In the current global context, the European cultural model, which consists of the diverse cultures that shape it, is often considered a benchmark to refer to. For this reason, it becomes important to understand the strengths and the weaknesses of such model and the most effective strategies to enhance it. Within the framework of the European Year of Cultural Heritage, VILLA VIGONI, German-Italian Centre for European Excellence, intends to launch a forum and offer a platform for discussion on cultural policies. The main institutions and experts from both public and private sector will be involved, as well as universities, practitioners and civil society organisations.

The forum aims to tackle relevant questions in the field of European cultural policies of utmost importance, focusing on the following issues:

Cultural Heritage

- evaluating the state-of-the-art of tangible and intangible cultural heritage;
- comparing the best practices regarding the management of cultural heritage;
- increasing international cooperation in the field of cultural heritage;

International Cultural Relations

- analysing the potential of culture and creativity for sustainable social and economic development;
- investigating current strategies for the promotion of peace and stability through intercultural dialogue;

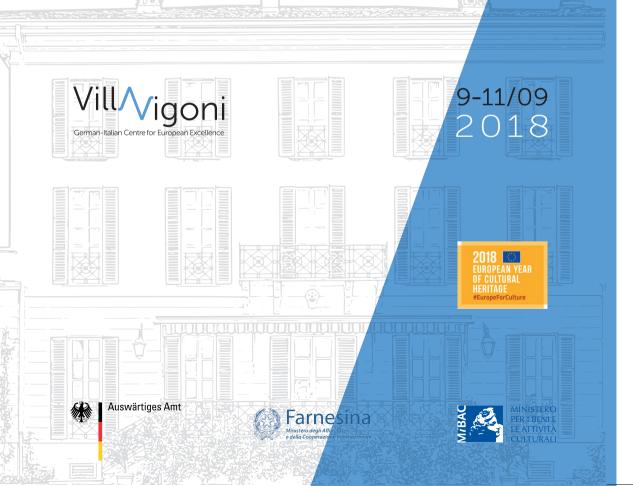
The initiative displays three added values:

- to strategically address the cultural heritage within a unique event - including its management and its usage - and to analyse the correlation between the different subjects, aiming at encouraging their further development;
- to enhance the characteristics of cultural policies in the EU and to define the most efficient methods of coordination,
- to offer, thanks to VILLA VIGONI, which institutionally fosters cultural dialogue between in Italy and Germany, the ideal platform to strengthen cultural cooperation on a European level

VIGONI FOR EUROPE

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Cultural Heritage & International Cultural Relations



Sunday, 9th September 2018

Welcome by
Immacolata Amodeo, Secretary General, Villa Vigoni
Michelle Müntefering, Minister of State, German Federal
Ministry for Foreign Affairs
Guglielmo Picchi, Undersecretary of State, Italian Ministry
of Foreign Affairs and International Cooperation

20.00 Gala Dinner

Monday, 10th September 2018

Plenary session 1 – Cultural Heritage and Cultural Policies in a Globalized World

9.00 Opening Remarks by **Michelle Müntefering**, Minister of State, German Federal Ministry for Foreign Affairs Videomessage by **Mechtild Rössler**, Director, Division for Heritage & UNESCO World Heritage Centre

9.15-11.15 Keynote Speech by **Friederike Fless**, President,

Deutsches Archäologisches Institut

Chair: **Jan-Christoph Kitzler**, Correspondent BR/ARD, Rome **Vincenzo De Luca**, Director General for the Promotion of the Economic System, Italian Ministry of Foreign Affairs and International Cooperation,

Francesco Rutelli, President, ANICA, President, Incontro di Civiltà Tiago de Oliveira Pinto, Chair Holder, UNESCO Chair on Transcultural Music Studies, University of Music Franz Liszt Weimar & Friedrich Schiller University Jena

Walter Zampieri, Head of Unit, DG Education, Youth, Sport and Culture, Unit Cultural Policy, European Commission

11.15-11.30 **Coffee break** 11.30-12.30 Discussion / Q&A 13.00-14.00 **Lunch**

Plenary Session 2 – Cultural Heritage, Narratives and Communication

14.30-16.15 Keynote Speech by **Cecilie Hollberg**, Director, Galleria dell'Accademia di Firenze (MIBAC)

Chair: Francesca Sforza, Foreign Editor, La Stampa

Silvio Gonzato, Director for Inter-Institutional Relations, Policy

Coordination and Public Diplomacy, EEAS

Luigi Reitani, Director, Istituto Italiano di Cultura, Berlin **Karola Olbertz**, Head of Program Coordination for the

Editor-in-Chief, Deutsche Welle

Niklas Wagner, Head Steering Group Strategic Communication, German Federal Ministry for Foreign Affairs

16.15-16.30 *Coffee break* 16.30-17.30 Discussion / Q&A

20.00 **Dinner**

Tuesday, 11th September 2018

Plenary Session 3 – Protection and Recovery of Cultural Heritage: Possible Activities in the Context of the EU's Common Foreign and Security Policy

9.30-11.15 Keynote speech by **Webber Ndoro**, Director-General, ICCROM Chair: **Frank Samol**, Project Manager Urban Cultural Heritage in Conflict Regions Division Near and Middle, GIZ **Friederike Fless**, President, Deutsches Archäologisches Institut Dirk Stockhausen, Head of Iraq and Anti-IS Teams, German Federal Ministry for Foreign Affairs **Alessandro Bianchi**, Servizio Beni Artistici e Storici, Istituto Superiore per la Conservazione ed il Restauro **Silvio Mele**, Commandant, Nucleo Carabinieri

Tutela Patrimonio Culturale. Torino

11.15-11.30 **Coffee break** 11.30-12.30 Discussion / Q&A 13.00-14.00 **Lunch**