal, next to the sidewalk.

The fare to the city centre is around €20.

Hotels

Please book your accommodation separately from your registration.
The conference has special rates in the following hotels (quote conference “Mainstreaming Culture”):

Amberton €65 (single use, including VAT)
<http://www.ambertonhotels.com/en/>

Novotel €85 (single use, including VAT)
<http://www.novotel.com/gb/hotel-5209-novotel-vilnius-centre/index.shtml>

Conference venue

The conference will take place in the Auditorium of the National Gallery of Art.
The address of the conference venue is:
National Gallery of Art
Konstitucijos pr. 22
LT-08105 Vilnius
Tel.: +370 5 2122997
<http://www.ndg.lt/index.php?id=24&L=1>

Keeping up to date

For further information about the conference and other matters please check the websites, which will be updated as more details are confirmed.
www.lrkm.lt/

Contacts

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Organizer

Ministry of Culture of the Republic of Lithuania



In collaboration with the National Gallery of Art, the Arts Printing House, the Design Innovation Centre, Meno fortas and the Nordic Council of Ministers