



G20 CULTURE MINISTERIAL

PRIORITY 3 - BUILDING CAPACITY THROUGH TRAINING AND EDUCATION

Human Capital The Driver of Culture-led Regeneration

Multi-stakeholder Webinar

13 April 2021, 12.00 - 16.40 CEST



**MINISTERO
DELLA
CULTURA**



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1. BACKGROUND

The role of knowledge and skills in all processes of local socio-economic development is widely recognised. However, the actual forces behind such development and the role of policy in supporting and amplifying the positive effects of improved culture-related knowledge and skills production and acquisition are still not fully understood, and, consequently, there is a relevant developmental potential that remains untapped. The aim of this webinar is defining a new agenda for G20 countries which addresses the main opportunities ahead and the ensuing policy challenges to promote new forms of cooperation and joint initiative, in the post-pandemic scenario in which the search for new development drivers is particularly necessary and calls for innovative perspectives and choices.

The cultural and creative sectors still suffer from basic skill needs that have to be addressed. The pandemic unveiled the need to support culture and creative organisations to meet and surmount the deep uncertainties of the post-COVID-19 operating landscape. The lack of skills concerns, among others, project development and management, entrepreneurship, accountability, financial literacy and access to credit, fundraising and attraction of grants. Even in the case of very high artistic and professional standards, such aspects are often relatively disregarded as instrumental and not central to creative work, with the consequence of weakening otherwise solid and promising projects and potential creative businesses. Addressing these basic skills shortages is a critical precondition for the future sustainability of cultural and creative sectors, and even more so in a post-pandemic scenario that is putting the survival of many cultural and creative organisations of all kinds on the line.

In the heritage sector, the combined effect of the age pyramid, cuts in public budgets and the digital shift are affecting the wider transmission of knowledge and skills. This happens at a time when new skills and competences are needed to make better use of new technologies for heritage preservation, enhance the visitor's experience in sites and museums and manage heritage resources in a more integrated, sustainable and participatory way. Cultural heritage professionals are increasingly asked to develop their “soft skills”, such as the ability to work in a multi-disciplinary environment, collaborate, get involved, solve problems, resolve conflicts, engage in empathic relationships with other professionals, communicate and raise awareness. The climate crisis requires heritage professionals new multi-disciplinary approaches in areas such as heritage documentation, disaster risk reduction, vulnerability assessment, conservation, education and training as well as in the ways heritage sites are presented to visitors.

The rapid acceleration induced by the Covid-19 pandemic has emphasised the need for cultural and creative organisations to invest in and develop their digital skills and capabilities, to embrace new digital ways of reaching their audiences, in the access and protection of cultural heritage, as well as in the cultural (co)production and distribution. Culture and cultural heritage have long been natural laboratories of experimentation of new technologies such as 3D modelling, virtual and augmented reality, AI-powered digital reconstruction of physical heritage and AI-powered mapping of intangible heritage and creative acts (such as the gestures of craftsmen or performers).

With the pandemic, this digital transition scenario has undergone a spectacular acceleration and some of the most important cultural institutions worldwide are quickly developing innovative projects and approaches to encourage in-depth access to their collections and events which not only provide a substitute to lack of physical access (due to the restrictions caused by the pandemic) but explore new forms of remote digital experience that will remain attractive and relevant also when the pandemic crisis will be over.

The new digital tools will allow remote access to heritage also in the absence of physical travel and will contribute to redefine the experience economy of the future, as well as cultural tourism. In particular, digital access need not be seen as a threat to reading, participation in performing arts events or physical visits on heritage sites, but rather as a powerful motivator to further expand one's experience moving from the digital to the physical dimension – much in the same way as successful movies promote tourism in the cities and territories where they are staged.

The potential economic impact of a digitally-driven content economy that harnesses the potential of culture and tangible and intangible cultural heritage is huge, but there is a strong need of building new skills and developing



new capabilities to enable operators, professionals and local communities to fully take advantage of the opportunity.

The preservation and protection of cultural heritage, both tangible and intangible, the promotion of cultural diversity and the continuity of living heritage require the active involvement of the local communities which, given their proximity, have a special responsibility to ensure the inter-generational transmission of objects, traditions, skills, and values which have built up across the centuries. Investing in education and awareness-raising and enabling citizens and communities to contribute to the success of culture-led regeneration processes is therefore a crucial issue. This point has been made by the Unesco Convention on the Protection and Promotion of the Diversity of Cultural Expressions and the Council of Europe Framework Convention on the value of cultural heritage for the society (Faro Convention), which builds upon the important notion of heritage communities, that is, local communities whose social bonds are also defined and strengthened by the responsible involvement in the protection and promotion of their local heritage. Also, in this case, new skills and a constant educational effort are needed to enable such communities to perform their role effectively, also because of the rapidly growing and multifaceted forms of cultural expressions and cultural heritage that accumulate as a consequence of the current expansion of human knowledge societies favoured by socio-economic and technological progress.

The multi-stakeholder and holistic approaches to heritage protection and governance which are well-rooted in the EU and international policy frameworks on cultural heritage require to equip non-professionals with the knowledge and competences required to strengthen the implementation of conservation principles and standards at all stages of the decision-making process, from planning to implementation, as stressed by ICOMOS in the Quality principles for EU funded interventions on cultural heritage.

For all these reasons, the skills building and educational dimension of this scenario need to be tackled urgently and within a clear strategic vision. Invest in human capital is a key factor to ensure the sustainability of the culture and creative sectors and enable investments to bring benefits in all the pillars of sustainable development: economy, culture, environment and society.

Key issues and objectives

In line with three priority axes of the Italian G20 Presidency, People, Planet, Prosperity, the webinar will focus on how international cooperation can support the development of specialised skills and improve knowledge management and knowledge transfer in the cultural and creative sectors, taking into account the implications of the digital shift.

The objective of the webinar is to single out common points for policy design and action for consideration by G20 countries in the relevant fora, notably the G20 culture working group and Ministerial.

Among the suggestions for possible action, the promotion of a new collaboration network aimed at sharing good practices and joint promotion of innovative experimentations and projects. Cooperation initiatives might include:

- opportunities for training and mobility of cultural heritage professionals and other initiatives to facilitate the exchange of experiences among heritage professionals at a global level.
- training courses jointly organised by the training institutions of G20 Countries and/or relevant International organisations.

2. FORMAT

Each session of the event will include a scoping presentation by the Chair (5 minutes) outlining key issues and setting the background for discussion followed by a Panel engaging 4-6 speakers (3-5 minutes each), a Q&A session and a wrap up of key points by the Chair.

The event will be held on-line.

Working language: English



3. AGENDA

Priority 3 - Building capacity through training and education Human Capital -The Driver of Culture-led Regeneration	
12.00	Welcome Address Dario Franceschini , Minister of Culture of the Italian Republic
12.02	Opening Remarks Lorenzo Casini , Head of Cabinet of the Italian Minister of Culture
Session I - Engaging communities and the next generation Chair: Kathrin Merkle, Council of Europe - Directorate-General for Democracy (DGII), Head of the Culture and Cultural Heritage Division	
12.05	Introduction by the Chair
12.10	Panel interventions <ul style="list-style-type: none"> • Pierluigi Sacco, Senior Advisor OECD Centre for Entrepreneurship, SMEs, Regions & Cities, <i>Culture-education Crossovers</i> • Doris Sommer, Harvard University, <i>Cultural Agents Initiative Pre-texts: toward a holistic education with art and heritage</i> • Claire Giraud-Labalte, President, Pôle des acteurs du patrimoine culturel en Pays de la Loire, <i>Share, overcome barriers, experiment, cooperate: Key points to move from idea to action</i> • Lynette Shultz, University of Alberta, <i>Heritage, global citizenship, and global social justice</i> • Christian Greco, Director of Egyptian Museum Turin, <i>Digital Revolution and Humanism</i> • Grial Ibáñez de la Peña, Deputy Director for Cultural Cooperation with the Autonomous Regions, Ministry of Culture and Sport of Spain, <i>Rural experimenta - Cultural projects in rural áreas</i> • Anibal Jozami, Rector of the Universidad Nacional de Tres de Febrero, Director- general of BIEN-ALSUR • Denise Pires de Carvalho, Rector of the Federal University of Rio de Janeiro, <i>How can research universities best support economic recovery - the innovation environment and inclusive education</i>
12.50	Moderated Q&A
13.05	Conclusions by the Chair



13.10	The Central Institute for the Preservation of Archives and Libraries (ICPAL) (Video 2')
Session II - Changing perspectives for cultural heritage Chair: Ewan Hyslop, Head of Technical Research and Science at Historic Environment Scotland / Julianne Polanco, California Office of Historic Preservation	
13.15	Introduction by the Chairs
13.20	Panel interventions <ul style="list-style-type: none"> • Albino Jopela, Head of Programmes African World Heritage Fund (video) <i>Values-based Climate Change Risk Assessment: Piloting the Climate Vulnerability Index for Cultural Heritage in Africa</i> • Ángel Panero Pardo, Chief Architect, Oficina de supervisión del Consorcio de Santiago, <i>Urban Cultural heritage: Education, vocational training and energy to preserve the future</i> • Alison Tickell, Director, Julie's Bicycle, <i>Change culture, change climate</i> • Massimo Osanna, Professor University of Naples Federico II, <i>The National Museum Network: enhancing through conserving</i> • Dwinita Larasati, Bandung Creative City Forum Indonesia Creative Cities Network, <i>Inclusive Creative Economy for A Resilient Society</i> • Tit Meng Lim, Associate Professor, Chief Executive, Science Centre Singapore, <i>Climate Change - Communication and Engagement</i>
13.50	Moderated Q&A
14.05	Conclusions by the chair
14.10	The Central Institute of Restoration (ICR) (Video 2')
Session III - New skills to manage and protect cultural heritage Chair: Webber Ndoro, ICCROM Director-General	
14.15	• Introduction by the Chairs



14.20	Panel interventions <ul style="list-style-type: none"> • Vincenzo Trione, President of the School of Cultural Heritage and Activities Foundation, <i>Towards the Hybridization of Knowledge</i> • Cristina Gonzalez-Longo, President of ICOMOS International Scientific Committee on Education and Training (CIF), <i>Competence, Cooperation and Capacity for Education in Cultural Heritage in the 21st Century: Knowledge, Skills and Opportunities</i> • Lluís Bonet, University of Barcelona, <i>CHARTER - Towards a new European strategy for heritage professions</i> • Xavier Greffe, Université Paris 1 - Sorbonne, <i>From Artistic Creativity to Economic Innovation: Training the heritage managers of the future</i> • Alain Salzenstein, European Network on Cultural management and Policy (ENCACT), <i>Redefining Priorities, Redesigning Education: Protocols for the new Cultural Manager</i> • Noriko Aikawa-Faure, International Research Centre for Intangible Cultural Heritage in the Asia-Pacific Region, <i>Intangible heritage and education (tbc)</i> • Bak Sang Mee, Hankuk University of Foreign Studies, <i>Achieving Sustainability through Heritage Education</i>
14.55	Moderated Q&A
15.10	Conclusions by the chair
15.15	The Opificio delle Pietre Dure (OPD) (Video 2')
Session IV – Building capacity for culture-led social and economic regeneration Chair: Catherine Magnant European Commission, DG EAC, Deputy to the Director and Head of Culture Policy Unit	
15.20	Introduction by the Chair



15.25	Panel interventions: <ul style="list-style-type: none"> • Anupama Sekhar, Director for Culture, Asia Europe Foundation (ASEF), <i>International cultural co-operation goes digital: what implications for socio-economic regeneration?</i> • Sheenagh Pietrobruno, Professor School of Social Communications Faculty of Human Sciences Saint Paul University/University of Ottawa, <i>Digital Mobilization and Heritage</i> • Bernd Fesel, Director, European Creative Business Network, <i>Post-COVID-19 Regeneration is a crisis as much as a re-birth: A Renaissance of a New Type!</i> • Leandro Valiati, Visiting professor and Senior Researcher Peoples Palace Projects QMUL/UK, <i>Knowledge exchange, arts and economic development: co-creating learning to deliver progress</i> • Christine Mackenzie, President, International Federation of Library Associations and Institutions, <i>Connectivity, Content and Confidence: Libraries and an Inclusive, Digital-Enabled Recovery</i> • Nuha Al-Sharif, Cultural research leader at the Ministry of Culture of Saudi Arabia, <i>Achieving the aspirations of Saudi Arabia's Vision 2030 through Cultural Capacity Building</i> • Handoko Hendroyono, Founder, M-Bloc Space on Cultural Heritage and Resilience, <i>Utilizing Local Brands through Cultural Movement</i>
16.00	Moderated Q&A
16.15	Conclusions by the chair
Session V -Conclusions and the way forward	
16.20 16-40	Presentation by session Chairs of the conclusions and the way forward