



## THE REGIONAL AND LOCAL DIMENSION UNDER THE CULTURAL HERITAGE

16th May, 9.00 am to 13.00 pm - Venue: VLEVA AGENCY Av. de Cortenbergh 71 – Brussels

organized by the Regional Initiative for Culture and Creativity/RICC

in collaboration with EUROPA NOSTRA, NECSTOUR and ERRIN

### COLLECTION OF THE SPEAKER'S CURRICULA

#### Session "engagement"

#### Maciej W. Hofman European Commission DG EAC



Maciej Hofman works as Policy Officer at the European Commission where he is responsible for topics related to the role of culture in cities and regions, access to culture via digital means as well as support to cultural and creative sectors. Before coming to Brussels, he worked at the Ministry of Culture of Poland, British Council offices in Warsaw and Paris, and as a freelancer for cultural institutions, NGOs and film festivals.

#### Gianni Cottafavi Emilia-Romagna Region



Since January 2018, he is the Head of the department "Culture and Youth" of the Emilia-Romagna Region. He started to work for the regional administration in 2004. Until 2009, he was involved in the promotion of films and audiovisual culture, moreover, he was engaged in performing arts until 2017. He was councilor for culture, tourism and youth policies in the Municipality of Modena from 1996 to 2004 and Mayor of the Municipality of Soliera (Mo) from 1988 to 1995. He graduated in contemporary history and holds a master's degree in Organizational management and innovation of public administrations.

## Lluís Rius Font, The Tactile Gaze, museums with the five senses



Barcelona 1961. Graduate in Biological Sciences (Barcelona University, 1990). Palaeontologist linked to the Institute of Palaeontology Miquel Crusafont (1990-2005). Diploma in "Museology in Science Centres" (1996 Cosmocaixa- Barcelona Science Museum). In 2005 Lluís designed "Odontoca", a Museology Program for blind people, which was later presented at the "Fair of Museums and Education Congress" (Barcelona, 2006). He is currently serving in the Cultural Heritage Office of the Barcelona Provincial Council, coordinating the "The Tactile Gaze" Program.

## Caisa Lindfors, CH Developer (Skane Region)



Caisa Lindfors is an expert in cultural heritage development at the Regional Government of Skåne's Department for Culture. She focuses on children and youth and how museums and CH can be a part of the education system. She is also involved in exploring how museums can contribute to the integration process of refugees. Besides working with CH, Caisa is responsible for Region

Skåne's Department of Culture's work with Sweden's national minorities (sami, roma, jews, Finnish and tornedalingar).

## Annalisa Giachi, Promo PA Fondazione



*From 2009:* Research Manager at Promo PA Fondazione (Lucca, Italy).

*Research areas:* SMEs, governance, cultural heritage, tourism and local marketing, local development, procurement and public procurement, public administration reform Community Policies, European international scenarios, simplification and red tape reduction.

*Competence areas:* Project management, technical assistance for public and private bodies at national and local level, expertise in qualitative and quantitative research methodologies, expertise in cultural planning design and implementation.

## Piet Jaspert, Europa Nostra Vice-President (MODERATOR)



Piet Jaspert has a PHD in Political and Social Sciences (Ghent 1972). He has been teaching languages, opening and running the Cultural Center in Hasselt, managing the Communication and Marketing of KBC Bank and Insurance. For ten years he has been President of the Jury for ethical practices in Advertising.

He held many volunteer positions. He was leader of the National Organisation of Catholic Students. The Flemish Government has called upon him to take on national tasks, such as the Presidency of the Youth Council, the Advisory board for Theater and the Government's Agency Tourism Vlaanderen. Thirty years ago, he was one of the three founders of Open Monuments Day in Flanders.

Since 2008 he is Board member of Europa Nostra and since 2015 Vice-President. Here, he is particularly involved in EU affairs and the coordination of the European Heritage Alliance 3.3, an informal platform of currently 48 European and international networks active in the wider field of cultural heritage.

## Session “sustainability”

### Anne Grady, European Commission DG EAC



Anne is a seconded national expert in the Cultural Policy Unit of DG EAC. Before joining the Commission, she was a senior manager with the National Museum of Ireland. She was also a member of the Member States Expert Group on Digitisation and Digital Preservation and a member of both the UK and USA Overseas Tourism Marketing Initiative Working Groups. Anne introduced a number of major initiatives in Ireland, notably – National Heritage Week and a yearly admission

ticket known as the “Heritage Card”.

### Fausta Bressani, Dr. Veneto Region



Born in 1961, graduated in Law at the University of Padua, lawyer.

Since 2005, Director of the Office of the Veneto Region for promotion and enhancement of the cultural, material and immaterial, heritage of Veneto (cultural heritage and landscape assets, including the Unesco World Heritage List sites and the Venetian Villas); fundraising for the cultural sector and management of European projects. Prior to this assignment, she gained experience, always within the regional Administration, in the sectors of health, budget, regional advocacy.

### Sophie de Moustier, cultural heritage officer at Ile-de-France region, in charge of promotion and mediation



Specialized in management and promotion of cultural heritage affairs, Sophie de Moustier is the head behind the promotion strategy of the cultural heritage at Paris Region. She defines and sets up the promotional policy, through the creation of mediation contents (both print and digital) featuring the Inventory’s scientific studies. She also works on regional events related to cultural and heritage affairs, is in charge of building network and partnerships. She regularly gives talks at universities on topics related to the development of cultural projects and the promotion of cultural heritage.

### Elisa Storace, Museimpresa



Elisa Storace is a curator and organizer of cultural events, a specialist in the fields of corporate museology and design. In her role of museologist and researcher she was in charge of reorganizing the Compasso d’Oro ADI Collection. As an independent curator she realized a series of internationally traveling design exhibitions for Promos, a Special Agency of the Milan Chamber of Commerce (exhibitions in collaboration with the Italian Embassy, the Italian cultural institutes and in partnership with the museum Triennale di Milano). Since 2008 she is the curator and conservator of the company museum Kartell and she is part of board of directors of the Fondazione Museo

Kartell which deals with all of the museum's activities. During 2012 she curated, together with the author Hans Werner Holzwarth, the monograph "Kartell. The Culture of Plastics", edited by Taschen. At the Kartell Museo, Elisa Storage currently follows all the aspects regarding the cataloging, conservation, management and promotion of the collections and the historic archives which are part of the museum.

### **Christian PERAZZONE, "Canary Islands, an open gate to tourism, cultural heritage and sustainability"**



Project Manager, Directorate-General for Cultural Heritage, Regional Ministry of Tourism, Culture and Sports, Canary Islands Government. National Expert (OMC) Work Plan of Culture, DG EAC, European Commission. PHD of Contemporary Art History at the School of Architecture, University of Las Palmas de Gran Canaria in 2006 and at the University of Paris 1, Panthéon-Sorbonne in 2008.

### **Sandra de Puig, NECSTouR Permanent Secretariat (MODERATOR)**



Sandra de Puig, graduated in Tourism Management and master on Sustainable Territorial Development is Project Officer at NECSTouR, the Network of European Regions for Sustainable and Competitive Tourism. Her role is to coordinate and implement the projects where NECSTouR participates as well as to assess new opportunities for project development. She also provides with technical assistance to NECSTouR Members on EU project engineering including: Monitoring EU programs and respective calls for proposals,

coordinating project proposals and ideas, Supporting partners search and liaising with European Commission experts on specific EU programs.

Sandra coordinates and co-leads the NECSTouR working groups on Smart Destinations, Cultural Tourism, Innovation, skills and Education for tourism. She is also involved in the network daily management and membership service.

Sandra is passionate for tourism, sector in which she has been working for ten years. She speaks Spanish and Catalan (native), English and French (fluent) and has an advanced command of Italian.

## **Session Innovation and protection**

### **Zoltan Krasznai European Commission DG R&I**



Zoltán Krasznai is policy officer at the European Commission's Directorate General for Research and Innovation (RTD), in unit B.6 'Open and Inclusive Societies'. Zoltán is historian, holding his PhD from the Ecole des Hautes Etudes en Sciences Sociales (EHESS) of Paris. At the European Commission he coordinates the preparation of Horizon 2020 work programmes, essentially about culture and cultural heritage. Before joining the European Commission in 2013, Zoltán worked at the European Economic and Social Committee, a consultative body of the European Union.

## **Anna Del Bianco, Head of Department of Friuli Venezia Giulia Autonomous Region**



From 2013: Head of Department, RAFVG–Dep. for Culture, Sports and Solidarity.

2010–2013: Head of Department, RAFVG–Dep. for Education, University, Research, Family, Associations and Cooperation.

2008–2010: Director of Aquileia Foundation (archaeological/urban enhancement of the city of Aquileia).

2008-2010: public sector manager, Province of Gorizia-Directorate for Culture and Creativity.

1996–2007: Municipal Secretary and General Director.

2000: Municipal Secretary eligibility.

1999: Degree of Expert on Public Administration Studies.

1993: Degree in Law (Bologna University).

## **Luis Rubio Bremard, advisor and coordinator on education and cultural affairs at the Office of Castilla-La Mancha in Brussels (DG Institutional Relations and European Affairs. Vice-presidency JCCM).**



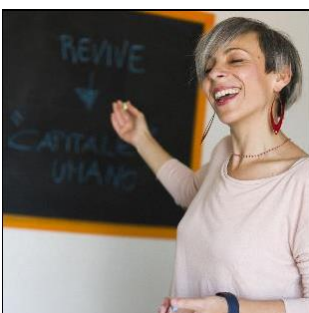
History graduate from the University of Castilla-La Mancha and Master of Research (History and International Relations) from the European University Institute, Florence. Worked as a researcher at the university linked to projects of the UCLM and the Autonomous University of Madrid. With experience in parliamentary work at the EP in political office and more recently as advisor for Europe at the Regional Government.

## **Borja Aguinagalde Basque Country**



Expert in history, heritage and technology, and with a long career in different European reference centers, Borja Aguinagalde is the head of the Historical Archives Service of the Basque Country. Academic of the Royal Academy of History and Member of several academies and European and American cultural societies, he has been responsible for the Documentary Heritage of the Basque Country, and Responsible for the management of the archives policy of the Basque Government.

## **Prof.ssa Arch. Daniela Guarneri**



In 2017 she founded an innovative startup in Palermo called Revive srl. Formerly "Adjunct Professor" of Economics and Real Estate Appraisal at the University of Trento, she teaches today at DICAM, Polytechnic School of the University of Palermo. In 2004, she graduated in Architecture; in 2010 PHD in "Representation and Survey Sciences"; in 2012 she obtained II level Master's Degree in " Recovery, structural rehabilitation and usage of historic buildings" at the University of Palermo.

## **Pirita Lindholm, director, ERRIN (MODERATOR)**



Pirita Lindholm is the Director of [ERRIN](#), the European Regions Research and Innovation Network, since September 2017. ERRIN is a Brussels-based platform bringing together over 130 regional stakeholder organisations, with a view to strengthening the regional and local dimension in the EU Research and Innovation policy and programs. Pirita has over 15 years of experience working in several European organisations representing cities and regions in Brussels. Before joining ERRIN, she was the Director of Climate Alliance's Brussels Office (2007-2017), where she developed policy recommendations and supervised a team working on European policy, projects, and initiatives such as the Covenant of Mayors. She served as an expert in the European Commission H2020 Advisory Group on Energy (AGE) between 2013 and 2016, and actively contributed to the development of the research and innovation agenda. Between 2002 and 2007 she worked at the Council of European Municipalities and Regions (CEMR).

## **Closing Remarks**

## **Silvia Costa – Member of the European Parliament**



Professional journalist, she has collaborated in magazines, newspapers and in the production of RAI television programs. In June 2009 she was elected to the European Parliament. Elected Vice-President of the Delegation for relations with Iraq of the European Parliament, she is a member of the Commission on Culture and Education. Moreover, she is an alternate member both of the Committee on Women's Rights and Gender Equality and the Committee on Civil Liberties, Justice and Home Affairs. In May 2014 she was elected for the second term in the European Parliament and appointed by acclamation as President of the Commission on Culture and Education. Member of the Conference of Presidents of the Commission, of the Delegation to the EU-Albania Stabilization and Association Parliamentary Committee (SAPC) and Substitute Member of the Employment and Social Affairs Committee, she is also Vice-Chairman of the Parliamentary Intergroup on Poverty and of the Intergroup on Cultural Tourism, Cultural Heritage and European Cultural Routes. She is also a member of the Intergroup on the Rights of the Child.