



CAMPUS YUSTE



2018

28th of September 2018

TOPIC 5: NEW TENDENCIES ON CULTURE COOPERATION AND MANAGEMENT. THE EUROPEAN AND INTERNATIONAL INITIATIVE

- 9:00 h. *European Cultural Routes*
MIGUEL ÁNGEL MARTÍN RAMOS. Head for European Affairs and Brussels Delegation at the European and Ibero-American Academy of Yuste Foundation.
- 10:00 h. *The Pyramid Model: a scenario for the development of project based organisations to get continuity*
STEVE AUSTEN. Director of the MBA Culture, Heritage & Citizenship project. Member of the Netherlands Business Academy (NLBA) and Permanent Fellow of the Felix Meritis Foundation.
- 11:00 h. Coffee break
- 11:30 h. Debate and reflection on Strengthening European Identity through Culture and Education, and How to Manage It.
- 13:00 h. Handing over of certificates.
- 13:30 h. Conclusions, feedback from students & closing remarks.
- 14:00 h. Closing lunch.

Partners ECHC:



Affiliate partners:



DIRECTORS:

STEVE AUSTEN. Director of the MBA Project Culture, Heritage & Citizenship; Member of the NLBA (Netherlands Business Academy), and Permanent Fellow of the Felix Meritis Foundation.
MIGUEL ÁNGEL MARTÍN RAMOS. Head for European Affairs and Brussels Delegation at the European and Ibero-American Academy of Yuste Foundation.

SECRETARY:

FELIPE LECO BERROCAL. Professor of Human Geography in the Art and Territory Sciences Department of the Faculty of Philosophy and Literature at the University of Extremadura. Director of the Heritage Research Institute at the University of Extremadura.



STRENGTHENING EUROPEAN IDENTITY THROUGH CULTURE AND EDUCATION, AND HOW TO MANAGE IT

FROM 24th TO 28th SEPTEMBRE 2018
REAL MONASTERIO DE YUSTE

This course is organised within the framework of the European Programme Erasmus Plus and its aim is to develop a European interdisciplinary curriculum that will launch a Master of Business Administration (MBA) on European Culture, Heritage & Citizenship (MBA CHC).

Its main aim is to develop skills and perspectives to train students who wish to develop entrepreneurial skills as far as heritage and the cultural sector management is concerned, interacting with the citizenship and other areas and offering an inter and multidisciplinary vision. This will be possible when combining personal experiences with the best business management training (MBA), which will focus on the growing complexity of culture related matters.

The course, organised by the European and Ibero-American Academy of Yuste Foundation, and the Netherlands Business Academy, with the support of the Erasmus + Programme: "Towards an MBA European Culture, Heritage & Citizenship", will focus on an academic programme which will include presentations and debate on good practices concerning reality and culture and European heritage management and the creation of an active and a European citizenship committed to European values. It will highlight the value of culture in the process of European construction and integration, not only from the economic or the point of view of job creation, but creating committed citizens and strengthening European democracy. Its added value will thus be the development of an effective curriculum that will combine skills and the acquired knowledge on management and economics with those of the arts, culture and heritage, significantly contributing to the debate on the relationship between the heritage and EU-citizenship and thus generate effects in the entire sector.

In the words of the director of the project, Steve Austen: "Anyone who realizes the internationalisation of art, culture and heritage knows of the current demand for all-round managers. The labour market is crying out for managers with innovative views who can combine knowledge of cultural processes with up to date business acumen".

www.fundacionyuste.org



@fundacionyuste #campusyuste



Funded by the Erasmus+ Programme of the European Union



FUNDACIÓN ACADEMIA EUROPEA E IBEROAMERICANA DE YUSTE

24th of September 2018

9:30 h.	Opening session STEVE AUSTEN. Director of the MBA Culture, Heritage & Citizenship project. Member of the Netherlands Business Academy (NLBA) and Permanent Fellow of the Felix Meritis Foundation. Co-Director of the Course. JUAN CARLOS MORENO PIÑERO. Director of the European and Ibero-American Academy of Yuste Foundation. FELIPE LECO BERROCAL. Professor of Human Geography in the Art and Territory Sciences Department of the Faculty of Philosophy and Literature at the University of Extremadura. Director of the Heritage Research Institute at the University of Extremadura. JUAN CARLOS PRECIADO RODRÍGUEZ. Vice-Rector of the University of Extremadura.
10:00 h.	Keynote speech: ABRAM DE SWAAN. Member of the European and Ibero-American Academy of Yuste.
11:00 h.	Coffee break

TOPIC 1: CULTURE AND EUROPEAN IDENTITY

11:30 h.	<i>Territorial Identity and Culture</i> FELIPE LECO BERROCAL. Professor of Human Geography in the Art and Territory Sciences Department of the Faculty of Philosophy and Literature at the University of Extremadura. Director of the Heritage Research Institute at the University of Extremadura.
12:30 h.	<i>Community management of rural heritage: connecting people, projects and experiences</i> SABAH WALID SBEINATI & JUANJO PULIDO ROYO. Underground Archeology Heritage & People
13:30 h.	<i>From Audience Development to Citizenship Education with Miguel A. Martin</i> STEVE AUSTEN. Director of the MBA Culture, Heritage & Citizenship project. Member of the Netherlands Business Academy (NLBA) and Permanent Fellow of the Felix Meritis Foundation.
14:00 h.	Debate
14:30 h.	Lunch break
15:30 h.	DEBATE on European Legacy and Memory to citizens through Culture and Heritage.
18:30 h.	Conclusions

25th of September 2018

TOPIC 2: THE POWER OF CULTURE AND MEMORY STRENGTHENING EUROPEAN VALUES

09:00 h.	<i>Europe, identity and populism</i> DIMITAR NIKOLOVSKI. Research fellow at IASK and PhD student at the Institute for Philosophy and Sociology of the Polish Academy of Sciences in Warsaw.
10:00 h.	<i>Memory and Cultural History in Central Europe</i> Dr. IZABELLA AGARDI. Research fellow at IASK.
11:00 h.	Coffee break
11:30 h.	<i>Heritage, development and activism: Lessons from the European peripheries</i> DIMITAR NIKOLOVSKI. Research fellow at IASK and PhD student at the Institute for Philosophy and Sociology of the Polish Academy of Sciences in Warsaw.
12:30 h.	<i>Memory and Populist Politics in Central Europe and Beyond (2)</i> Dr. IZABELLA AGARDI. Research fellow at IASK.
13:30 h.	Lunch break
15:00 h.	Visit to the Royal Monastery of Yuste and the German Cemetery (Memorial). On place debate
17:30 h.	Conclusions
18:30 h.	Transnational partner meeting

26th of September 2018

TOPIC 3: INTERNATIONAL CULTURAL COOPERATION AND ITS CULTURAL DIMENSION

09:00 h.	<i>Thinking critically: not only cultural heritage... human/civil/cultural rights and complexity</i> MARIO NEVE. Professor at the Department of Cultural Heritage. UNIBO. Ravenna Campus
10:00 h.	Debate and reflection
11:00 h.	Coffee break
11:30 h.	<i>EU treaties from a cultural perspective</i> BART LOMMEN. MBA.
12:30 h.	<i>Being aware of complexity by experimenting it: places, nonlinear processes, and limits</i> MARIO NEVE. Professor at the Department of Cultural Heritage. UNIBO. Ravenna Campus
13:30 h.	Lunch break
14:30 h.	MARIO NEVE. Continuation and conclusions
15:30 h.	<i>Enabling a global conversation and human connections</i> INGE CEUSTERMANS. Managing Director of The Festival Academy (an initiative of the European Festivals Association)
16:30 h.	Debate
17:30 h.	Conclusions
19:00 h.	Transnational partner meeting

27th of September 2018

TOPIC 4: INNOVATION AND CREATIVITY TO FOSTER ENTREPRENEURSHIPS AND ECONOMIC DEVELOPMENT

09:00 h.	<i>Introduction to working groups: the essentials of innovative entrepreneurship outside the usual boundaries</i> PROF. JAN VAN ZWIETEN. RI, RA, RO. Rector of Netherlands Business Academy.
10:00 h.	Working Group 1: Leadership in progress
11:00 h.	Coffee break
11:30 h.	Working Group 2: Marketing purpose and limits
12:30 h.	Working Group 3: Management of complexity, internal and external processes.
13:30 h.	Lunch break
14:30 h.	<i>Leadership, culture and teams, what can we learn from the corporate world</i> PROF. JAN VAN ZWIETEN. RI, RA, RO. Rector of Netherlands Business Academy.
16:00 h.	<i>Entrepreneurship and Local /Regional Economic Development through Festivals: The example of the International Roman Theater of Mérida</i> MIRIAM GARCÍA CABEZAS. General Secretary for Culture at the Ministry for Culture and Equality of the Regional Government of Extremadura. PEDRO BLANCO VIVAS. Manager of the Merida International Classical Theatre Festival.
17:15 h.	<i>Cultural Identity: what does it mean and how to deal with the consequences of the identity debate in Europe</i> STEVE AUSTEN. Director of the MBA Culture, Heritage & Citizenship project. Member of the Netherlands Business Academy (NLBA) and Permanent Fellow of the Felix Meritis Foundation.
	Introductory quotes from Andrej Sinjavski and Andrej Bitov from a video interview with Edgar Morin : "we have to be vigilant"