



## The creative and cultural professions in the EU 2020 Strategy

### Short bio of the speakers & moderators and some contributions

Conference at the EESC on 14 October 2013

## Introduction

- **Hilde van Laere**, [Consultative Commission on Industrial Change](#), [EESC](#)

Hilde van Laere has been a delegate of the European Economic and Social Committee (Belgian representation) since December 2010. She works for the Consultative Commission on Industrial Change (CCMI). She previously was management adviser for the Deboeck group of FEP-FEE (European publishers).

- **Rachid Madrane**, Minister of Culture and of Social Services for the COCOF

Rachid Madrane is a member of the Belgian French-speaking socialist party, currently Minister of the COCOF (French community commission) in charge of Social Services, Professional Training, Culture, and External Relations, as well as Minister of Brussels Region in charge of Urbanism and Public Hygiene.

- **Julek Jurowicz**, Managing Director of [SMartEu](#)

Julek Jurowicz graduated as electrical engineer (1972) and commercial engineer (1973) at Université Libre de Bruxelles. From 1990 he specialised in the field of international taxes and worked as a consultant. In 1998 he co-founded SMart a.s.b.l. and has since been the managing director of the SMart group.

- **Denis Stokkink**, Chairman of [Pour la Solidarité European Think Tank](#)

Denis Stokkink is an economist. His professional experience is rich and varied and includes working for the Belgian Minister of Employment. In 2002, he became President of the European Think Tank Pour la Solidarité, which is an organisation dedicated to promoting solidarity and diversity-based policy in Europe. Denis Stokkink also chairs a number of organisations in Europe and is a lecturer at several institutions in Belgium and France.

## Panel 1

### **The creative and cultural professions, a European issue – What does culture contribute to the Europe 2020 Strategy?**

- **Moderator: Simon Mundy**, Chairman of [SMartUK](#)

Simon Mundy is a poet and novelist, and has written several books on musicians. He is Chairman of Creative Guild – the Association of Creative Professionals, SMartUK Creatives Services Ltd. and The Castalian Pool. He has directed several arts festivals and worked as an adviser for, among others, the Council of Europe, UNESCO, the UN Mission in Kosovo, the European Festivals Association and the Club de Madrid. He broadcasts frequently and has been a trustee of several arts bodies, including the European Baroque Orchestra and the Sidney Nolan Trust. He was the founding President of the European Forum for the Arts and Heritage (now Culture Action Europe), and is a Permanent Fellow of Felix Meritis, Amsterdam.

#### ■ **Speakers:**

- **Luca Bergamo**, Secretary General of [Culture Action Europe](#)

Luca Bergamo, a specialist in NTICs, along with his company Zone Attive and the National Agency for Youth, has taken part in some of Italy's most revolutionary cultural initiatives. In 2004, he was named Director-General of the Glocal Forum, an international organisation for cultural cooperation in collaboration with the United Nations. In March 2012, he became the Secretary General of the European cultural network, Culture Action Europe.

- **Tsveta Andreeva**, Advocacy Project Officer for the [European Cultural Foundation](#)

Tsveta Andreeva has been a Policy Officer at the Advocacy, Research & Development Department of the European Cultural Foundation since 2009. She is in charge of research, policy monitoring and advocacy. From 2000 to 2008, she was Chief Expert in European affairs and international cultural policy at the Bulgarian Ministry of Culture, in charge of intergovernmental cooperation, UNESCO Conventions and CCP. She holds a PhD in Cultural Economics at the University of National and World Economy – Sofia (2010), an M.A. in Social &



Cultural Management and a European Master in Management of Cultural Organisations (ESC-Dijon, France).

To see Tsveta Andreeva's contribution, [click here](#)

■ **Alexandra Kalogirou**, Seconded national expert/policy officer in the European Commission, [DG EAC](#), in the Culture Policy & Intercultural Dialogue Unit

Dr. Alexandra Kalogirou is responsible for policy issues related to artists' mobility, including the support of an Open Method of Coordination working group of national experts focusing on Artists' Residencies. Before her secondment to the European Commission in 2011, Ms Kalogirou was working in the Special Managing Authority for Culture & Tourism in the Greek Ministry of Culture and Sport.

Ms Kalogirou holds an undergraduate degree in History and Archaeology from the Capodistrian University of Athens, Greece, a Master in Art History and Archaeology from the Université de Paris I-Panthéon-Sorbonne, France, and a PhD in Classical Archaeology from Indiana University, Bloomington, U.S.A. She has been an active researcher for many years and has conducted archaeological fieldwork in Greece and Bulgaria. She has taught archaeology and classical studies at the University of Crete in Greece and at Indiana University, the University of Cincinnati, and Wayne State University in the United States. Her more recent teaching appointment was with the National School of Local Administration in Athens where she provided professional training for Greek civil servants on the European Structural Funds and on the role of culture and heritage in local and regional development.

To find more information on the Creative Europe programme, [click here](#)

To read the Communication from the Commission "Promoting cultural and creative sectors for growth and jobs in the EU" (26.09.2012), [click here](#)

## Panel 2

### **Culture and social entrepreneurship – What does the social enterprise model contribute to culture?**

■ **Moderator: Sandrino Graceffa**, Chief Executive of [InitiativesETcité](#), and Chairman of [SMartFr](#)

Sandrino Graceffa is CEO of SMartFr and InitiativesETcité, as well as founder of the advice and development agency Multicité. He is also Adjunct Professor and co-animates the regional consultation of social solidarity economy for the Nord Pas-de-Calais region interministerial delegation. He is specialised in local development, economic development and social economy. Previously, he directed the association TURBULENCES, worked as a consultant for the consultancy firm M.D.L, was responsible for Youth and Social Development of the city of Wattignies (France) and was in charge of the social centre of Lille-Sud (France).



- **Emmanuel Vallens**, Policy coordinator, unit Single Market Policy and Relations with the Council of the EU, [DG Internal Market and Services](#)

Emmanuel Vallens is Policy coordinator in the unit “Single Market Policy, Relations with the Council” of DG MARKT. He is in the team which drafted the 2011 Single Market Act and Social Business Initiative Communications. Before joining the European Commission in 2010, Emmanuel Vallens was an executive customs officer in France, and member of the private office of the Mayor of Strasbourg, in charge of European and cross-border issues. He studied political science in Strasbourg’s Institut d’Etudes Politiques, EU policy making at the London School of Economics and EU law in Strasbourg’s law school. A committed pro-European since his teens, he has always tried to bring down barriers between people and between countries.

To find more information on the Social Business Initiative of the European Commission, [click here](#)

- **Lotta Lekvall**, Executive Director of [Nätverkstan](#)

Lotta Lekvall is Director of Nätverkstan, a Cultural and Civil Society Organisation based in Göteborg, Sweden. Nätverkstan provides services and projects within the small-scale cultural and civil society field, main focus is training and education, bookkeeping and subscription services, Medialab with a workshop area for artists and development projects. The organization run several international projects and workshops. She has been active in several focus and reference groups in this area and together with the team of Nätverkstan developed and run new educational ideas, such as the International Project Management Programme, Globalverkstan; the two-year programme Project Management within Culture, Kulturverkstan; as well as the latest together with the University of Göteborg and the Academy of Music and Drama on “The Art of living on Art”. Lotta Lekvall is a Boardmember of Innovatum AB and in The Royal Swedish Opera. She has former positions as a Boardmember in The Arts Grants Committee in Sweden, the European network Encatc, and a member of the Swedish Council of Cultural and Creative Industries under the Ministry of Culture and Ministry of Enterprise, Energy and Communication between 2010 and 2012.

To see Lotta Lekvall’s contribution, [click here](#)

- **Sybille Mertens**, Lecturer at HEC-ULg, holder of the [Cera “Social Entrepreneurship” Chair](#) & **Rocio Nogales**, Managing Director of the [EMES network](#)

Sybille Mertens is associate professor at HEC-Management School, University of Liege & holder of the Cera Chair in Social Entrepreneur. Her research interests are social entrepreneurship, management of social economy, funding of social enterprises, economic theories of social economy, and statistics of social economy. She holds a PhD in Economics, at University of Liege (1997-2002), under the direction of Professor Jacques Defourny. Her PhD thesis subject was: "Towards a Satellite Account of Non-Profit Institutions in Belgium" (Vers un compte satellite des institutions sans but lucratif en Belgique) – Graduation with



Highest Distinction. Winner of the ARCO award for scientific research in the social and non-market economy (1999-2002).

Rocio Nogales is the Managing Director of the EMES network. She earned a BA in Communications from the University of Seville (Spain), a Master's in Art Management at Carnegie Mellon University (US), a Master's in Art History at the University of Pittsburgh (US), and a Master's in Management Science at the University of Liège (Belgium). Her professional experience includes the cultural non-profit sector and the academic research sector. She first managed the CineMuse Network; a social enterprise initiative in a community arts centre in the US. She has been the managing director of the EMES European Research Network since 2004, coordinating international research projects, organising international research conferences, seminars, and PhD Summer Schools, and forging international alliances. She has conducted consultancy and advisory work for international organisations like OECD and UNDP on resource mobilisation of social enterprises, on social enterprises in emerging countries, and on the contribution of social enterprises to employment creation. As a researcher, she focuses on social innovation, organisational transformation and the management strategies operating in third sector organisations, specifically in the cultural sector.

To see Sybille Mertens & Rocío Nogales' presentation, [click here](#)

To see the video on the Bookstore project, [click here](#)

## Panel 3

### Working conditions for project-based work and creative professions

■ **Moderator: Jean Lapeyre, [Syndex](#)**

Jean Lapeyre represents Syndex in Brussels. He began his carrier as a worker, became Works Council secretary in a company in the Grenoble region and continued his trade union activities in the France's Metalworking and Mining Workers' Federation and then with ETUC, where he was Deputy General Secretary. In this capacity, he negotiated several European inter-professional agreements, some of which became directives (EEC, part-time, fixed-term contracts, etc.). As a Special Advisor at the European Economic and Social Committee, he was charged with preparing and managing the social component of the French EU Presidency in 2008.

■ **Lluís Bonet, [University of Barcelona](#)**

Lluís Bonnet is professor of Economics and Director of the Doctoral and the Graduate Program on Cultural Management at the University of Barcelona. He conducts research on cultural economics and cultural policies and is President of the Jury of the European Cultural



Policy Research Award (CPRA). He was previously President of the European Network of Cultural Administration Training Centers (ENCATC), Vice-President of Abacus (the largest Spanish Cooperative Corporation on education and culture), Vice-President of the Association of Arts Administration Educators (AAAE), and Board member of the Association of Cultural Economics International (ACEI). He is the winner of the 2002 CAC Research Award with "The Audiovisual Industry facing the digital age".

To see Lluís Bonnet's contribution, [click here](#)

- **Pascal Gielen**, Director of the research [Centre Arts in Society](#), University of Groningen

Pascal Gielen (1970) is Director of the Arts in Society research centre at the Groningen University where he is associate Professor on Sociology of Culture. Pascal Gielen also leads the research group and book series "Arts in Society" (Fontys School of Fine and Performing Arts, Tilburg). He has written several books on contemporary art and cultural politics. In 2009, together with Paul De Bruyne, Pascal Gielen edited the book "Being an Artist in Post-Fordist Times" (NAi). He also published the monograph "The Murmuring of the Artistic Multitude. Global Art, Memory and Post-Fordism" (Valiz). In 2011 Paul De Bruyne and Pascal Gielen edited the book "Community Art. The Politics of Trespassing" and in January 2012 their book "Teaching Art in the Neoliberal Realm. Realism versus Cynicism" was launched. In 2013 Pascal Gielen's new monograph "Creativity and other Fundamentalisms", and the reader "Institutional Attitudes. Instituting Art in a Flat World" (ed. Gielen) were published. His recent research focuses on cultural politics and the institutional contexts of the arts.

To see Pascal Gielen's contribution, [click here](#)

- **Gaëtan Vandeplass**, [CGSP](#) – cultural sector, Responsible for strategy and cultural development

Gaëtan Vandeplass is development manager for Artist Project/Iles asbl and union representative of the cultural sector (FGTB-CGSP). He also co-founded Vrac/l'Escault and has 13 years of experience as an Art Director. He also participated in various projects such as Euclide asbl.

## Conclusions and outlook

- **Suzanne Capiou**, Lawyer at the Brussels Bar and lecturer

Suzanne Capiou is a Brussels Bar Lawyer and lecturer at the Brussels Université Libre (Belgium) where she teaches audiovisual rights and at the Metz University (France) where she teaches multimedia and internet rights. Suzanne Capiou has authored a number of reference works on the artists status, comparative law and international law (specifically intellectual rights law and social and fiscal law). She has also been associated in Belgium, since the 1980s, with the setting up of a number of project laws that attempted to create a



true artist status that dealt with intellectual and social protection and income taxation. Suzanne Capiou has been invited as an expert on these matters by UNESCO, the Council of Europe, and several governments and associations (Russia, Ivory Coast, Sweden, Cameroun, Canada, Portugal, France). She also contributed to ERICarts studies “Le Statut des Artistes en Europe” (European Parliament) and “Mobility Matters” (European Commission).

