

EUROAMERICANO

VIII CAMPUS DE COOPERACIÓN CULTURAL

8th EURO-AMERICAN CULTURAL COOPERATION CAMPUS

“Cultural Cooperation faced with the New Human Development Processes”

Cuenca, Ecuador – 28th, 29th and 30th November 2012

SESSION GUIDE





This year's Campus falls within a widely recognised framework of crisis, not only of the traditional notion of "development" but also of the notion of "human development". It is a crisis that is a direct consequence of the recent and profound economic, political, social and cultural changes taking place in the contemporary world.

In this context, there have been numerous attempts to identify new paradigms that can sustain such notions appropriately in the current situation. These include, for example, the new paradigm conceived in several Latin American countries, such as Ecuador, which puts forward the concept of "good living" (*sumak kawsay*) as something that makes it possible to place human beings as the central element of development. Moreover, and always from the Latin American perspective, there has been an attempted new reinterpretation of cohesion as a supporting element of new social policies while, from the European perspective, we see the need to revisit the concept of "wellbeing". It should be noted that this dynamic is put forward at a time when the concept of "diversity" is also being assessed from a wider perspective, which recognises that diversity exists not only at an individual but also collective level and considers that this must be taken into account in the field of public policy, with a view to coherent management.

With this premise, the Campus poses the need for "culture" to be not only a factor of economic, social or territorial development but also a fundamental and intrinsic dimension of human development. In fact, without cultural development, development understood as a dimension of human progress has no future and is unsustainable. These attempts to put forward, from the ambit of Agenda 21 for culture, in countries such as Brazil, Australia and Canada, the need for a "fourth pillar" to complete the approach to a sustainable development as well as the Colombian proposal for a "citizen culture" are interesting in themselves. In this context, it is worth noting the proposals from the cities for local public policies on the design of what has been defined as "smart cities".

Lastly, it is clear that the current discourses and practices in the international cooperation sector are being subjected to a profound revision and this is largely due to the reinterpretation of the concept of development undertaken in intergovernmental circles, such as the forums of Paris, Accra and, most recently, Bousan, which is having great effect in this respect, primarily in terms of the need to carry out an analysis of the impact and efficacy of development cooperation.

Given the foregoing, the Campus is this year seen as the space where it is possible to rethink the foundations that sustain cultural cooperation in the Euro-American sphere with the objective of analysing the possibilities of a real overhaul of the existing models.

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OBJECTIVES

The 8th Campus has the following main **objectives**:

- Analyse and foster the existing channels of cultural cooperation between Latin America and Europe.
- Deepen the relationship between culture and development.
- Innovate and open new spaces of dialogue between Euro-American cultural cooperation operators.
- Foster the transfer of knowledge, exchange of experiences and construction of common projects and networks to create new cooperation imaginaries, directly and effectively.

STRUCTURE AND CONTENTS

The 8th Campus programme is structured around 3 session types:

1. The **lectures – dialogues**, in plenary sessions, with the participation of two or three speakers and a moderator, for a debate between contrasting visions of the main issues.
Length of the plenary lectures: approximately 2 hours.
2. The **netshops**, or workshops held simultaneously during the same time period and linked to the general theme of the day. There will be 4 workshops for each theme and the coordination of each one will be delegated to an expert in the field.
The workshops are interactive and participatory and aim to foster debate and exchange ideas, experiences, projects and reflections on the issue among the participants in the Campus.
Length of the workshops: 2 hours.
3. The **showcases** or presentations of good practices linked to the general theme of the day and held simultaneously, during the same time period.
Length of the showcases: 1h 30m on 28th November, 1 hour on 29th and 30th November.



PROGRAMME

Wednesday, 28th November 2012

- 8.00 – 10.00 **Registration**
PLACE: Teatro Carlos Cueva Tamariz - Hall
- 10.00 – 10.45 **Institutional opening**
Araceli Sánchez Garrido, Head of Heritage Service, Spanish Agency for International Development Cooperation (AECID)
Paul Granda López, Mayor of Cuenca, Ecuador
Álvaro Marchesi, Secretary General, Organization of Ibero-American States for Education, Science and Culture (OEI)
Eduard Miralles, Chair of the Board, Interarts Foundation
PLACE: Teatro Carlos Cueva Tamariz
- 10.45 – 13.30 **New human development processes**
Fander Falconí, National Secretary of Planning and Development (SENPLADES) (Ecuador)
Pedro Güell Villanueva, Coordinator of the Human Development Report (Chile)
Dominique Thiange, Action culturelle internationale - ACI (Belgium)
Chair: **Diego Carrasco**, Director of Education, Culture and Recreation, Cuenca City Council (Ecuador)
PLACE: Teatro Carlos Cueva Tamariz
The classical meaning of the terms “development” and “human development” is experiencing modifications following the recent and profound economic, political and social changes and it must be noted that in the recent debates on these terms culture has not been considered as a determining factor. The assumptions about “development” and “human development” are based on different ideological approaches and are constructed around a determined cultural image of the centres of power: both the most technocratic trends and the positions that include the models of growth, wellbeing, freedom, progress, and so on, come from defined cultural visions which are not the same in all realities. However, there is a positive context where the different dynamics that come together to deepen the relations between culture and development have generated lines of work that must influence development policies. This first plenary session seeks to offer a vision that, although obligatorily partial, can identify these evolutions.
- 13.30 – 14.30 *Lunch*
PLACE: University of Cuenca Campus
- 14.30 – 16.00 **Showcases**: presentations linked to the theme of new human development processes
PLACES: Mario Vintimilla Assembly Hall, Faculty of Law Assembly Hall, Faculty of Architecture Assembly Hall, Faculty of Philosophy César Dávila Auditorium, Faculty of Chemical Science New Auditorium
- 16.00 – 16.30 *Coffee break*
- 16.30 – 18.30 **Netshops**: spaces of debates linked to the theme of new human development processes



1. **“Good living”, an Andean vision of contemporaneity**, **Ana María Larrea**, Deputy Secretary General of Planning for Good Living, National Secretariat for Planning and Development (SENPLADES) (Ecuador)

PLACE: Mario Vintimilla Assembly Hall

Recently, several Latin American countries, including Ecuador, have put forward the new paradigm involving the concept of “good living” (*sumak kawsay*) as central for the wellbeing and development of a people. Based on the cosmogonic vision of the indigenous peoples in the continent, this concept aims to offer a new vision of the relation between human beings and their environment that is not only more respectful of but also more in harmony with the direct environment in which human beings evolve, while proposing a solution to the dichotomy between the all too often antagonistic concepts of “tradition” and “progress”. Based on the ideological approach of *sumak kawsay*, the workshop enables a participatory debate on the possible application of this concept in different geographical and cultural contexts.

2. **Inclusion, exclusion and social cohesion**, **Gemma Carbó**, Project Coordinator, UNESCO Chair in Cultural Policies and Cooperation, University of Girona (Spain) - **Alberto Abello**, Iberoamerican Laboratory for Culture and Development Research and Innovation – L+iD of the Development Studies Institute, Technological University of Bolívar (Colombia)

PLACE: Faculty of Law Assembly Hall

The Ibero-American Laboratory for Research and Innovation in Culture and Development based in Spain and Colombia aims to research and innovate in the formulation of development projects and initiatives. The work of the laboratory is based on a conception of culture as a social fabric and an internal force for development and understands culture as a key element in the development processes because it affects economic growth, social cohesion, creativity and innovation, and governance and environmental balance in different communities and societies. Specifically, this workshop proposes a debate based on the projects led by the laboratory, the lines of action, and the guarantees for social inclusion and cohesion from culture in local and international development policies.

3. **Assessing the contribution of culture to human development**, **Melika Caucino Medici**, Division of Cultural Expressions and Creative Industries (UNESCO)

PLACE: Faculty of Architecture Assembly Hall

The role of culture as an important factor in human development processes is today expressly recognised in the international political agenda. However, in practice, the position of culture in national and international development strategies is still inappropriate and relatively marginal. Using specific examples based on the preliminary results of the pioneering experience of UNESCO in the development of indicators (UNESCO Culture for Development Indicator Suite), the workshop’s objective is to encourage a collective reflection on the reasons for demonstrating and making visible, through contextualized quantitative data, the role of culture in human development processes; how to encourage participatory processes for the construction of measurement mechanisms; and which indicators to choose and how to work on them to encourage awareness-raising about the theme of culture and development at a local, national and international level while facilitating decision-making in the issue.

4. **Art and social development**, **Inés Sanguinetti**, Chair of the Fundación Crear Vale la Pena and Coordinator of the Latin American Art Network for Social Transformation (Argentina)

PLACE: Faculty of Philosophy César Dávila Auditorium



Culture and the arts have been placed at the centre of the new ways of feeling and expressing identity by young people today. The development of art and creativity finds the most appropriate context for personal and group development, integration and social cohesion in the everyday community spaces, thereby contributing to the social and cultural construction of individuals and peoples. Art is a tool for approaching collective problems and social conflicts and finding solutions. Moreover, music is playing a crucial role in the processes of cultural re-signification, as territorial spaces of belonging and social rooting. This session will examine the potential of art as a motor of social life at the service of the construction of citizenship and development, contributing to social transformation and reverting social exclusion, generating programmes that include education, artistic production and community action.

Guided tour of the city of Cuenca and “Noche Cuencana”

Thursday, 29th November 2012

9.00 – 11.00 **Diversity, diversities**

María Cristina Serje, The Coalition of New Canadians for Art and Culture (Colombia-Canada)

Sergio Mamberti, Secretary of Cultural Policies, Ministry of Culture (Brazil)

Chris Torch, Producer and intercultural policy advisor. Founding member of Intercult (Sweden)

Chair: **Mariana Sánchez**, Cultural Manager and Scholar, University of Cuenca (Ecuador)

PLACE: Teatro Carlos Cueva Tamariz

We are facing enormous challenges on a global scale. Our environment is under threat, our tolerance challenged and the gap between rich and poor is widening. As our human potential grows, our potential for conflict is also growing. Moreover, the debate about diversity and diversities leads us to ask questions about how to work, live together and make the most of and manage diversity, and it makes sense if the organisations act in consequence, creating programmes, policies and services, transforming organisational structures, policies, human resources and so on. This is a deliberate, systematic act, which must permeate all spheres of action of organisations. In this session, the speakers will discuss the potential of interaction between cultural diversities and intercultural policies in the current global framework.

11.00 -11.30 **Coffee break**

11.30 – 13.30 **Netshops**: spaces of debates linked to the theme of diversity, diversities

1. **Migrations, transnationality, co-development**, **Bela Feldman-Bianco**, Coordinator of the Migration, Culture and Policies Group of the Latin American Social Sciences Council (CLACSO)

PLACE: Teatro Carlos Cueva Tamariz

The migration processes are closely linked to the development of the political agendas of countries and, in this framework, partnership and its transnational practices have special importance in the fight for the rights of deterritorialised populations in terms of cultural citizenship.

Moreover, and in accordance with the United Nations Human Development Report 2009, immigrants can be one of the most important population sectors in the reactivation

of the global economy, because their contribution goes beyond the economic sustainability of the countries where they live, as in most cases they also contribute to the economy of their countries of origin, benefiting thousands of families broken up by international mobility. This space will deal with migrations, related with issues such as poverty, discrimination, xenophobia or racism, segregation or social exclusion, forced displacements and contravention of rights, while showing its positive aspects in terms of development.

2. Heritage and identity, Mario Hernán Mejía, Director, Museum of National Identity (Honduras)

PLACE: Assembly Hall Faculty of Law

The importance of cultural heritage in society is increasingly more evident due to its multiple interactions, uses and meanings in the historical transformations of peoples. To a large extent, this is because culture is acquiring greater relevance as a key dimension in development processes.

This recognition, which is the result of criticism of the dominant economicist vision in development models during the 20th century, forms part of the international development agenda. Despite the evident presence of the tangible and intangible impacts of culture, there are doubts concerning the efficacy of cultural development cooperation and its measurable results in the improvement of the quality and wellbeing of individuals and communities.

There is concern in multilateral bodies, specialised cooperation agencies, organisations working in relations of culture and development and donor countries in terms of the poor progress in reducing poverty and achieving targets in the framework of the Millennium Development Goals.

At the same time, we must analyse the different scenarios in which cultural heritage interacts, which generates certain tensions with social, economic and political processes that constitute the current contexts in which heritage is immersed: the development and growth of towns; the possibility of the reproduction of culture enabled by new technologies; the transnationalisation of tangible and symbolic goods offered by globalisation; and trade exchanges.

3. Innovating in citizen participation, Jorge Melguizo, social communicator, former Secretary for Citizen Culture, Medellín Mayor's Office (Colombia)

PLACE: Faculty of Architecture Assembly Hall

Since ancient times, citizen participation has been one of the fundamental elements on which it has been possible to build deliberative and participatory processes of democracy and of design and implementation of local development plans in the cities. Today, and to ensure the maintenance and survival of democratic systems of local governance, it is essential to operate at several levels, fostering, on the one hand, the interest of citizens in exercising their right to participate in the political decision-making processes and, on the other, imagining those new forms to facilitate this participation, such as social networks, which correspond to the reality in which citizens of today, especially youths, move. Innovation in participation.

This session will analyse many varied and innovative forms of social participation, in many ambits and based on specific experiences. We will see cases of political participation, collective work for the improvement of cities, spaces of construction in social networks and participation from culture and art, from social control to public projects. The experiences we will learn about are those that people from various countries have suggested on twitter with #Nuevasformasdeparticipar. We will hear about some "whys" and "hows". And the session itself will be a space of participation, with a collective final product at the service of other processes.

4. New urban cultures, Mauro Cerbino, Professor and researcher at FLACSO (Italy-Ecuador)

PLACE: Faculty of Philosophy César Dávila Auditorium

Social and cultural youth movements are part of a process driven by youths themselves as a defined social group. Age as a criterion of youth is insufficient and is dynamically related with the move from the world of education to the world of work. Therefore, it is necessary for youths to belong to a group or community that enables them to feel accepted and share their ideological thoughts with other youths. Young people have created differentiated spaces in political parties, trade unions, churches, and so on. Only by examining the different social networks on the internet we can see that the groups are increasingly more specific. Punk, Goth, hip hop, heavy-metal and reggaeton followers, emos, pokemones... They are denominated as urban tribes, because they are grouped by affinities and defend their customs. This is nothing new for the human race which seeks to confirm its convictions. But they also pursue an active role and territoriality and, rather than achieving a common objective, they want to be accepted as they are.

13.30 – 14.30 *Lunch*

PLACE: University of Cuenca Campus

14.30 – 16.00 **Showcases**: presentations linked to the theme of diversity, diversities

PLACES: Mario Vintimilla Assembly Hall, Faculty of Law Assembly Hall, Faculty of Architecture Assembly Hall, Faculty of Philosophy César Dávila Auditorium, Faculty of Chemical Science New Auditorium

16.00 – 16.30 *Coffee break*

16.30 – 18.30 **Rio+20: culture and sustainability**

Mario Ruales, Vice-President of the Latin America and the Caribbean Group, Intergovernmental Forum on Forests Office (Ecuador)

José Luis Perea, United Cities and Local Governments - UCLG (Mexico)

Chair: **María Elena Porras**, Responsible for Interinstitutional Relations, OEI Ecuador

PLACE: Teatro Carlos Cueva Tamariz

In the cultural sector, debates on the relation between culture, local policies and sustainable development are quite recent and, promoted by NGOs, associations, civil society and local governments, have mainly taken place in the framework of cities. Nevertheless, there is still no critical mass of actors (in the UN system, at national level, in civil society) that explicitly promotes the role of culture in sustainable development. There is still a gap between cultural actors and broader development frameworks. In this session, the speakers will present their reflections and experiences linked with the role of culture for sustainable development, relating them with the main lines of the UN Conference on Sustainable Development (Rio+20), which took place in Rio de Janeiro from 20th to 22nd June 2012. It is recognised that the process is still very long, but more actors are involved and the international community has created opportunities for continuing the discussion.

Cultural visits

Friday, 30th November 2012

9.00 – 11.00 **Culture, knowledge management and smart cities**

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Paul Granda López, Mayor of Cuenca (Ecuador)

Gilles Hubens, European Commission

Marcelo Ferraz, Brasil Arquitetura (Brazil)

Chair: **Eduard Miralles**, Board President, Interarts Foundation (Spain)

PLACE: Teatro Carlos Cueva Tamariz

The developments of new technologies have led to the emergence, in recent years, of the concept of smart cities, cities committed to their surroundings, with avant-garde architectural elements, and where the infrastructures are equipped with the most advanced technological solutions to facilitate citizen interaction with urban elements and expand their quality of life, with the aim of guaranteeing a process of continuous improvement in the framework of a sustainable development of the urban environment. Environment includes both environmental aspects and cultural and historical elements and knowledge management plays an essential role. In this respect, it is essential to maintain a very close relation that encourages joint work and the undertaking of projects involving the public and private sector and society as a whole.

The session seeks to contribute diverse examples, from very different cultural contexts, of the fundamental role acquired by culture in supporting these processes.

11.00 -11.30 *Coffee break*

11.30 – 13.30 **Netshops**: spaces of debates linked to the theme of culture, knowledge management and smart cities

1. **Fostering creative economy**, **Gonzalo Pizarro** (Chile/Ecuador) in association with **Rosanna María Zárate**, FOMECC Coordinator (Peru) and **Fred Danilo Palacio**, University of Antioquia (Colombia)

PLACE: Mario Vintimilla Assembly Hall

In some developed countries, cultural activities have become an economic phenomenon of great importance because of the enormous amount of resources they generate producing income through taxes, creating wealth for creative producers, employment and, very importantly, allowing access to culture for more of the population and facilitating the generation of audiences that will definitively allow the sustainment of this whole system. This workshop proposes to analyse the theme of cultural industries in relation with cultural identity based on specific experiences of the project FOMECC (Promotion of Cultural and Creative Companies) in Peru and Colombia. Despite developing in very different realities, in both cases cultural identity is recognised and affirmed through enterprise, generating new dynamics of partnership and public-private integration that it is important to recognise and compare.

2. **Creative Cities**, **Ana Carla Fonseca**, Garimpo de Soluções (Brazil)

PLACE: Faculty of Law Assembly Hall

The concept of the creative city put forward in this space differs from the discussions that classify the city as almost exclusively creative based on the dynamism of its cultural or technological production. Neither does it identify as creative a city that puts all its policies in attracting knowledge and talent from outside. Instead, it proposes a city that can continuously transform its socioeconomic structure, based on the creativity of its facilities and an alliance of its cultural singularities and economic vocations. On the other hand, there is a convergence of economic, social, environmental and cultural objectives. Among these, the cultural is closely linked with identity, self-esteem, personal fulfilment, feelings of belonging and transmission of values and is therefore a singular ambit resulting from the meeting of cultures and affirmations. This workshop will consider the potential of creativity, art and culture in the cities and the need for convergence of

objectives between public and private agents, civil society, academia and other social, economic and cultural sectors.

3. Cultural tourism, Damià Moragues, DERT Consultores (Spain)

PLACE: Faculty of Architecture Assembly Hall

The workshop will focus on the relation between culture and tourism going beyond the limits of so-called “cultural tourism”. Exploitation of cultural assets as a form of motivation of development in places under development. Intercultural communication resulting from contact between visitor and visited. Adaptation of cultural resources to tourism. Tourism dimensions. Risks of acculturation and transculturation. The tourism industry. Cultural tourism.

4. Information, online technologies and new citizenships: What does digital culture imply for knowledge management and the construction of contemporary cultural policies? Mauricio Delfín, Culturaperu.org (Peru)

PLACE: Faculty of Philosophy César Dávila Auditorium

This workshop focuses on five key ideas to understand how Information and Communication Technologies (ICTs) not only transform the established patterns of communication but reconfigure the social and power relations to which we are accustomed. This means a great change in the conception of forms of government, processes of citizen participation, transparency and cooperation of civil society in the definition of priorities for cultural policies, as well as for their design and assessment. Then, following a brief introduction to each idea, participants will generate a list of proposals formed collaboratively to make the most of ICTs, and from the perspective of networking, strengthening citizenship and the promotion of processes of participation and transparency. Moreover, they will identify and classify the obstacles to exploiting ICTs in the construction of inclusive cultural policies, differentiating between the obstacles that are difficult to eliminate.

13.30 – 14.30

Lunch

PLACE: University of Cuenca Campus

14.30 – 15.30

Showcases: presentations linked to the theme of culture, knowledge management and smart cities

PLACES: Mario Vintimilla Assembly Hall, Faculty of Law Assembly Hall, Faculty of Architecture Assembly Hall, Faculty of Philosophy César Dávila Auditorium, Faculty of Chemical Science New Auditorium

15.30 – 16.00

Coffee break

16.00 – 18.00

New cultural cooperation scenarios

Sandra Coulibaly-Leroy, Deputy Director of Cultural Diversity, Organisation Internationale de la Francophonie (OIF) (France)

Patricio Rivas, International researcher and consultant. Former Director of Culture at the Convenio Andrés Bello (Chile)

Annamari Laaksonen, Research Manager, International Federation of Arts Councils and Culture Agencies (IFACCA) (Australia)

Chair: **Mercedes Giovinazzo**, Director, Interarts Foundation (Spain)

PLACE: Teatro Carlos Cueva Tamariz

International cooperation scenarios have evolved in the last few decades towards a complex system, with the presence and importance of a multiplicity of actors with different expectations and action levels. Indeed, while “classical” bilateral cooperation between states has initially given way to multilateral cooperation between states, the

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latter has gradually opened up to other actors, such as the local and municipal governments, but also to the other professional actors of what is identified as “civil society”. Today, there is a need to analyse these new forms of international cooperation and the plenary session dedicated to this issue seeks to offer a vision from, on the one hand, the Latin American perspective and, on the other, the perspective of a very specific geo-political and linguistic ambit, the francophone, to illustrate the processes of adapting international cooperation to current needs and the new challenges that this cooperation must confront.

18.00 – 18.30 **Institutional closing session**

Paul Granda López, Mayor of Cuenca, Ecuador

Araceli Sánchez Garrido, Head of Heritage Service, Spanish Agency for International Development Cooperation (AECID)

Natalia Armijos Velasco, Director and Permanent Representative, National Office of Ecuador, Organization of Ibero-American States for Education, Science and Culture (OEI)

Eduard Miralles, Chair of the Board, Interarts Foundation





ACADEMIC COMMITTEE

- José Manuel Argilés, Deputy Chief of the Department of Cooperation and Cultural Promotion, Directorate for Cultural and Scientific Relations (AECID)
- Diego Carrasco Espinoza, Director of Education, Culture and Recreation, Cuenca City Council
- Mariana Sánchez Sánchez, Cultural Manager and Scholar of the University of Cuenca
- Marcelo Abril, Scholar and Manager of the project “8th Euro-American Cultural Cooperation Campus” in Cuenca
- Jorge Delkáder, Director General of Institutional Relations, Organization of Ibero-American States for Education, Science and Culture (OEI)
- Mónica García, Coordinator of Culture and Institutional Relations, Organization of Ibero-American States for Education, Science and Culture (OEI)
- Natalia Armijos, Director, OEI Ecuador Office, Organization of Ibero-American States for Education, Science and Culture (OEI)
- Eduard Miralles, Chair of the Board, Interarts Foundation
- Mercedes Giovinazzo, Director, Interarts Foundation
- Antonio Gucciardo, General Manager, Interarts Foundation





SHOWCASES

Wednesday, 28th November, 2012

Mario Vintimilla Assembly Hall

14.30 – 15.00 **WORLDCP – international database on cultural policies**

Annamari Laaksonen, Research Director, IFACA – International Federation of Arts Councils and Culture Agencies (Australia).

WorldCP is a centralized web-based international database of national cultural policies profiles permanently updated, inspired by the Compilation of Cultural Policies made by the European Council (EC) and the Ericarts Institute. This database will also allow monitoring and analyzing global tendencies and relevant aspects in relation to cultural policies.

The presentation is about the function and objectives of WorldCP and the role of IFACA (International Federation of Arts Councils and Culture Agencies) in its development; besides, a description of contents, the role of regional networks, structure, partners, benefits and future perspectives of the database will be made.

15.00 – 15.30 **Culture and human development – a case of sociocultural inclusion in the Vale Histórico- São Paulo- Brazil**

Aline de Castro Rezende, Partner/director of projects, Idéias e Soluções Business Consulting (Brazil).

In 2008, under the Project of Sustainable Development of Receptive Tourism in the municipalities of the Touristic Circuit Vale Histórico do Paraíba - São Paulo, driven by SEBRAESP and local entrepreneurs, the technique consulting to create and adequate touristic products is begun at the territory (formed by six municipalities and several entrepreneurships). The region is located at a rural environment between the regions of Rio de Janeiro and São Paulo, and presents a low human development index. The objective is to promote sustainable development by the professionalization of the touristic activity. Among the entrepreneurships is the Hacienda San Francisco with a strong vocation for cultural tourism. The hacienda is a gem of the Brazilian colonial period; the heritage preservation is a subject that owners of the hacienda have in mind. They are responsible for the restoration of the property and own a significant art collection. Its importance goes back to the XIX century, when the region was the leading coffee producer in Brazil and the world. Our company starts the work to structure the cultural-touristic product by putting the accent on natural resources, and then the museology and museography restructuring of the Room of Memories of the Hacienda San Francisco begins.

15.30 – 16.00 **Cultural factors to prevent HIV among young and indigenous women in Ecuador**

Maritza Segura, National Coordinator, Family Care International - FCI/Ecuador.

FCI has closely seen the importance to access true and complete information in preventing the spread of the HIV epidemic among indigenous population, especially young people, and the pertinence of culturally appropriate material to strengthen the building of a healthy life project in a diverse cultural context. In the last years, FCI has put its efforts in the prevention of HIV in young and indigenous women from Ecuador. Often, in remote places of the country adolescents and young have limited access to information and education about reproductive health, including HIV/AIDS. Tragically, even though every year more and more cases of HIV are identified in these settlements, national surveillance systems do not allow to keep a record by ethnic origin, thereby statistics do not show the magnitude of the problem. Along with Interarts, FCI works with indigenous organizations from Ecuador to train indigenous youth: the participatory route for the prevention of HIV that includes ways of transmission, the route of protection, the appropriate use of condom, solidarity, non-discrimination and rights. Until now, FCI has trained more than 5.000 young in five provinces. In 2011, and upon request of the Public Health Minister, FCI developed a study on sexuality and vulnerability to HIV at a pilot province in Shuar and



Achuar population and made a strategic proposal to give answer to the HIV/AIDS problem amongst indigenous population.

Faculty of Law Assembly Hall

14.30 – 15.00 **Critical research and cultural policies in the integration process of Central America**

Lázaro Israel Rodríguez Oliva, Coordinator and researcher, Study group on Cultural Policies - Cuban Institute on Cultural Research Juan Marinello (Cuba).

The meeting seeks to inform about the relations between research and design of cultural policies projects in the field of the regional integration of Central America.

This presentation is framed in the fact that in November 2011, twenty years from the signing of the Tegucigalpa Protocol was created the Central America Integration System (SICA in Spanish), Belize, Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica, Panama and the Dominican Republic, signed the Central American Integration on Cultural Policy (PCIC in Spanish). This document defies the region not only because of its ambitious concept of cultural management of social transformations, but also because it is conceived in a context where cultural national fields are in permanent tension. How was the process to build the regional cultural agenda made? Who took part at the diagnosis? Which knowledge served as basis to build the concept of cultural policies for the integration of Central America?

The process of investigation is analyzed as well as its impact on the strategic guidelines and transversal axes of the cultural policies project for the cultural Central American territory.

15.00 – 15.30 **WACHA MI BARRIO: an strategy of social intervention**

Guadalupe Abigail Salazar Celaya, Professor and coordinator of the Strategy "Wacha mi Barrio", Faculty of Social and Political Science - Universidad Autónoma de Coahuila, Unidad Torreón México.

Wacha mi barrio is a strategy of social intervention and civic participation that has been developed for almost twelve years at the Municipality of Torreón, Coahuila. Its objective is to set up action through different artistic disciplines that help reconstruct the social weave hurt by social violence. This experience is directed towards a sector of the population and works primarily as a social observatory through which a communitarian diagnose is made using a research methodology, participative action and disciplines like painting, photography and cinema so the results of the diagnosis are made evident in a way where a solid contextual platform is built to allow definition of lines of action and communitarian intervention with the intention to promote and consolidate participation from childhood to adulthood.

15.30 – 16.00 **#CONNECTAKULTURA – Creative entrepreneurship forums in Atlixco, Oaxaca and Mexico City***

Victoria Contreras, CEO, CLT Consultores (Brasil).

As part of the program Strengthening social cohesion and creative abilities of youth in Argentina, Brazil and Mexico a technical coordination of Interarts Foundation and with the support of the Spanish Agency for International Cooperation for Development along with the Open and Permanent Call 11-CAP1-0596.

OBJECTIVE: to promote and enhance the participation in cultural of young who live in marginal situations by motivating creative entrepreneurship for local development. To gather local experiences with the aim to create a network that can strengthen these and others experiences, besides working to include the results of the project at political decision-making levels. **DESCRIPTION:** #CONNECTAKULTURA are three forums on cultural rights, gender and creative entrepreneurship for young who live in vulnerable situation in Atlixco, Oaxaca and Mexico City. They are encounters bond people and projects to regional creative economy and to promote creative cities. **RESULTS:** 67 cultural entrepreneurs have been trained in three venues (Atlixco, Oaxaca and Mexico City); 155 people as audience at the closure activities in Mexico City.



Faculty of Architecture Assembly Hall

14.30 – 15.00 **Applied Anthropology, Intangible heritage and Participative Development: the case of the Stonemason from the Community of San Pablo, Chimborazo, Ecuador**

Michael Hill, Professor at the Centro de Investigaciones Socio Culturales, Universidad San Francisco de Quito

Dunia Elizabeth Solano, Coordinator of the Intangible Heritage Area at the Instituto Nacional de Patrimonio Cultural- Regional 3 (Ecuador).

This Project is part of the initiative of the National Cultural Heritage Institute in Ecuador (INPC in Spanish Regional 3, Riobamba) in association with a consulting anthropological team from the Socio-Cultural Research Center of the Universidad San Francisco de Quito (USFQ), to develop a register and an ethnographic study to serve as basis to formulate measures to safeguard the Traditional Artisan Technique of the stonemason, at the Community of San Pablo, Cantón Guano, Chimborazo province.

While ethnographic methods and applied anthropology have been used while ago in project focusing on culture and heritage, we wanted to emphasize their special relevance for initiatives that link cultural expressions and human development. At our work with this artisan community, we have found that economic and political contexts are critical at giving form to heritage expressions and its survival or disappearance; therefore, our socio-cultural analysis and safeguard guidelines put attention to many structural axes that impact expressions and cultural and patrimonial identities, like global and regional capitalistic transformations, migration processes, gender and inequality, family structures, public health, and historical changes on the ethnic and religious identification.

15.00 – 15.30 **El arte como herramienta de desarrollo humano a partir de una experiencia: Propuestas de soluciones artísticas alrededor de un Café al aire libre en Barranquilla, Colombia**

Faleimy Delgado Acosta, Directora Ejecutiva de la Fundación Casa de Hierro (Colombia).

Se tratará el tema del arte como herramienta de desarrollo humano a partir de la experiencia: Propuestas de soluciones artísticas alrededor de un Café al aire libre en Barranquilla, Colombia, en el cual se expondrá los aportes y de qué manera ha impulsado desde el arte nuevos comportamientos ciudadanos. En ese sentido se planteará a partir de la propia experiencia que el Desarrollo humano tiene otros componentes que trascienden el concepto de riqueza y la forma en que ésta se dinamiza tomando el arte como instrumento de intervención ciudadana. En ese sentido se expondrán los logros hasta ahora obtenidos de esta experiencia y sus beneficiarios.

15.30 – 16.00 **Musicarte**

Julia Vindel, Cultural Manager, Organization of Ibero-American States for Education, Science and Culture (Honduras).

The objective of the Project MUSICARTE is to promote artistic and cultural expression among young through music. The obtained results were beyond of expected, the experience of art and culture was spread at a participative route at the main cities of the country, taking culture to places where young people have a limited approach to art. Local governments were interested to receive music teachers at their communities to train citizens. 30 young students from the National School of Music were involved and more than 800 young and adults were touched with art and culture through presentations, the supply of musical instruments and 2 local governments started a promotion of musical expression at their communities.

Faculty of Philosophy César Dávila Auditorium

14.30 – 15.00 **The role of numbers at social Mayan practices**

Miriam Micalco Méndez, Responsable of the Academic Area, Patronato Tierranueva 300 años (Mexico).



The basis of the study is the Mayan knowledge on current cultural practices of the Tzeltal communities from the Region of Los Altos de Chiapas, in the South East of Mexico.

Currently, there are not any studies to inquire about the numerical processes from the Mayan communities. The purpose of this study is the comprehension of the vigesimal number system as it is used by the Mayans in its social practices with the aim to understand their symbolic system.

15.00 – 15.30 **Political culture in the local field: citizenship practices of young people in the District of San Miguel, Misiones**

Anibal Cabrera, Head of Training, CEPJO - Centro de Promoción Joven (Paraguay).

The proposal is to share the key findings of the research "Political Culture locally: citizenship practices of young people in the District of San Miguel, Mission", emphasizing socio-cultural issues of young people and their practice in the use of leisure time, wishes on recreational-pedagogical and cultural issues, and civic participation; all this combined with craftsmanship in wool and cotton, and the tourism potential of the city.

15.30 – 16.00 **Cultural Leaders Program of Fundación Visión Cultural Bolivia**

Norma Campos, President, Fundación Visión Cultural (Bolivia).

It aims to show the experience of last three years Cultural Leadership Programme in Bolivia, which is one of the lines of work of the Fundación Visión Cultural, which develops tasks in line for Culture and Development in Bolivia.

The Program aims to identify, train, specialize, and support cultural leaders from different cultural sectors, who have the ability to generate dynamics and changes in their environment.

In this line, cultural managers are essential to determine the leadership in culture, therefore it was stressed the interest in training in different instances exist in Bolivia, as is precisely the cultural management and areas derived from this line.

The training Program is aimed at addressing the problem of social devaluation and delayering of culture, the creation and recreation, the identity development and the intercultural dialogue in a context of cultural diversity. These problems, which have different edges, are somehow those to be faced from the perspective of cultural leadership.

14.30 – 15.00 **Red Suramericana de Danza: un puente en el camino**

Virginia Fornillo, Communication Management, Red Sudamericana de Danza (RSD) (Argentina).

The Red Sudamericana de Danza (RSD) is a network of more than 5000 people working together for dance.

Its work contributes to the integration, collaboration, strengthening of its relationship with all those professionals involved in the construction, teaching and management of dance in Latin America. Its way of working is "networking", based on the practice of cooperation as multiplier process, revaluing the ideas, the imagination and the creativity employed.

15.00 – 15.30 **Botica de Proyectos (II Iberomaerican Meeting of Art, Work and Economics) as local cooperation strategy and influence in public policies in culture**

Paola de la Vega Velastegui, Committee Member, Arte Actual FLACSO (Ecuador).

A couple of months ago, Arte Actual Flacso decided to join the II Meeting of Art, Work and Economics (sponsored by the OEI), which took place on 22, 23 and 24 October, a space that would open a necessary dialogue in this area: What management models and financing use artists, managers and groups related to contemporary art practices, in our context? What roles do public institutions, private companies, citizens in general and the artists themselves within this field of interest? The Meeting focused on financing policies of public and private institutions and the demands of artists and managers, as well as the existing tensions and their possibilities of articulation. In the meantime, the Botica de Proyectos aimed at putting practical this debate on a practical level. This first Botica de Proyectos had four stages: the first one consisted in the selection of ten proposals, by the team of Arte Actual FLACSO, from an open call for carried at a national level; the second responded to a process of collaborative work with the groups, managers and applicant artists "divided into project design's labs, meetings and



individual counseling sessions"; and the third included a series of negotiations with representatives of various public and private companies in Quito, Guayaquil and Cuenca, potential financiers of the ten Botica initiatives; and a fourth time, in which the proposals were presented to the general public, during three days, with the aim to receive small contributions inputs from micro order (a sort of face-to-face crowdfunding), so as the negotiation tables between artists and potential sponsors.

15.30 – 16.00 **BAM: Improved Environmental Bags ***

José Vicente Fabián, Student on Government and Public Administration, Universidad José Vasconcelos de Oaxaca (Mexico).

The BAM project (bolsa ambientalmente mejoradas - environmentally improved bags) is based on the manufacture of polypropylene fabric bags; recycled, made from Pet waste; seeking to create jobs that generate economic and social impact in marginalized communities. The project focuses on three axes. The first is to create a sustainable project which at the same time can be replicated in different communities, and that is in order to have a greater impact both economically and socially. The second focuses on an improvement on the standard of living of people through an increase of their incomes in order to beneficially make an impact on their quality of life. The third, but not less important, supporting women in the social participation in their community as it is usages and customs, besides promoting their culture as they speak Zapoteco and Spanish, but we still use interpreters for the development of dialogue and training. The community is called la Mancornada de San Pedro Quiatoni, Tlacolula Oaxaca.

Thursday, 29th November, 2012

Mario Vintimilla Assembly Hall

14.30 – 15.00 **Cultural Information System of the Americas / Infrastructure and cultural heritage atlas of Ecuador**

Alfonso Castellanos, Independent Consultant (Fundación Iberoamericana de Cultura y Desarrollo)(Mexico).

The Cultural Information System of the Americas aims at supporting the creation of specialized areas in the Ministries of Culture that would count on personnel dedicated to the compilation and analysis of this information. In each country where the system would be implanted, will count on a website and a publication, which will make possible to identify and map the cultural resources available to them: both the archaeological and historical heritage and cultural spaces (museums, libraries, theaters, cultural centers, etc.) and the media.

15.00 – 15.30 **Valuating diversities for territorial development. Experience of rural territorial development program with cultural identity**

Fabiola Leiva Cañete, Capacity Expansion Project Coordinator of Rural Territorial Development with Cultural Identity, RIMISP Centro Latinoamericano para el Desarrollo Rural (Chile).

The DTR-IC Program Territories with Identity, managed by RIMISP, Centro Latinoamericano para el Desarrollo Rural, started in 2005. Based on the evaluation of the cultural, natural, and social diversities - as a relevant asset to be recognized and valued in development processes, has driven DTR-IC strategies with local actors seeking to contribute to the reduction of poverty, inequality and injustice especially of region's rural areas. Since the beginning the program launched a process of applied research and boosted development strategies with identity in territories of eight Latin American countries. After six years of work it has exposed its working process and its results in the document Valuating our biocultural richness.

15.30 – 16.00 **The benefits of international cooperation at the local level. The International Program U40 "Diversidad Cultural 2030"**



Gabriela Sánchez Villegas, U40 Network Coordinator and Head of Cultural Diversity Department of the City of Toluca (Mexico).

The presentation is divided into three parts:

- 1.- Presentation of the International U40 "Cultural Diversity 2030.
- 2.-Objectives of the UNESCO Convention for the Protection and Promotion of the Diversity of Cultural Expressions.
 - 2.1.-International Fund for Cultural Diversity
 - 2.3.-International Federation of Coalitions for Cultural Diversity.
- 3.-Benefits of International Cooperation at the local level
 - 3.1.- U40 Program development detonator of the Municipality of Toluca.

14.30 – 15.00 **Practical proposals for the development of qualitative cultural indicators to measure Human Development through the new instruments of the United Nations in the field of cultural rights**

Barreiro Beatrice Lane, Assistant Professor of Public International Law and International Relations and researcher at the Centro de Estudios de Iberoamérica - Universidad Rey Juan Carlos (España). It will be about exposing a proposal of indicators to measure cultural development based on tools provided by new instruments of the United Nations in the field of cultural rights, which specify the obligations that States must meet to ensure the right to participate in cultural life. These instruments provide qualitative indicators of cultural development, which have the advantage of being universally valid as they allow to compare human development in cultural terms in the different Countries.

Secondly, two case studies will be presented, one in the context of the cultural rights of Indigenous Peoples and another one in the frame of the enjoyment of these rights in the context of economic crisis), models that can also contribute to the development of "strategic dispute" before the Committee on Economic, Social and Cultural Rights (considering the same competence of itself in order to receive individual and collective demands in the near future) that will facilitate the application to specific cases of cultural indicators proposed, and will contribute so that the States include it in their public policies.

15.00 – 15.30 **Fostering cultural enterprises Urabá - Antioquia Project**

Miriam Valencia, Head of Department of Extension and Artistic and Cultural Dissemination, Antioquia University (Colombia).

Developed by the Faculty of Arts of the University of Antioquia and Interarts Foundation, this initiative takes place in the sub-region of Urabá (Antioquia) and is part of the Program of Promotion of Cultural and Creative Industries FOMECC. The project aims to create different strategies for different cultural agents with the aim of making visible, empower and build sustainability frameworks for management process and cultural entrepreneurship. Through these processes, the goal is to contribute to the creation of a business community, the exploitation of creative human capital, and empowerment of local cultural events, to positively impact on the development process favoring dynamics of cultural change and decreasing violence objective factors. The project in Urabá comprises three lines of work, aimed at three types of cultural agents. The first is a process of knowledge transfer from the Promotion of Cultural and Creative Industries Programme with the goal of leaving a "human capacity" committed to process dynamization and advising in the area. The second line focuses on working directly with entrepreneurs and managers, and ranges from the selection of projects or business ideas, to expert advice and search funding for its implementation, even finishing with the encouragement and support of partnership working and networking. The third line is directed to work with public institutions and aims to ensure sustainability frameworks for the cultural management and entrepreneurship in the subregion.

Faculty of Architecture Assembly Hall

14.30 – 15.00 **Experience of the Colectivo Madre Tierra**

Diana Moscoso Lazo, Director, Colectivo Madre Tierra (Ecuador)

This space will compare reflections concerning the concept and projection of culture from a vision that recovers the values of human groups that consider culture as the training of values and attitudes and



that constructs different ways of life that coexist in the everyday of our societies in the Andean region. This is the background to Madre Tierra's proposal of strengthening meeting spaces that seek to establish ties of reciprocity within this broad diversity of ways of life that from their values and attitudes feel called upon to express a commitment of respect towards the natural environment, understanding human beings within their natural environment. Thus, learning processes are created that project a sense of harmonious coexistence where artists, social networks (agro-ecological, community tourism artisans), people of medicine (from oriental and Andean ancestral knowledge), people of wisdom (Yachacs, men and women of different places) come together to celebrate diversity, life, and sharing in the understanding that the only possible development is that which allows the existence and manifestation of this diversity constructed by the Madre Tierra community: THE COMMON UNITY OF DIVERSITY.

15.00 – 15.30 **VIDEO MARATHONS: Video as a tool for giving value to the public space and urban cultures**

Bernardo Cañizares Esguerra, Chair, Octaedro Foundation (Ecuador)

Video marathons are spaces where audiovisual producers take the city to develop a leisure exercise of citizen participation and ownership of the urban space. Here we see how a technological tool fuses with culture through the production of contents and enables us to show the different forms of interpreting the city as a space of creation. The video marathons have been developed in Ecuador and Holland, and our purpose in sharing this exercise with other participants is for them to replicate them in their spaces of origin.

15.30 – 16.00 **Narratives of Ecuadorian migrations**

Diego Falconí Travez, Researcher, Body and Textuality Group, Autonomous University of Barcelona (Spain)

Narratives of Ecuadorian migrations is a text that attempts to question interculturality of diasporic subjects, as well as giving them a voice in the field of humanities in social sciences. This experience is part of a process that also seeks to create links between academic systems and tries to propose the creation of "hybrid" spaces that can be used to recover memory.

Faculty of Philosophy César Dávila Auditorium

14.30 – 15.00 **Intelligent programmes with adolescents ***

Liliana de la Quintana, Editor-in-Chief of PICA – Intelligent programmes with adolescents (Bolivia)

PICA – Intelligent programmes with adolescents is a daily news bulletin of informative reports aimed at adolescents between 13 and 16. It is produced by Nicobis in La Paz, Bolivia, with 32 years of work and experience. Nicobis promotes the International Festival of Audiovisual Productions for Children and Adolescents KOLIBRI (www.festivalkolibri.org) founded in 2006 and now in its sixth year. Part of the activities are audiovisual training workshops for boys and girls, where there have been 20 workshops at national level, fundamentally with indigenous children and which have generated around 40 documentaries, dramas and animated films. Nicobis has an editorial branch specialized in children's literature, notably including the series "Mitología Indígena de Bolivia" and "Los Wawalibros" (www.ablij.com) and the two specialised books *La Linterna mágica*, Bolivian cinema and video for children, and *Animanual*, an audiovisual training manual for children. PICA is promoted by the Red ATB at a national level and reaches boys, girls, adolescents, youths and the general public every week for half an hour. There is an important webcast everyday (www.pica.com.bo). It covers the main themes of national and international affairs with an approach appropriate for an adolescent and youth audience. It includes news and reports featuring children, adolescents and youths and gives them a voice in commenting on events and in suggesting alternatives.

15.00 – 15.30 **Diverse art in diversity**



Marcela Andrea Orellana Calle, Art and Culture Commission, Pakariñan Tourist Network. Colectivo la Chinchilla (Ecuador)

The aim of the activity is to share the experiences we have had as the Colectivo la Chinchilla, with the objective of promoting what has been learnt over these years through people, community tourism and other groups linked to art and cultural management, such as the Pakariñan Network, Community Tourism. Why to create another kind of art? Madre Tierra, knowing union and diversity. "Gallina Ciega"; self-management outside the classroom and the communities of Azuay as a source of inspiration.

15.30 – 16.00 **Strengthening cultural identity and the brotherhood links through the Internationalization of the Carnival of Blacks and Whites in Pasto, Colombia**

Carmen Amelia Coral, teacher, SEK International University (Ecuador)

The case of the Carnival of Blacks and Whites in Pasto allows an understanding of the importance of cultural identity in Latin America and strengthening of its cultural value by carrying out twinning, cooperation and cultural exchange processes with other Carnivals around the world. Since 2007, Pasto has started a task of national and international promotion and dissemination of the Carnival not only as a focus of economic and tourism development, but also as an invigorating focus of creativity and entrepreneurship.

Faculty of Chemical Science New Auditorium

14.30 – 15.00 **Experience with indigenous women and Ecuadorians of African descent in workshops of literary creation and the publication of poetry**

Jennie Carrasco Molina, Cultural Manager (Ecuador)

Experience with indigenous women and Ecuadorians of African descent in workshops of literary creation and publication of poetry, for the first time in the history of Ecuador (with the Ministry of Heritage). The proposal is to continue to work on literary creation and expand the field of action to several provinces. The objectives of the project are: promote the literature written by indigenous women and by those of African descent to draw attention to their cultural expressions and contribute to their development through culture; open spaces up to women who have been historically discriminated against, so that creation enables them to have access to development through culture; contribute to the strengthening of identity and its manifestations as part of intangible heritage based on innovating and creative themes related with the culture of each community; empower women through their recognition in literary expressions and other forms of expression related with culture; contribute to the enrichment of literature written by women in Ecuador; and generate other cultural activities based on book publishing.

15.00 – 15.30 **Community work methodologies in the Historical Centre of Quito**

Leonardo Zaldumbide, Director of Research, Gescultura Foundation (Ecuador)

I will compare the application of policies based on the patrimonialization of spaces with the poor results obtained at a social level. In this context, I will seek to establish parameters to carry out community work in central urban spaces.

I will set out the models with populations in the Historical Centre of Quito outside the application of patrimonializing policies. I will describe the methodological focuses used by the Gescultura foundation over the last six years.

Friday, 30th November 2012

Mario Vintimilla Assembly Hall

14.30 – 15.00 **Cuenca Biennial**

Cuenca Biennial is one of the platforms for the promotion of contemporary art. It was founded more than two decades ago with the aim of developing art through a Latin American vision.



Over these years, it has opened up to new manifestations and media, incorporating other conceptual modes of what is known as contemporary art.

Through this ongoing task, in its eleventh year Cuenca Biennial is one of the firmly established macro-events in Latin America.

15.00 – 15.30 Tourism and culture versus development. Significant practices in Colombia. Conclusions of the workshop seminar on culture and heritage

Clara Mónica Zapata, Chair, Corporación Banasta Mediaciones Arte y Cultura – Dean of the Faculty of Production and Design IUPB (Colombia)

Colombia has been developing a process of growth in its different practices and programmes, both of culture and tourism. In 2007, a policy was launched that encompasses both concepts, putting forward strategies and actions on the relation and dynamics required by these processes for their articulation into development policies.

The Ministry of Trade, Industry and Tourism and the Ministry of Culture have been developing policies, programmes and strategies in issues related to the consolidation of the tourism infrastructure of the country, such as the development and consolidation of heritage goods and cultural provision, which provide the basis for the integration of high quality tourism-cultural services and with a strong presence nationally and internationally.

These reference points generate the components and help draw a map that enables the development of socio-economic strategies based on tourism and culture in order to strengthen our heritage cities, their historic centres and other tangible and intangible proposals in global scenarios through integrated practices of local-regional, national and international management resulting in new dynamics for their development and integral growth.

Faculty of Law Assembly Hall

14.30 – 15.00 Report “Access of Youth to Culture in Latin America: Trends, Obstacles and Experiences”

Romina Bianchini, Chair, Proyecto Cultura (Argentina)

The report “Access of Youth to Culture in Latin America: Trends, Obstacles and Experiences” was an initiative by Interarts and the Latin American network Proyecto Cultura, undertaken in 2011 with the support of the Spanish Agency for International Development Cooperation (AECID). Its major objectives were to foster knowledge of the opportunities and meanings of youth access to culture throughout the areas that make up Latin America and the obstacles that exist in this field so as to facilitate the design of policies and programmes which, from the affirmation of cultural rights, encourage the participation of all individuals in cultural life, with special attention on the most vulnerable sectors.

15.00 – 15.30 (Un)imagined cultures. Cultural policies and cultural registers

Laura Ferreño, Advisor – Directorate General for Culture, Honourable Senate of the Argentinean Nation (Argentina)

The session seeks to discuss the issue of the representation of the socio-cultural events and dynamics in cultural registers prepared by the government cultural agencies. An anthropological analysis of these cartographies allows an emphasis on how tangible and intangible aspects of the subordinate groups remain invisible.

These epistemological decisions are central because they express ideological approaches, from the nation-state itself and from its leading class, especially in terms of the conception of “culture” and the aspects that deserve to be categorised as “heritage”.

Faculty of Architecture Assembly Hall

14.30 – 15.00 The Trans-Iberian Network of Independent Cultural Spaces

EUROAMERICANO

VIII CAMPUS DE COOPERACIÓN CULTURAL

José Luis Rodríguez Fernández, Project Manager, Kunterbunt Cultura Independiente / Trans-Iberian Network of Independent Cultural Spaces (Spain)

Presentation of the process for the creation of the Trans-Iberian Network (Spain and Portugal) of Independent Cultural Spaces and the challenge of consolidation currently facing it after little more than one year since its constitution. Objective: to publicise the project among agents potentially interested in it. Results: to generate a network of international contacts in the field of cultural cooperation while raising awareness of the base culture.

15.00 – 15.30 **Art and public space – museums and distribution of thought: the case of Quito in comparison to Latin American and European cities**

Paul Rosero Contreras, Cultural manager (Ecuador)

The presentation is made up of the analyses of several projects of citizen inclusion through intervention strategies in the public space. As an example, we will first mention “Photography in the Open Air”, a large-scale exhibition held in parks and squares in Quito and later in Bogotá. The project began in May 2011 curated by myself and continues under the coordination of the Contemporary Art Centre given the warm reception both by visitors and aspiring and participating photographers. I will present a study of the repercussions and political influence both in the content of the exhibition and its broadened scope. This provides the basis for the comparison of cultural events with the same public character held in European cities such as Barcelona and Paris.

Moreover, I will present a work plan which began in 2010 between Quito, São Paulo and Cuenca, under the name of Huasipichay. In 2013 this plan seeks to direct interest to Bogotá as the bilateral axis with Quito and later extend throughout Europe, Asia and Africa. These experiences were considered as an alternative to the Residencias en Red de Iberoamérica.

Finally, I will refer to experiences of the opening of new museums in Quito, such as the Interactive Science Museum and the Contemporary Art Centre, emphasising the continuity of their initial budgets and taking as a turning point the change of the local government administration, on which they depend.

Faculty of Philosophy César Dávila Auditorium

14.30 – 15.00 **Neural Industrias Creativas/ Idea+Space+Action ***

Luis Fernando Auz Narváez, Founder Neural Industrias Creativas (Ecuador)

Neural Industrias Creativas' objective is to develop a facility in which the different forms of creative and recreational expression of current Ecuadorian youth can be manifested in a framework in which all the social stakeholders who participate, whether as issuers or as receivers, can feel identified, heard and comfortable.

Neural Industrias Creativas seeks to become an alternative facility for the presentation of the many local artists whose demand for facilities of quality has not yet been satisfied: a facility that backs the artistic work with commitment and promotes meeting through action and participation, and the development of platforms for the training and empowerment of artists with recognised careers. In this respect, it seeks to promote a new concept of public, understood as active and responsible participants and committed to caring for and supporting the facility, and to artists that participate in it. To this end, all the activities take place in a relaxed, welcoming and receptive context and we try to transmit a feeling of “homely professionalism” allowing a relationship of belonging and ownership with reference to the facility while developing highly complex activities at a technical and production level.

* to be confirmed

EUROAMERICANO

VIII CAMPUS DE COOPERACIÓN CULTURAL

Cuenca, Ecuador. 28 - 30 November 2012

“Cultural Cooperation and the New Processes of Human Development”

PROFILES OF EXPERTS



Alberto Abello Vives

- Co-Director of the Ibero-American Laboratory of Research and Innovation in Culture and Development
- Director of the Masters in Development and Culture at the Technological University of Bolívar in Cartagena de Indias, Colombia

He is Co-Director of the Ibero-American Laboratory of Research and Innovation in Culture and Development and Director of the Masters in Development and Culture at the Technological University of Bolívar in Cartagena de

Indias, Colombia, and Former Director of the Colombian Caribbean Observatory. His field of research is culture in overcoming poverty in local contexts and as a cultural manager he has focused his work on the Caribbean context.



Gemma Carbó Ribugent

• Associate Professor at the University of Girona and Project Coordinator, UNESCO Chair in Cultural Policies and Cooperation

She holds a Degree in History, a Masters in Cultural Management and in Law and Culture. She has been responsible for the design, management and implementation of education and communication programmes for several cultural institutions: Archaeology Museum of Catalonia, Girona Film Museum, La Jonquera Exile Museum, among others.

As a cultural consultant she has worked for different bodies and agencies specialised in the design of development and culture projects: Laboratory of Culture and Tourism at the Barcelona Media Foundation (Linguamón-House of Languages, Ribagorza Románica; Remences Rural Development Project, etc.) or for the Spanish Agency for International Development Cooperation (Formart Project Education and Culture Complementarity, Protocol for the Identification of Education, Culture and Development Projects, etc.). In the context of the UNESCO Chair,

she has directed and participated in different research and cooperation projects in education, culture and development, such as the project of the Laboratory of Research and Development in Culture and Development; the education project for diversity and development “Te cuento (la cooperación)”, promoted by the UNESCO Chair in Cultural Policies and Cooperation; the cooperation project with Humana People to People: Youth Empowerment through Arts and Culture in South Africa, etc. As a teacher she has coordinated different training programmes in the field of education and culture. She is professor responsible for the Masters in Cultural Management (UOC-UIB-UdG) and Director of the Postgraduate Degree in Education and Culture, Management of Cultural Services, Programmes and Projects at the University of Girona.

Lines of study and research in the framework of development and culture: education, culture and development.



Mauro Cerbino

• Professor and researcher, FLACSO

Professor and researcher at FLACSO in the Latin American School of Social Sciences. He is also Coordinator of the Higher Degree in Youth and Society in Latin America and Professor of Epistemology, Social Theory, Communication, Culture and Politics, and Anthropology of Virtual Worlds; Director of the project “Freedom of expression and democracy in Ecuador”; Director of national workshops of media critical readings and the media observatory; Editor of ICONOS, the journal of FLACSO Ecuador; and finally, Director of FLACSO-Radio.

He analyses themes related to youth cultures and groups.

He also researches youth street organisations, young people and violence. He directs a media observatory, where he examines issues related to migration, youth, violence and the image of the Afro-Ecuadorian woman, in which he investigates the media discourse on these themes, as well as the mediatization of politics. He has been professor in many Ecuadorian universities and worked as a consultant in different multilateral organisations.

His lines of research are youth studies, the media and the epistemology of communication.



Sandra Coulibaly Leroy

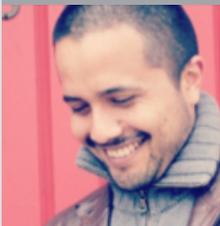
• Deputy Director of Cultural Diversity, Organisation internationale de la Francophonie (OIF)

Since September 2012, Sandra Coulibaly Leroy has held the post of Deputy Director of Cultural Diversity in the Department of French Language and Cultural and Linguistic Diversity at the Organisation internationale de la Francophonie (OIF), after 10 years as joint permanent representative at the United Nations in Geneva, headquarters of the Human Rights Council.

As part of her current role, she supervises and manages programmes related to the sectors of the performing arts, audiovisual creation, cultural industries, francophone literature and reading and books with a view to the following objectives: promoting cultural and linguistic diversity through fostering francophone artistic production;

supporting works of creation, so that they contribute to the economic development of French-speaking countries; developing cultural industry policies and the book cultural industries, the image and the performing arts; promoting reading; helping to bring together people through dialogue between cultures.

She holds several postgraduate qualifications in the field of international relations focused on intercultural relations, communication and the new technologies from diverse French universities. Sandra Coulibaly also achieved an Executive Masters in International Business and Politics from the Graduate Institute of International Studies in Geneva (IHEID).



Mauricio Delfin

• Anthropologist, new media producer and researcher in cultural development

Anthropologist, new media producer and researcher in cultural development. BA Honours in Anthropology and International Development Studies from McGill University (Montreal, Canada) and Masters in Media, Communication and Culture from New York University (NYU). Founder and Director of "Realidad Virtual" since 2001, a cultural association interested in the promotion of media arts and in fostering inclusive cultural policies in Peru.

As a social researcher he has studied diverse subjects such as youth violence, social ecology and global health.

As an audiovisual director and producer he has made documentaries such as *Zona Cruda* (2009), *Noganchis* (2006) and *Viaje hacia la Noche* (2005). He has develo-

ped video art projects and interactive installations. He has been Director of the International Festival of Video/Arte/ Electrónica (VAE) since 2004 and promoter of the Peruvian art and new media meetings PLASMA 1 (2008) and 2 (2009). He was a member of the editorial board of the journal *Distancia Crítica* (Vol. 1-5) (2004-6). He was associate researcher on the Trauma and Global Health programme of McGill University.

He is an active member of Tándem: Gestión Cultural para el Desarrollo, member of La Factura and researcher for the project "Todos somos Dateros". Today, he is Director General of the project Culturaperu.org and of Encuentro Nacional de Cultura in Peru.

Fander Falconí Benítez

- National Secretary for Planning and Development (SENPLADES)

Economist, graduate of the Pontifical Catholic University of Ecuador, he has a Masters in Economics from the Latin American School of Social Sciences (FLACSO), and a Masters and PhD in Ecological Economics and Environmental Management, from the Autonomous University of Barcelona. In 2011, he conducted post-doctoral research at the International Institute of Social Studies (ISS), Erasmus University, Rotterdam.

His training allowed him to carry out different consulting projects for Ecuadorian companies and multilateral organisations. He is coordinator of the PhD in Development Economics at the Latin American School of Social Sciences (FLACSO), an institution where he has worked as professor and researcher since 2001. He has also taught in several national and international universities.

He has also worked in the public sector, such as the National Secretariat for Planning and Development (SENPLADES) from January 2007 to December 2008, when he was appointed Minister for Foreign Relations, a post he occupied until 10th January 2010. This year, he has returned to SENPLADES.

His publications include *¡Con Ecuador por el mundo!* (Editorial Conejo, 2010) and *Economía y desarrollo sostenible: matrimonio feliz o divorcio anunciado* (FLACSO, 2002). He has also contributed to publications such as *América Latina y el Caribe: Perspectivas de Desarrollo y Coincidencias para la Transformación del Estado*; *La construcción de una macroeconomía con cimientos ecológicos*; and *La economía ecuatoriana y sus relaciones con la economía regional y mundial*. He has contributed to numerous specialised journals and group publications.



Bela Feldman Bianco

- Representative of the Department of Anthropology and Archaeology at CAPES
- President of the Brazilian Anthropology Association
- Director of CEMI-International Migrations Studies Centre, IFCH, at the University of Campinas (UNICAMP)

Professor with a PhD in Anthropology from the University of Columbia and Post-Doctorate in History from Yale University, with a grant from CAPES-Fullbright. She has also been visiting professor of Portuguese Studies at the University of Massachusetts-Dartmouth.

She is a member of the Ethnic and Racial Relations Committee (CRER) at ABA and forms part of the editorial boards of several national and international journals such as *Identities: Global Studies in Culture and Power*, *Etnográfica*, *Análise Social*, *Cadernos de Antropología e*

Imagem, Vibrant and Virtual Brazilian Anthropology. Her research focuses on issues related to culture and power, with an emphasis on identities, transnational migrations and globalisation within a comparative perspective.

Currently, Bela Feldman-Bianco is representative of the CAPES Department of Anthropology and Archaeology, President of the Brazilian Anthropology Association and Director of the CEMI-International Migrations Studies Centre, IFCH, at the University of Campinas (UNICAMP) in Brazil.



Marcelo Carvalho Ferraz

• Architect, founding member of Brasil Arquitetura

Architect, graduate of FAU USP in 1978, he is a founding member of the practice Brasil Arquitetura, where he has carried out several projects which have received awards in Brazil and abroad. Notable among them are the Rodin Museum in Salvador de Bahia; the Bread Museum in Ilópolis, RS; and the Villa Isabella in Helsinki, Finland.

He worked with Lina Bo Bardi from 1977 to 1992 and Oscar Niemeyer in 2002.

He taught at the University of Washington in Saint Louis,

USA, as visiting professor. He is professor at the Escola da Cidade, São Paulo.

He has published the books *Arquitetura Rural en la Sierra de la Mantiqueira, 1992*; *Francisco Fanucci y Marcelo Ferraz - Brasil Arquitetura, 2005*; and *Arquitetura Conversable, 2011*.

He has presented the exhibition of the projects selected in the Tokyo Art Museum, 2008; Andersen Museum, Rome, 2009; Settimo Torinese, 2010; and ENSA Paris-Malaquais, 2010.



Ana Carla Fonseca

• Member-Director of Garimpo de Soluções

Public Manager at the Getulio Vargas Foundation and economist. She holds a Masters in Management and a PhD in Town Planning from the University of São Paulo; with an MBA from the Dom Cabral Foundation. She has managed and led global projects in marketing and innovation for multinationals based in Latin America, London and Milan.

Since 2003, she has been partner-Director of Garimpo de Soluções, a pioneering company in economics, development and creative cities. She is an international speaker in five languages, having presented lectures in 24 countries.

Creative economic advisor to the UN, she organises congresses and is an international consultant in creative economics, creative cities and innovation strategy for compa-

nies, governments and institutions.

She has been a consultant for Latin America and the Caribbean of the Creative Economy Report, the first global report on the subject (published by UNCTAD) and participated in reports and international meetings for the UN.

Visiting professor at the Getulio Vargas Foundation, University of Cándido Mendes, National University of Córdoba (Argentina) and King Juan Carlos University (Spain), she is a columnist for the journal *Canal RH* and member of the Association for Cultural Economics International; the Ibero-American Laboratory for Research and Innovation in Culture and Development; the Editorial Board of the journal *Página 22*; the boards of *Virada Sustentável*, *New Ventures Brazil* and the Creative Industries Development Agency (England).



Paúl Granda López

• Mayor of Cuenca, Ecuador

In 1997, he was advisor to Dr. Mario Jaramillo Paredes at the Ministry of Education and Culture. He studied at the Simón Bolívar Andean University, specialising in Private Financial Legislation.

In 1998, he went to Spain to study and obtained a Masters in Public Administration and Management at the Public Administration Institute (INAP) and the University of Alcalá. Specialisation in Communication Policy Management at the Complutense University of Madrid; a Masters in Corporate Legal Consultancy at the University of Valencia and an Advanced Studies Diploma, prior to obtaining a PhD in Contemporary Latin America with special focus on Economics.

He was Executive Director of the Instituto de Régimen Seccional de Ecuador (IERSE) at the University of Azuay

from November 2002 to July 2009, and was professor at the same university and others such as the Pan-American and Pacific Universities. Director of the Masters in Corporate Legal Consultancy at the University of Azuay and at the University of Valencia (Spain) and of the Diploma in Managers of Local Governments which he carried out with the participation of four universities in the country: the Catholic University of Guayaquil, Casa Grande, UTE and Azuay.

In 2006, he was elected Councillor of Cuenca with the highest number of votes among the candidates, and was later elected Deputy Mayor of the city. Finally, on 26th April 2009 he was elected Mayor of the city of Cuenca.



Pedro Güell Villanueva

• Sociologist, graduate of the University of Chile
• Doctor of Sociology from the University of Erlangen-Nürnberg in Germany

Professor and researcher at the School of Social Sciences of the University of Alberto Hurtado in Chile, he has developed his professional career in the field of the sociology of cultural changes in Chile and cultural theory, and the sociology of development in Latin America.

He has taught in the fields of cultural theory, sociology applied to culture, cultural policies and cultural changes in Chile.

He has consulted on strategic communication and analy-

sis of audiences, assessment and planning of cultural policies for the Canal Nacional de Televisión, Comisión Bicentenario, Convenio Iberoamericano Andrés Bello, Consejo Nacional de la Cultura and Consejo Presidencial para la Innovación.

Pedro Güell is Coordinator of the *Human Development Report* developed by the United Nations Development Programme (UNDP) for Chile



Annamari Laaksonen

• Research Manager - International Federation of Arts Councils and Culture Agencies (IFACCA)

Annamari Laaksonen has been working as a research manager at IFACCA (Sydney, Australia) since July 2011. Prior to IFACCA she worked as researcher and senior programme officer at the Interarts Foundation in Barcelona, Spain (2000-2011). Her work at Interarts consisted of applied research and international cooperation projects in the field of culture, public policies, development and cultural rights. Her main interests include cultural human rights; access and participation of vulnerable groups in cultural life; culture and reproductive and sexual health; social cohesion and cultural indicators of development.

Prior to Interarts she was a recipient of a Fulbright scholarship and worked in the Latin American and Caribbean Programme of the Carter Center in Atlanta in 1998-1999. Native of Finland, she has a MSocSc in international po-

litics from the University of Tampere, has conducted PhD studies in international law at the University of Pompeu Fabra and is currently working on her PhD dissertation on access and participation, social cohesion and the third sector at the University of Girona. She has also lived and worked in Costa Rica.

Her recent publications include "Making Culture Accessible: Access, participation and cultural provision in the context of cultural rights in Europe" (Council of Europe, 2010), "Sexual and reproductive health and cultural rights" (Family Care International, Interarts and the Spanish Agency for International Development Cooperation, 2008) and participation as one of the main authors in the "Study on the Access of Young People to Culture" (EACEA and the European Commission, 2010).

Ana María Larrea

• Deputy Secretary General of Planning for Harmonious Coexistence, National Secretariat for Planning and Development in Ecuador

Anthropologist with a Masters in Local Development, she was Deputy Secretary General of Planning for Harmonious Coexistence, Deputy Secretary General for Democratisation of the State, Deputy Secretary General for Democratic Reform of the State, member of the Constituent Assembly for the province of Pichincha, Director of the Institute of Ecuadorian Studies and member of the Managing Board of the Latin American Council of Social Sciences (CLACSO) in representation of Ecuador, Colombia and Venezuela. She has advised several local indigenous

governments in Ecuador on issues related to social participation and local development.

Her main publications cover development, harmonious coexistence, the transformation of the state, indigenous peoples, local governments, social participation, and social movements. Currently, she is the Deputy Secretary General of Planning for Harmonious Coexistence, National Secretariat for Planning and Development in Ecuador.



Sérgio Mamberti

• National Secretary for Cultural Policies, Brazil

Businessman, actor, director, visual artist, restorer and Brazilian cultural promoter, born in Santos, São Paulo, aged 73.

Since studying at the Drama School in 1961, he has participated for almost 50 years in some of the most important and controversial moments on the Brazilian cultural scene. In total, he has participated in 70 theatre plays, 38 films, 26 television serials, as well as many appearances in cultural events and television programmes. He has also directed seven plays in the theatre, musical shows, dance shows, as well as producing many of them.

He has been responsible for the artistic direction of the Cultural Project of the Teatro Crowne Plaza in São Paulo since 1990 and has been publicly recognised as defender of National Culture, placing himself at the forefront of the most diverse artistic, intellectual and political manifestations throughout these years.

He is a founding member of the Partido dos Trabalhadores (Workers' Party), where he became Coordinator of the

Committee on Culture for the development of the government programme for the candidature of President Lula in 1994 – A Cultura Como Invenção Do Futuro – and the 2002 programme in A Imaginação À Serviço Do Brasil. He forms part of the National Secretariat of Culture of the Partido dos Trabalhadores, participating in the preparation and coordination of the municipal, state and national culture programmes of the last 30 years.

From November 2008 to January 2011 he was President of the National Arts Foundation of Brazil. He is currently National Secretary for Cultural Policies.

In 2001 he received the Medalha Tiradentes, the highest award of the State of Rio de Janeiro. The Governor of the State of Minas Gerais, Aécio Neves, awarded him the Grande Medalha da Inconfidência in 2005. In 2010 he received the title of Cidadão Paulistano from the Municipal Chamber in the city of São Paulo.



Melika Medici

• Project Officer of the Division of Cultural Expressions and Creative Industries, UNESCO Culture Sector

Project Officer of the Division of Cultural Expressions and Creative Industries, UNESCO Culture Sector, where she particularly works on the design and field testing of a new instrument aimed at measuring the contribution of culture to human development: UNESCO Culture for Development Indicators Suite. A lawyer specialised in public inter-

national law with a Masters in International Administration, she has 10 years of professional experience in the field of cultural cooperation and cultural industries for development acquired in UNESCO and the Spanish Agency for International Development Cooperation.



Jorge Melguizo

- Social Communicator
- Journalist
- Director of the Medellín Chair – Barcelona (Kreanta Foundation, Barcelona)

He is currently Director of the Medellín Chair – Barcelona (Kreanta Foundation, Barcelona); Consultant at Buenos Aires City Council (Argentina) on the Programme for Informal Town Development at the Department of Housing and Social Inclusion; Consultant at SUMARSE – Panama, as Coordinator of the Youth Development Board; Consultant of the Department of Maldonado (Uruguay) on projects related to public management and culture for coexistence; Consultant of the Uruguayan Ministry of the Interior for the National Strategy for Life and Coexistence; Consultant of the continental network *Cultura Viva Comunitaria y Plataforma*.

Moreover, he is an international lecturer in several fields, especially culture, citizen education, social development, public and political management, and participation and education communication. In 2012, he has delivered lectures in Brazil, Argentina, Mexico, Uruguay, Panama and Colombia.

Previously, he was Secretary of Social Development in Medellín (2009-2010), Secretary of Citizen Culture in Medellín (2005-2009) and Manager of the Centro de Medellín (2004-2005).

Damià Moragues Cortada

- General Manager of Tourism Resource Development (DERT Consultors)

General Manager of Tourism Resource Development (DERT Consultors). Advisor to the Department of Tourism at the Laboratory of Culture and Tourism at the Barcelona Media Foundation – Innovation Centre. Expert in Tourism with more than 45 years experience in the sector. In the last 20 years, he has contributed to international development projects launched by the UNDP, the Inter-American Development Bank, the European Commission and the Spanish Agency for International Development Cooperation (AECID). Author of the book *Turismo, Cultura y De-*

sarrollo published by AECID in 2006. He regularly contributes to tourism schools and universities. Currently, he is responsible for the project “Development and Promotion of Tourism in the Jenin Area” for the Palestinian Authority and the “Con Dao Tourism Development Master Plan” (Vietnam) for the PPC in the province of Ba Ria Vung Tau. Moreover, he cooperates with the Carlos III University in Madrid and the University of Vic (Barcelona) on tourism and culture masters.



Fred Danilo Palacio

• Department of Student Welfare Assistant, University of Antioquia

He has studied music, philosophy and public management. For ten years he has worked at the University of Antioquia in fields related to artistic training and cultural management.

Until July 2012 he coordinated in this university the Programme for the Promotion of Cultural and Creative Enter-

prises (FOMECC Colombia) which encouraged processes of strengthening and partnership with different sectors of the creative industry in the city of Medellín and the Province of Antioquia. He has worked as a researcher on several ethnomusicology projects, a field in which he has extensively published.



José Luis Perea González

• Anthropologist
• Director of Community Cultural Development at the Mexico City Secretariat for Culture

He holds a Masters in Cultural Policies and Development from the University of Girona (Spain), Postgraduate Degree in Adult Education from the National Pedagogical University and a Degree in Anthropology from the National School of Anthropology and History.

Professional experience developed at the National Institute of Anthropology and History as Coordinator of Community Museums; Deputy Director of Research; Director of the INAH delegations in Chihuahua, Zacatecas and Sonora; Director of Management and Operation Plans of Archaeological Sites; as well as Director of El Tajín Archaeological Site. Along with being Executive Project Coordinator at CONACULTA and at the Chihuahua Arts Institute, he has been Advisor to the Department of Culture of Mexico City. Currently, he is Director of Community Cultural Development in the same department.

He specialises in cultural heritage policies, planning and management, cultural information systems, and museum

project management.

He cooperated with the Government of the State of Chihuahua in the drafting of the 1999 Law on Cultural Heritage of the State and was responsible for the integration of the Management Plan of El Tajín Archaeological Site 2007-2008. He has been advisor on the integration and management of the UNESCO World Cultural Heritage declarations of the Paquimé archaeological site, the cultural route "Camino Real de Tierra Adentro" and the Ritual Ceremony of the "Voladores" (Flying Men).

Visiting professor at the Luis María Mora Research Institute, he is a member of the Technical Committee of the National Commission of Intangible Cultural Heritage at CONACULTA.

He has contributed to several national and international publications on cultural heritage management, museums, planning and community development.



Gonzalo Pizarro Rodríguez

• Consultant in Strategic Development, Entrepreneurship and Cooperation

Business Manager at the University of Valparaíso in Chile, he has a degree in International Business Management and he previously studied at Arturo Prat Naval Academy for Officers of the Army of Chile. He has a Diploma in International Relations from the University of Viña del Mar and a diploma in Innovation Management from ESEUNE European Business School as well as diverse courses in local development and cooperation. He is currently undertaking a Masters in Sustainable Development and Social Responsibility.

He began his professional career as Manager of International Relations, Foreign Trade and Tourism at the National Chamber of Commerce of Chile. He later chaired the Higher Council of Tourism of the Region of Valparaíso

in Chile, before moving to Colombia where he regularly worked with Ecuador, Panama, Peru and Chile, notably as Advisor and Manager on the Programme FOMECC Colombia at the University of Antioquia for the Promotion of Cultural and Creative Industries, as well as contributing to the implementation of FOMECC Peru.

He also worked as advisor to the Centre of Entrepreneurship and Innovation at EAFIT University, participating in projects on entrepreneurship, gender, childhood and tourism development. In Ecuador, he lectures at Santa María University and UEES in Guayaquil, as well as his regular work as advisor on strategic development at the Municipality of Playas, one of the areas with greater potential and recognition in the Province of Guayas.



Patricio Rivas

• Researcher and International Consultant

Sociologist, PhD in Philosophy of History. National Essay Prize 2004, awarded by the National Council of Books and Reading of Chile.

He formed part of the Central Committee of the Movimiento de Izquierda Revolucionario (MIR) and of its Political Board and he was later Deputy President of the Partido Amplio de Izquierda Socialista (PAIS). Since 1992 he has devoted himself to academic life in several universities in the region (Art and Social Science University [ARCIS], USAC Programme Andrés Bello University, School of Government at the University of Chile, University of Santiago and as visiting professor at the Technological University of Bolívar [Cartagena, Colombia], Externado University of Colombia, University of Palermo [Buenos Aires-Argentina], University of Azuay [(Ecuador)] and the Itaú Institute in Brazil, University of Antioquia).

He has wide experience in high management positions in the field of cultural policies at a Latin American level.

He was Coordinator of the Department of Culture of the Convenio Andrés Bello from 2006 and 2009 and General Coordinator of the Division of Culture at the Chilean Ministry of Culture from 1996 to 2003, under the direction of Claudio Di Girólamo. Among others, he has worked as advisor in the field of cultural policies for the Argentinean Ministry of Culture and Education, the Guatemalan Ministry of Culture and Sports, and Medellín City Council. He recently formed part of the OEA Technical Mission for the Peruvian National Arts Institute (INC) on the issue of the Cultural Information System. Recent publications: *Chile un largo septiembre* (2007); *Cultura y Desarrollo. Una agenda abierta e indispensable* (2009); *Cultura y Desarrollo. ¿para qué y para quiénes?* (2009); *El desarrollo en el vértice de la gestión cultural* (2009); *Las astucias de la razón incierta y de la memoria* (2010); co-author of *Las Huellas de las hormigas. Políticas Culturales en América Latina* (2010).



Mario Ruales Carranza

- Adviser for Environmental Affairs at the Ministry for Heritage Coordination
- President of the Bureau of United Nations Forum on Forests

Member of negotiation and managing group of the United Nations Conference on Sustainable Development Rio+20 y focal point for the Principle 10 of the Rio Declaration on Environment and Development implementation initiative. He studied Economics at the Central University of Ecuador; Post Degree in Ecology for Sustainable Development, National University of Costa Rica, Diploma in Planning and Environmental Resources Management, Federal University of Bahia - Brazil Integrated Management of Water Resources, University of Uppsala - Sweden; Planning and Government - Senior Management Foundation ALTADIR - Venezuela.

Since the 1980s, he is linked to the planning and management of national development in the Secretary General of National Development Planning Council. He was part of the Unit Environment and Natural Resources Unit in

which traced the outlines of what would become the first definition of public policy for the natural resources and environment management in Ecuador. Later, in the early 1990s he became Director of the Environmental Advisory Unit and Project Coordinator Environmental Planning Support BID - CONADE. He was also Technical Adviser for Amazon Project of the International Union for Conservation of Nature - IUCN - and Fundación Natura in Ecuador. Later, he was Director of Planning at the Ministry of Environment; Coordinator of the Environmental Management Decentralization Support Project CONAM, Planning and Project Manager for Ecological Development Institute of the Ecuadorian Amazon Region - ECORAE -.

He has served as an adviser for planning issues at the Vice President's Office, at the National Institute for Children and Families, and at the National Intelligence.



Inés Sanguinetti

- Chair of the Crear Vale la Pena Foundation
- Coordinator of the Latin American Network of Art for Social Transformation

Dancer and choreographer, he graduated in Sociology from the University of El Salvador in 1982.

Co-founder and Chair of Crear Vale la Pena Foundation, an NGO which, since 1997, has been developing in Argentina a programme of social integration for young people that combines education in arts, artistic production and social organisation as ways of promoting social and individual development.

She has designed and coordinates the implementation in schools and community centres of a pilot programme on art and creativity for improving formal education and social cohesion, in partnership with the Education School at San Andrés University; the University of Aberdeen and

Aberdeen City Council, Scotland; and Buenos Aires City Council.

She coordinates the programme "Community Living Culture" in six districts of the city for the GCBA Department of Housing and Inclusion, together with another six socio-cultural organisations.

Since 2006, she has coordinated the Latin American Network of Art for Social Transformation which operates in 11 Latin American countries.

www.crearvalelapena.org.ar
www.artetransformador.net



María Cristina Serje

• Coalition of New Canadians for Arts and Culture (Colombia-Canada)

She works for the City of Ottawa as Consultant in issues related to diversity. In partnership with social organisations, she developed the “Equity and Inclusion Lens”, a methodological tool for the integration of equity, diversity and inclusion in all fields of work. Moreover, she coordinated the development of the Employment Equity and Diversity Plan and provided advice to 16 provinces on the development of their diversity plans.

Her leadership was essential to link the city with the Coalition of Municipalities Against Racism and Discrimination; she actively participated in the development of the Toolkit for Member Municipalities of the Coalition.

She co-designed and implemented the Paramedic Service Diversity Champion Program of the city. This progra-

me was recognised at a municipal and provincial level: the team was nominated for the Award for Municipal Excellence in 2012, the municipal Equity and Diversity Award in 2011 and 2012, and AMCTO (Association of Municipal Managers, Clerks and Treasures of Ontario) awarded her the E.A. Danby Award for Innovation.

Before moving to Canada, she had worked as Director of Regional Promotion and Development at the Ministry of Culture, as Vice-Minister of Culture and as Consultant of the Convenio Andrés Bello for the Economy and Culture Project in the Andean area, among other interesting challenges.



Dominique Thiange

• Action culturelle internationale (ACI)

Responsible since 1991 for the European Office of the Conseil Francophone de la Chanson (network of world music professionals in French-speaking countries). Dominique Thiange has worked on different projects launched by the Organisation internationale de la Francophonie - OIF (MASA, performing arts festival encouraging the presence of African music producers in international markets; WOMEX and MIDEM, “Francophonie” CD compilation).

She was also responsible for the Performing Arts sector in AFRICALIA (a Belgian cultural cooperation agency) from 2001 to 2004 and the cultural season Africalia 2003 in the same sector. Since 2004, she has worked as a consultant

on several projects for Wallonie Bruxelles International (Alafia Benin 2004, Yambi Congo 2007 and the preparation of Ayiti 2009/2010); for the Secretariat of the African, Caribbean and Pacific Group States (organisation of the 1st ACP Festival, Santo Domingo 2006 / 3rd meeting of ACP Ministers of Culture in October 2012); as well as for the European Commission (Symposium “Culture and Creativity as Vector Factors of Development”, Brussels 2009 / 1st Steering Committee of the Symposium, Girona 2010 / Technical monitoring assistance for the 2010-2011 Symposium / Travelling exhibition “Visionary Africa, Art at Work”, 2012).



Chris Torch

• Producer and Intercultural Policy Advisor. Founding Member of Intercult

Founder and Senior Associate of Intercult, a production and resource unit focusing on culture, ideas and the arts. Founded in 1996, it is a publicly-financed institution based in Stockholm and a designated Europe Direct office, managed within the institution's European Resource Center for Culture since 2009.

Intercult has focused to a great degree on international exchange and co-production within the European Neighbourhood, reflected in the project "Corners", launched in

May 2011 (www.intercult.se/corners). Along with large-scale projects, Torch plays a role in developing intercultural policies.

He lectures regularly and currently forms parts of the Board of Trustees of the European Museum Forum, is a Board member of River//Cities, former Vice-President of Culture Action Europe (2006-2010) and a member of the Steering Group of the Platform for Intercultural Europe and Advisor on the campaign "We are more".



Rosanna María Zárate Baquerizo

• Coordinator of the Programme for the Promotion of Cultural and Creative Cities in Peru FOMECC PERU

Specialist in development cooperation project programming and management. Masters in Urban History, with a Postgraduate in Recovery of Monumental Heritage. She has more than 13 years experience in the fields of development cooperation planning and management, as well as in issues related to culture, recovery of protected areas and conservation of natural resources with an emphasis on consolidated urban areas and human settlements, and in the adoption of innovative initiatives based on technical criteria for the design of development projects with funds raised through NGOs, international cooperation bodies, and bilateral and multilateral agencies.

She is Head of the Coordination and the Secretariat General of the Programme for the Promotion of Cultural and Creative Cities in Peru FOMECC PERU (April 2012 to date) implemented in the Province of Huamanga with the support of the Spanish Agency for International Development Cooperation and Interarts Foundation in Barcelona, and with the Provincial Government of Huamanga as partner; Advisor on the preparation of Public Investment Profiles in the district of Victoria, Lima; and Advisor on International Cooperation for La Victoria Town Council, from January 2007 to date.

