

Culture

shapes

our future

**The role of culture
in the framework of economic,
social, environmental and
cultural development**

**Rome
December 1-2
2023**

Organized by:

Associazione Economia della Cultura

CLES

Dipartimento di Economia Aziendale - Università degli Studi Roma Tre

Fondazione Scuola dei beni e delle attività culturali

**Master Biennale Economia e Gestione dei Beni Culturali - Università degli Studi
Roma Tre**

Venue:

Università degli Studi Roma Tre

Via Silvio D'Amico, 77

[Booklet abstract](#)

10:00 Keynote speech by David Throsby
Distinguished Professor of Economics at Macquarie University

David Throsby

David Throsby is Distinguished Professor of Economics at Macquarie University in Sydney. He is internationally known for his research and his many publications on the economics of art and culture. His interests include the economics of the performing arts, the role of artists as economic agents, the Indigenous art economy, heritage economics, the role of culture in sustainable development, and the relationships between economic and cultural policy. His book Economics and Culture (Cambridge University Press, 2001) has been translated into eight languages. His most recent book is The Economics of Cultural Policy (2010), also published by Cambridge.

Title: **The role of culture in sustainable development: past, present and future**

10:45 - 12:30 Morning session
Culture, technology and business

Discussant: Marco Causi (Associazione per l'Economia della Cultura)

Pierre-Jean Benghozi (Ecole polytechnique - Paris)

Pierre-Jean Benghozi is a former student of the École Polytechnique and has a PhD in Management Sciences. He is the Research Director at the National Centre for Scientific Research (CNRS) and professor at the École Polytechnique and at the University of Geneva (GSEM). Until 2013 he was the head of the Centre for Management and Economic Research. He has also been in charge of the Innovation and Regulation in Digital Services Department since 2007. Since the early eighties he has been involved in a pioneering research group on Information Technology, Telecommunications, Media and Culture. His recent projects draw attention to the adoption and uses of ICT in large organizations, the structuring of ICT-supported markets and supply chains, the characterization of competitive business models, especially in creative industries. Pierre-Jean Benghozi publishes regularly on these questions in French and English. He teaches in several major Parisian and foreign universities and works as an expert with public administrations.

Title: **Cultural industries : the innovation lab for the entire digital economy : in AI as well ?**

Abstract: Digital technologies support disruptive ways to devise, deploy, and make value from innovation. While the sector of culture is based on a regular capacity for innovation, breakthrough changes in consumer practices and business models challenged its organization and value chain. However, culture also most often serve as a pathfinder for the rest of the economy : new economic players, new platform business models, new distribution channels, new consumers uses, new forms of professionalization, new contents, new rule for intellectual property... Such key role of technological infrastructures and platforms leadership supported by the growing importance of digital technologies should help to understand, address and frame the potential impact and resources created today by AI in the cultural world.

Philippe Chantepie (Ministère de la Culture et de la Communication - France)

Philippe Chantepie is Inspector General of Cultural Affairs at the French Ministry of Culture and Communication, having previously been in charge of strategy and foresight, head of the Studies, Foresight and Statistics Department, and advisor to Catherine Tasca's cabinet, in charge of digital regulation. Previously, he worked as a consultant in the banking and financial, audiovisual and cultural sectors. A research associate at the Innovation and Regulation of Digital Services Chair (X-Télécom ParisTech) and at Shenzhen University, he has been an associate professor at Paris II and VIII, and a lecturer at Sciences-Po and Paris I. With Alain Le Diberder, he has published Révolution numérique et industries culturelles (La Découverte, 2010).

Title: **What methodologies to assess the impact of AI on value chains and on cultural employment?**

Abstract: Two major questions are: what is the impact on value chains; what is the impact on artistic and cultural employment? At present, there are few analyses that focus directly on these issues. We often confine ourselves to questions of method. However, we need to take into account the great complexity of the cultural and media sector. It is not homogeneous. We first need to refer to a common framework and harmonized statistics. The first challenge is to analyze - often still qualitatively - value chains, to distinguish between those based on rights and those based primarily on creative work. In each case, we need to analyze the weight of the impacts -structuring or productivity alone - according to the nature of the AI. The second challenge is that of artistic and cultural employment, which is noconfined to the cultural and creative sectors. This type of employment is highly dependent on whether or not it is salaried, in the market or non-market economy. We can think in terms of general models that focus on issues of replacement, complementarity, skills enhancement and productivity. These analyses produce interesting indications, even for artistic and cultural jobs. They do not really stand up to those that consider the status and nature of jobs. For the time being, much more analysis is needed, within a stabilized framework, as the prospects for anticipation remain uncertain.

Erminia Sciacchitano (Ministero della Cultura - Italia)

Erminia Sciacchitano serves in the Cabinet of the Italian Minister of Culture as Senior Advisor on Multilateral and EU Affairs, including the G20 Culture and is the National Contact Point of the New European Bauhaus. She has extensive experience in international cooperation, policy development and research on culture, heritage, and landscape, with a focus on social values, creative economy, and regenerative and sustainable management of cultural goods. Between 2014 and 2020 she contributed to shaping the EU policy on culture and the creative economy as a seconded national expert to the European Commission, DG for Education and Culture where she was Chief Scientific Advisor to the European Year of Cultural Heritage 2018. She has curated the dossier for the Italian signature of the Faro Convention and is a member of the European Commission expert group on cultural heritage, the Steering Committee of the Climate Heritage Network, the Expert Board of the Sector Skills Alliance on Cultural Heritage CHARTER and the Governing Board of the Joint Programming Initiative on Cultural Heritage and Global Change. She is an Architect and holds a PhD in Historical Buildings Survey and a Master's Degree in European Studies and International Negotiations.

Title: Culture policy and technology in interaction

Pietro A. Valentino, Fabio Bacchini, Roberto Iannaccone (Associazione per l'Economia della Cultura)

Pietro Antonio Valentino is Lecturer in Economics at the University of Rome "La Sapienza," has been dealing for years, both theoretically and empirically, with issues related to the management and enhancement of cultural resources, with particular attention to the management of cultural institutions and the impacts of conservation, and enhancement activities on local development processes. He has published numerous books and articles on these issues.

Fabio Bacchini is Head Division for data analysis and economic, social and environmental research at ISTAT
Roberto Iannaccone Doctor of Philosophy and researcher at ISTAT

Title: A proposal to measure the impact of culture for a sustainable development

Abstract: The role of culture on sustainable development is multifaceted and it does not provide simple interpretive paths. In recent years, UNESCO suggested to open the SDGs to culture by proposing the introduction of specific indicators along four dimensions - society, environment, culture and economy- that are intertwined, not separated.

To provide stylized evidence that can build the narrative of the relationship between culture and SDGs, we explore a large dataset for the 20 European countries, belonging to the euro area, related to common indicators on culture, SDGs and quality of life. The objective is to find the main multivariate features that can highlight the interrelationship between culture and SDGs.

14:45 - 16:45 Afternoon Session

Culture, inclusive development policy, assessment

Sala Lauree, Scuola Economia e Studi aziendali

Discussant: Paolo Lazzara (Università degli Studi Roma Tre)

Françoise Benhamou (Sorbonne Université)

Françoise Benhamou is Professor Emeritus at Sorbonne Paris Nord University, President of the Cercle des Economistes, President of the Committee on independence and pluralism of information and programs of Radio France, Vice-president of the Advisory Committee for the programs of ARTE TV channel, member of the Conseil des ventes volontaires, of the Board ALCA (Agency for Books, Cinema and Audiovisual in New Aquitaine), of the scientific committee of CSA (independent regulatory agency for the Audiovisual sector), Centre National de la Musique, National Library of France, DEMOS program (Philharmonie de Paris), and of France Muséums Développement. Previously, she chaired the ACEI (Association for Cultural Economics) and was a member of ARCEP (Independent Agency in charge of the regulation of Telecoms and Internet services) and of the Board of the Louvre Museum in Paris. She is the author of numerous books and papers on the economics of culture, media, and digital technology.

Title: Why should we still invest in culture? New perspectives in a context of political crisis

Abstract: Cultural policies face new challenges in a context of political crisis. Among those challenges, it is important to emphasize the role of public policies at a local level. It is possible to put forward a strong effect of public spending for citizenship and for the possibility to build a peaceful society.

Mariachiara Esposito (European Commission)

Policy Officer, Cultural Policy, Directorate-General for Education, Youth, Sport and Culture (DG EAC), European Commission

Title The cultural dimension of sustainable development: a European perspective

Abstract: The role of culture at the heart of sustainable development and for the green transition is increasingly gaining attention at the EU level. Many of the past and current EU funded programmes, supporting cultural sectors, are either focused on - or have a strong link - with either environmental sustainability or with wider transformation processes. The presentation will highlight the context and potential impact of these developments for policy-makers as well as the related needs and expectations from the cultural professionals: it will illustrate main policy tools led by the Commission or the outcomes of strategies and dialogues run in cooperation with cultural organisations and Member States, with the aim to further explore solutions, advance and steer the European debate.

Michela Marchiori (Università degli Studi Roma Tre)

Marchiori Michela is Full Professor of Business Organization (LT) and Organizational Change (LM) at the Department of Business Administration, Roma Tre University. She is director of the two-year Level II Master in Economics and Management of Cultural Heritage and the one-year Master in Management, Promotion, Technological Innovations for the Management of Cultural Heritage. He is a member of the teaching board of the Doctoral Program in "Markets, Business, Consumers" at the Department of Business Economics, University of Roma Tre. He is a member of the Scientific Committee of the Journal "Economics of Culture." She is the director of the two-year Level II Master's degree program "Economics and Management of Cultural Heritage." She was the scientific coordinator of the European project (Horizon 2020) - SoPHIA "Social Platform for Holistic Heritage Impact Assessment" (2020-2021). In the field of cultural heritage, she has published on the topics of citizen participation in cultural initiatives and on the assessment of impacts related to cultural heritage interventions. She has promoted and been chair of several international Conferences on the topic of the Economy of Culture.

Title Assessing the impact of Cultural Heritage through a holistic perspective. Evidencies from the application of the SoPHIA model

Abstract: The impact assessment models for cultural interventions have evolved to a holistic approach to account for all the dimensions of sustainable development. The SoPHIA model represents one of the most recent attempts to hold such holistic perspective in a way that not only includes the drivers of impact related to different dimensions of sustainability, but also considers countereffects and other dimensions, such as time and people. "People" is particularly important for the assessment process, which must involve all the relevant groups of stakeholder. In applying the model, the SoPHIA researchers have highlighted its strengths but also the open issues. Discussing such evidence will open up new possibilities to develop the model further.

Patrizia Riganti (University of Glasgow)

Prof. Patrizia Riganti, a full professor in tourism at the University of Glasgow, is an architect, urban planner, and cultural economist. Her research focuses on non-market valuation for sustainable cultural tourism and heritage policies. A Fellow of ICCROM, she sits on two ICOMOS International Scientific Committees: Economics of Conservation and Energy and Sustainability. Prof. Riganti led or co-led research grants totaling over 11 million Euros, funded by UKRI, the World Bank, and the EU. A visiting professor at EU and USA universities, she delivered 30+ invited speeches and published 60+ refereed journal articles. With Prof. David Throsby, Macquarie University, she chaired conferences on the economic valuation of cultural capital. Leading the AHRC-DCMS-funded CAVEAT project, she contributes to the DCMS Culture and Heritage Capital Valuation framework launched in 2021. She's CoI on the CHC Taxonomy project by Historic England and the ESRC Transatlantic project (TAP) for a green and inclusive post-pandemic recovery of the Blue Economy.

Title Valuing cultural capital in support of decision making

Abstract: In the discourse on cultural heritage, a pronounced gap exists between the value frameworks steering investment decisions and those underpinning conservation actions. This discrepancy is further compounded within the current heritage discourse, notably in the evaluation of cultural values and participatory approaches. The challenge arises from the distinctive features of cultural assets, which wield significant influence over social cohesion and community well-being. However, quantifying their benefits within the Social Cost-Benefit Analysis (SCBA) framework proves intricate.

The central predicament confronting decision makers is the comprehensive consideration of economic values (both use and non-use) associated with a cultural asset and the articulation of its social benefits beyond market transactions. A heritage asset surpasses its real estate or utilitarian value; it encompasses non-use value tethered to cultural, aesthetic, and symbolic qualities, along with emotional community attachments. Capturing this non-use component emerges as a pivotal challenge in valuing cultural heritage assets.

This imperative calls for concerted actions and collaboration among key stakeholders at local, national, and international levels. Building on this foundation, the presentation will discuss the Culture and Heritage Capital (CHC) valuation framework promoted by the UK Department of Culture Media and Sport and the recently launched project CAVEAT. CAVEAT aims to identify and rectify caveats associated with prevailing valuation methods for culture and heritage capital. It seeks to bolster decision makers' confidence in utilizing estimates from diverse economic valuation techniques. The project delves into the triangulation of existing valuation methods to assess the value of a complex historic asset, such as a historic high street, thereby augmenting decision makers' confidence in applying such results in SCBA.

Giovanna Segre (Università degli Studi di Torino)

Since 2011, she has been Associate Professor of Economic Policy at the Department of Design and Planning in Complex Environments of the IUAV University of Venice, where he teaches Economics of Culture at the master's degree program.

He is co-director and member of the scientific committee of the Master in "World Heritage and Cultural Projects for Development" at the University of Turin, carried out in collaboration with the Polytechnic of Turin, the International Training Centre of the ILO and the World Heritage Center of UNESCO. Area director and member of the scientific committee of the Master's Degree in "World Natural Heritage Management" of the Trentino School of Management, he is also a member of the board of teachers of the Doctorate in "Urban and Regional Development," carried out jointly by the University of Turin and the Polytechnic of Turin. Editor of Elsevier's journal "City Culture and Society" and President of the Silvia Santagata Study Center, he is also a member of the board of directors of the Cultural Enhancement Consortium "La Venaria Reale."

She conducts research in the field of the economics of culture and welfare, areas in which she is the author of numerous national and international publications.

Title How to measure the role of culture in the 2030 Agenda for Sustainable Development: open issues and opportunities

Abstract: The UNESCO Thematic Indicators for Culture in the 2030 Agenda rises as a framework of 22 thematic indicators whose purpose is to measure and monitor the progress of culture's enabling contribution to the national and local implementation of the 2030 Agenda for Sustainable Development. However, some open issues still remain to be resolved and the implementation phase has only just begun.

Andreas Wiesand (ERICarts Network and Institute)

Executive Director, European Institute for Comparative Cultural Research - ERICarts; Founding Member, Association Compendium of Cultural Policies & Trends - www.culturalpolicies.net; Director, ARcult Media publishing house / consultancy. Worked first in broadcasting, at Rowohlt book publishing, at the SPIEGEL magazine and until 2008 as Director of Zentrum für Kulturforschung - ZfKf. Expert for: European Commission & Parliament, e.g. Selection and Monitoring Panel of the European Capital of Culture programme, 2009-11 and Team Leader, "Voices of Culture" 2014-16; the Council of Europe; UNESCO, e.g. Member of the Expert Facility for the 2005 Convention; UN Alliance of Civilisations; European Cultural Foundation; etc. Missions around the world for development agencies; international foundations; governments; the Goethe Institute; IFACCA; universities;

Professor emeritus for arts management and cultural policy in Hamburg still lecturing at other universities/academies, e.g. Dresden International University. Author, co-author or responsible editor of over 50 book publications. Numerous honorary positions, e.g. former Secretary General German Arts Council and outgoing SG European Association of Cultural Researchers e.V., i.e. the former ECURES, now ERICarts NETWORK.

Title: Culture shaped our research - or could it be the other way round? Deconstructing five decades of ZfKf research experience

Abstract: When we started more than 50 years ago, large-scale empirical studies in the arts and cultural heritage were neither an established research practice nor really appreciated in some cultural circles (at least if the results didn't conform to traditional views). Now the extensive documentation of the Centre for Cultural Research (ZfKf) is being transferred to a national archive. Time to take stock...

17:00-19:00 Education for culture, culture for education

Sala Lauree, Scuola Economia e Studi aziendali

Discussant: Lucia Marchegiani (Università degli Studi Roma Tre)

Aleksandar Brkić (Goldsmiths, University of London)

Aleksandar Brkić is a Senior Lecturer and Co-Director of the MA in Arts Administration and Cultural Policy at Goldsmiths. In Serbia, he worked as a Lecturer and Researcher at the University of Arts in Belgrade and was one of the independent Compendium experts for Serbia. In 2011 he received a Cultural Policy Research Award from ENCATC and the European Cultural Foundation as the best young cultural policy researcher in Europe. From 2013 he worked as a Lecturer at LASALLE College of the Arts in Singapore and the co-coordinator of ANCER - Asia Pacific Network for Cultural Education and Research. He is a guest lecturer at the UNESCO Chair at the University of Arts in Belgrade; Sibelius Academy, University of Arts, Helsinki and Ben M'Sik, Hassan II University, Casablanca. Aleksandar's research focuses on the ontology and epistemology of arts management education, cultural networks and cultural policies in Southeast Europe and Southeast Asia. His last book is "The Routledge Companion to Arts Management" (together with Bill Byrnes), and he works as the series editor of The Routledge Focus on Creative Economy.

Title: Challenges for Higher Education in Arts, Culture, and Creativity in the Post-Brexit UK

Abstract: Dr Brkić will be addressing the context of the HE from the perspective of arts/culture, social sciences and humanities of the post-Brexit UK. What is the place of culture in the higher education sector pushed almost completely to the market? How do you run a programme and balance the learning and teaching goals with the survival goals? What are the models or resistance based on the case study of Goldsmiths, University of London? Taking into consideration the shifts in the student body in London/UK, how do we approach the curriculum? What are the complexities around the application of concepts such as "decolonisation of the curriculum" in this context?

Luca Dal Pozzolo (Fondazione Fitzcarraldo)

*An architect, he is a founding member of Fondazione Fitzcarraldo, active in the field of economics of cultural and environmental activities and assets, where he is responsible for research activities. Since 1998, he has been Director of the Cultural Observatory of Piedmont established by a Memorandum of Understanding between the Piedmont Region, the City of Turin, the Province of Turin, Agis, the CRT Foundation, Compagnia di San Paolo, Ires and the Fitzcarraldo Foundation. He is a member of the Scientific Committee of the Ticino Cultural Observatory and of the Cultural Committee of the IED, European Institute of Design. He taught architectural design from 1990 to 2015 at the Faculty of Architecture of the Polytechnic University of Turin and participated, also as a guest professor, in many activities of European Universities. He currently teaches Museography at a master's degree course at the Polytechnic University of Turin, is a lecturer at SUPSI's Master in Cultural Management in Lugano, and teaches Regional Cultural Policies at the Faculty of Economics in Bologna in the graduate course GIOCA, Management and Innovation of Cultural and Artistic Organisations. Within Fondazione Fitzcarraldo he has coordinated numerous research projects in the field of the economy of culture, cultural heritage, and anthropologies of cultural consumption both in Italy and abroad. In recent years, his professional activity as an architect has focused on the design of museums (coordinating the project and work direction of the Regional Museum of Natural Sciences in Turin, setting up the Polo del '900 in Turin, Museum of the Longobard Duchy in Spoleto) and the valorisation of cultural heritage (Fish Market and Margherita Theatre in Bari, valorisation of the archaeological area of Alba Fucens, valorisation of the archaeological sites of Altamura). He has published numerous articles and books on the economy of culture and cultural heritage, the most recent of which are *Il patrimonio culturale tra memoria e futuro* (2018) and *Esercizi di sguardo*, (2019) both for Editrice Bibliografica.*

Title: Culture for education

Abstract: If the investments in education for culture in the past three decades produced an important number of University courses and masters, more problematic, on the contrary, is the relation between culture and education. The two domains, so close in terms of interaction and contents, actually seem divided by a thick curtain, notwithstanding the visits to museums and some theatrical activities. Also the proposal during the Pandemic to open theaters, museums cinemas and cultural venue, to help school with a great number of locations controlled in terms of health requirements, had no success. That said, an important perspective of sustainability for cultural activities and a great resource to integrate cultural contents in the school relies on a new deep relation between the two domains.

Chiara Finocchietti (CIMEA)

Director of CIMEA-NARIC Italy. Geographer, she comes from the world of research and is an expert in the evaluation of qualifications and higher education systems. Author of several publications on the topics of degree recognition, she coordinates numerous international projects on the same topics and is a member of several international working groups on higher education and training policies. She is an expert on microcredentials and the use of new technologies, in particular blockchain, in higher education. She was appointed as a member of the Working Group on Higher Education of the Council of Europe's Committee on Policy and Practice in Education (CDEDU Working Group on Higher Education), and is an expert on the Council of Europe Platform on Ethics, Transparency and Integrity in Education (ETINED). She is vice-president of the ENIC Network Bureau and national correspondent for the Italian Qualifications Framework (QF - EHEA).

PROGETTO SOSTENUTO CON I
FONDI OTTO PER MILLE DELLA
CHIESA VALDESE

Title: Cultural heritage management: international curricula

Abstract: Does international academic mobility constitute an added value for the topic of cultural heritage management? The intervention will briefly touch upon the role of Higher Education and the topic of possibilities and recurrent themes for the creation of international curricula regarding the theme of cultural management.

Enzo Le Fevre Cervini (IALAB - University of Buenos Aires)

Enzo Maria Le Fevre, Ph.D., is Project Leader in the European Commission's Directorate for Informatics (DG DIGIT) and Adjunct Professor of Digital Governance at the Università degli Studi della Tuscia. Between 2017 and 2020 served as Senior Expert at the Agency for Digital Italy – Presidency of the Council of Ministers (AGID) and Coordinator of the Thematic Group on Emerging Technologies (AI & Blockchain) of the OECD Working Party of Senior Digital Government Officials (E-Leaders).

He is also a Senior Research Fellow on international practices of digital governance at the Laboratory on Innovation and Artificial Intelligence of the University of Buenos Aires, and Board Member of the Fondazione Adriano Olivetti.

Title: Navigating the Digital Frontier: Transforming Cultural Heritage Education for Tomorrow's Managers

Abstract: In the dynamic landscape of Cultural Heritage education, the advent of Artificial Intelligence (AI) presents a transformative opportunity to bridge the gap between evolving skill demands and traditional educational frameworks. The intervention will try to explore the profound impact of AI in detecting and addressing skill mismatches, paving the way for a European curriculum tailored to the demands of the future. As the cultural sector faces unprecedented challenges, including technological advancements, globalization, and changing audience expectations, the need for a comprehensive and adaptive educational approach becomes imperative. This presentation delves into the mechanisms through which AI can enhance the identification of emerging skills, facilitate personalized learning pathways, and contribute to the development of a more resilient cadre of Cultural Heritage managers and policymakers. By examining the intersection of AI and lifelong learning, the intervention aims to stimulate thoughtful discussions on the evolving role of universities and higher education institutions in leveraging cutting-edge technologies to cultivate competencies essential for the preservation and promotion of cultural heritage in our rapidly changing world. Join us in exploring the potential of AI as a catalyst for building stronger, more agile, and well-equipped Cultural Heritage professionals, shaping the future of cultural heritage education for generations to come.

Michele Nicolaj (CLES)

Senior expert in programming, management, monitoring and control of programmes and projects, in particular those financed by "European Structural and Investment Funds" (ESF, ERDF and EAFRD) and complementary national funds, gained through numerous activities of technical assistance technical assistance to Ministries, Regions and Local Authorities for the implementation and control of programmes (Regional Operational Programmes and National Operational Programmes). Training activities for officials of the Public Administration officials. Knowledge of regulations on programming, management, procurement and programme control. Experience in coordinating working groups and complex processes.

Title: The opportunities offered by the cohesion fund 2021/2027 for the development of culture and education

Abstract: The presentation aims to examine the role of culture and education as a driver for local development, analysing how the new cohesion policy 2021/2027 is dealing these themes, identifying the main opportunities in Italy and in particular in Lazio Region, thanks to the support offered by the European Social Fund and the European Regional Development Fund.

Saturday, December 2/12/23

9:30 - 12:30 Digital skills for culture

Sala Lauree, Scuola Economia e Studi aziendali

Session organized by Fondazione Scuola dei beni e delle attività culturali as part of Dicolab.

Cultura al digitale

Discussant: Annalisa Cicerchia (Associazione per l'Economia della Cultura)

Lluís Bonet (Universitat de Barcelona)

Professor of Applied economy and Director of the Cultural Management Graduate program at the University of Barcelona. He does research in the fields of cultural economics, cultural policies and arts management. He has been research fellow at the MIT and the University of Montpellier, and invited lecturer in over 50 different countries. Winner of the CAC Research Prize, Dr. Bonet served as President of the Jury of the Cultural Policy Research Award and he is a jury member of many other research prizes. He has been president of ENCATC, board member of the Association of Cultural Economics International, and an active participant in many European and international research projects

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Alessandro Leon (CLES)

Alessandro F. Leon, President of CLES srl, Secretary general of the Associazione per l'Economia della Cultura. Has an Economist has developed skills in the analysis and evaluation of public policies at local, regional and national level in the sector of cultural goods and activities, labour market, welfare and nonprofit organizations. He developed a large number of studies, masterplans and feasibility studies: the former Prison of Santo Stefano Island nearby Ventotene, Pompeii, Venaria Royal Palace, Egyptian Museum of Turin, Classis Museum of Ravenna, Palazzo Te of Mantua, Santa Giulia Museum in Brescia, Capitolini Museum in Rome, Palazzo Rivaldi of Rome.

Title: Public policies for professions in the cultural and creative sector

Giovanni Michetti (Sapienza Università di Roma)

Giovanni Michetti is Associate Professor of Archival Studies at Sapienza University of Rome. He taught for several years at the University of British Columbia and recently at Sorbonne University Abu Dhabi. An expert in digital archives, for over twenty years he has been working on document management, descriptive models, digital preservation and new technologies applied to archives. He is chairman of the sub-commission 'Archives and document management' in UNI and represents Italy in some ISO working groups on archives and document management. He is a member of the executive committee of the ICA.

Marzia Piccininno (Fondazione Scuola dei beni e delle attività culturali)

Marzia Piccininno is cultural policy expert in educational programmes for cultural heritage professionals at Fondazione Scuola dei beni e delle attività culturali. With a background in archaeology, she joined the Italian Ministry of Culture in 2002 as a project manager for EU funded projects on digitisation policies and programmes. From 2008 to 2018 she worked at the Central Institute for the Union Catalogue of the Italian Libraries (ICCU) as a project manager in several national and international digitisation projects and was responsible for supporting European cultural institutions in the content aggregation for Europeana.

Title: Digital skills for cultural heritage professionals: the Dicolab programme

Abstract: We must recognise the rise of digital technologies as one of the most important drivers of change in the contemporary cultural heritage sector and dramatically changed the way the professionals think and work. Even if we may say that the private use of digital media and means is a solid background for the development of digital skills and competences, there's still a significant necessity of training in such an area. For instance, different post-pandemic researches showed the need for the cultural heritage institutions to invest in digital services and to upskill/reskill the staff to make the best use of digital resources and tools and to embrace consciously the digital transformation. Dicolab – Digital Culture is the training programme to support the development of a new digital cultural ecosystem through training, orientation and support activities for individuals, organizations and professional communities. It is promoted by the Fondazione Scuola dei beni e delle attività culturali within the National Plan for Digitisation of cultural heritage of the Ministry of Culture, funded with the Recovery and Resilience Facility (NextGenerationEU).

Gino Roncaglia (Università degli Studi Roma Tre)

Gino Roncaglia teaches Humanistic Informatics, Philosophy of Information and Digital Publishing at Roma Tre University. Author of numerous essays on the new media sector (with particular reference to the future of books and reading), he is among the experts who participated in the drafting of the National Digital School Plan and has long collaborated with RAI Cultura. He is a member of the Scientific Council of the Cultural Heritage and Activities School Foundation of the Ministry of Culture, and honorary professor of the Universidad Nacional de Villa María in Argentina. Among his most recent books, "The architect and the oracle. Digital forms of knowledge from Wikipedia to ChatGPT" (Laterza 2023), "The age of fragmentation. Book culture and digital school" (Laterza 2018, second expanded edition, Laterza 2020) and "The fourth revolution. Six lessons on the future of the book" (Laterza 2010).

Title: Digital competences and information literacy: the AI challenge

Abstract: Published last year, the DigComp 2.2 Framework aims to offer "a common understanding, across the EU and beyond, of what digital competence is", with the purpose of providing "a basis for framing digital skills policy". The document updates the standard framework for describing and developing the digital competences and skills required for active European citizenship, but, despite its many references to the field of AI, the impressive evolution of generative AI in the last few months constitutes a challenge even for the updated framework. This challenge is of special relevance in the field of cultural heritage, where the new paradigm of generative AI is already changing acquired practices and methodologies (example: accessibility). The first necessary step to address the challenge is recognizing that AI literacy should be considered as an essential component of information literacy, even at its most basic level. The Dicolab courses will take this need into account, with a strong commitment in the field of AI literacy.

Friday, December 1/12/23

13:45 – 14:45 Young scholars poster session

Sala Lauree, Scuola Economia e Studi aziendali

Edoardo Maria Castelli

Ph.D Student - Catholic University of the Sacred Heart Milan - Italy

Poster: The Adoption of TikTok in Cultural Institutions: The Case of the Uffizi Gallery in Florence

Giulia Lapucci

Ph.D Student - University of Macerata

Poster: Towards participatory governance. A literature review on strategies and tools for promoting communities' participation in the Cultural and Creative Sectors

Krizia Ciangola

Ph.D Student - Lumsa University

Poster: Participatory Governance models in small cultural sites. The case studies hermitage of Santo Spirito a Majella and Bagni di Petriolo

Anders Rykkja

Ph.D Student - University of Agder

Poster: Attempting or Abstaining? Is it a win or a loss? An organisational typology of drivers and barriers for implementing Institutional Crowdfunding

Ilaria De Sanctis

Ph.D Student - University of Roma Tre

Poster: Acoustic Experiences and Memories: Environmental Installation as Exhibitory Perspective of the Sound Archive

Catalina Romero Leclercq

Ph.D Student - University of Roma Tre

Poster: Creative Desk. Caso Studio dall'arte fiammingo e la rilettura del paesaggio dell' America Latina. Iniziativa di Crowdfunding per promuovere la conoscenza, tutela, valorizzazione e gestione del Patrimonio Culturale tramite le industrie culturali creative.

Flavia Marucci, Chiara Petrini

Ph.D Students - University of Roma Tre

Poster: Participatory Impact Evaluation Process for Cultural Activities: Reflections on the Initial Application of the SoPHIA Model

Marta Ferrara

Ph.D Student - University of Teramo

Poster: The soundscape cultural value by an interdisciplinary perspective

Daniele Vari

Ph.D Students - University of Roma Tre

Poster: The outlook of Heritage Assets financial reporting: the path from ED 78 to IPSAS 45

Evinc Dogan

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Poster: Experiencing Post-industrial Landscapes through Digital Narratives