AGENDA

Afternoons at the Foundation of Venice Workshop Series

Culture and Well-Being: Defining the Linkages

12 July 2018 • Venice, Italy
Afternoons at the Foundation of Venice Workshop Series

The Foundation of Venice (Fondazione di Venezia) prioritises culture, learning, and knowledge as drivers of local development. Through its connections with the Venetian Universities and a wide array of institutions, it operates in the fields of education, advanced training, research, culture and cultural heritage.

The OECD has recently opened a Venice-based office following a partnership with the Foundation to focus on the analysis of culture as a driver of local development. As part of this partnership, the Foundation and the OECD have designed a series of thematic monthly workshops. These will pave the way to the International Conference on Culture and Local Development to be held in Venice in cooperation with UNESCO and the European Commission on 6-7 December 2018.

The workshops aim to improve understanding of challenges and emerging trends in this area. They will provide a platform for experts, policy makers and business representatives to exchange ideas and identify solutions. They will serve as an opportunity to bring together local needs and the best ideas and practices emerging from academic analysis and research, as well as qualified international experiences.

**WORKSHOPS CALENDAR**

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Participation in the seminars is subject to registration, up to a maximum of 40 participants.
To register please contact: marta.dangelo@oecd.org.

Culture and Local Development

A growing number of cities and regions are leveraging their cultural assets and supporting the emergence of creative industries as levers of growth and inclusion. To achieve better results on the ground policy makers need:

- Evidence on how culture and creative sectors can help generate jobs and growth at the local level;
- Data on the performance of culture and creative sectors and their needs;
- Evidence on the effectiveness of policies and instruments in this domain;
- Stronger capacities at national and sub-national levels to design and implement effective culture-led strategies.

To address this need, the OECD is developing, in partnership with Foundation of Venice, a new policy research programme to provide evidence and guidance on the design and implementation of policies that leverage culture and cultural heritage to enhance local economic growth, job creation and social inclusion.
Culture and Well-Being: Defining the Linkages

12 July 2018 | Fondazione di Venezia, Rio Novo – Dorsoduro 3488/U, Venice, Italy

There are many areas in which cultural engagement has been shown to be beneficial to health and well-being. Potential outcomes deal with:

- Changing people’s perception about their problems and making them more proactive in improving their own lives.
- Making people more self-confident and upgrading their capacities, with special consideration for marginalised groups.
- Alleviating demands for medical treatment and making higher the probabilities of rehabilitation.

Arts and health interventions in communities rather than in a medical environment have been significant since the late 1980s. Multi-agency partnerships were formed by arts organisations, local authorities, and public and charitable agencies. The objective was derived from the social model of health, using community arts activities to engage people in thinking about their own health and to help individuals in disadvantaged areas (and with health problems) to build up their capacity to address them. Moreover, many studies have shown an association between long-term arts engagement and positive health outcomes after taking into account relevant social, economic and demographic variables. For example, shared reading of museum manuscripts led to improvement in an individual’s sense of purpose by increasing a belief in the value of their contributions in their past and present life. As another example, study groups into the built environment or collections demonstrate a different kind of well-being benefit - personal growth through the acquiring of knowledge and skills. Each activity improved well-being, but in different ways.

Much needs to be done to improve evaluation and provide evidence, though this has proved challenging given the complexity of variables and contexts. Diversity of evidence and methods of evaluation are not surprising: those appropriate for public and community health projects will be different from those testing the effectiveness of therapies in clinical settings, while epidemiological studies of large population groups over time will need yet other approaches.

The practice of art as therapy and the importance of art and design in the hospital environment are important ways in which art and culture are now seen as contributing to health, aging and well-being. This dynamic field of research is characterised by a diverse range of subjects and approaches: from clinical outcomes to effects upon healthcare settings and community health; from physiological to mental health benefits; from targeted interventions to the effects of broader arts in health projects; from time-specific arts therapies to the effects of long-term arts engagement; from the acute to the preventative and, of course, health being seen not simply as the absence of illness or disease.

Above all, arts and health is about complex phenomena and complex interventions, even in what might appear to be straightforward therapies. It is, therefore, hardly surprising that evaluation and evidence present significant challenges.
AGENDA

15.00 - 15.05  Welcome by the Foundation of Venice and OECD

15.05 - 15.20  OECD Regional Well-Being: A Closer Measure of Life, Joaquim Oliveira Martins, Special Advisor, OECD Centre for Entrepreneurship, SMEs, Regions and Cities

15.20 - 15.40  Culture, Health and Well-Being, Pier Luigi Sacco, Special Adviser to the EU Commissioner for Education and Culture, EC & Director, IRVAPP, Italy

15.40 - 16.30  Facilitated panel discussion with the participation of Luca Bergamo, Deputy Mayor of Rome, Italy and Robert Manchin, President of Culture Action Europe and Europa Nova

16.30 - 16.55  Discussion with the floor

16.55 - 17.00  Closing remarks, Renzo Turatto, OECD Venice Office

Please confirm your participation by 6 July 2018 the latest.

Participation in the seminars is subject to registration, up to a maximum of 40 participants.

To register please contact marta.dangelo@oecd.org
Biographical notes

Luca Bergamo is the Deputy Mayor and City Councillor for Cultural growth of Rome. From 2012 to 2016, he was the Secretary General of Culture Action Europe (CAE), the most authoritative representative of the cultural and museum sector in Europe. Placing culture at the heart of the public debate as an essential factor for human rights-based society is the mission of CAE. Previously, he launched the National Agency for Youth as Director-General of the Glocal Forum, an international foundation promoting peace dialogue in post-conflict areas. From 1996 to 2004, he influenced the cultural life of Rome conceiving and driving many cultural initiatives, among which “Enzimi” or the Biennale of Young Artists. For the first ten years of his career, he was a specialist in artificial intelligence and IT. He has always combined professional dedication and civic activism.

Robert Manchin is the President of Europa Nova, a think tank and consulting organisation and a Distinguished Senior Scholar at the University of Pannonia Koszeg Knowledge Center. Previously, Manchin was the Senior Vice President of Gallup Organisation, Princeton and the Chairman and Managing Director of Gallup Europe. In November 2015 he was elected as the President of Culture Action Europe. Robert Manchin is a sociologist, economist, musician by education, a social activist and an entrepreneurial manager by chance. During his career he played as a professional musician at the Hungarian State Philharmonic Orchestra, he was visiting professor at various universities in the US and Europe, and was briefly elected as Director of the Institute of Sociology at the Hungarian Academy of Science. He established and co-directed with Elemér Hankiss the non-profit company “Reinventing Hungary”.

Joaquim Oliveira Martins is the Special Advisor of the OECD Centre for Entrepreneurship, SMEs, Regions and Cities. He was previously Head of the OECD Regional Development Policy Division and supervised projects on regional and urban economics, governance, regional statistics and well-being. He was Head of the OECD Structural Economic Statistics Division, where he focused on Trade & Globalisation studies, Productivity measurement and Business statistics. He is author of many academic articles and OECD publications.

Pier Luigi Sacco is Special Adviser to the EU Commissioner for Education and Culture and the Director of the IRVAPP Centre of Bruno Kessler Foundation, Trento, Professor of Cultural Economics, IULM University Milan, Senior Researcher at metaLAB at Harvard and visiting scholar at Harvard University. He works internationally in the field of culture-led local development and is author of more than 200 papers published in peer reviewed journals and edited books with major international scientific publishers.
The Foundation of Venice (Fondazione di Venezia)

The Foundation of Venice is a saving banking foundation established in 1992 following the privatization of Cassa di Risparmio di Venezia. A non-profit organisation, the Foundation pursues social and public interest objectives and the promotion of the economic development of Venice and the surrounding area. Over the years, the Foundation has increasingly become the creator and promoter of social welfare and cultural development actions, disengaging itself from the original role of a purely funding entity. The Foundation allocates resources to three main sectors: education; scientific and technological research; art, cultural heritage and related activities. To date, the most ambitious project is the realisation of the M9 Museum and cultural centre in Mestre.

More information: www.fondazionedivenezia.org

The OECD Centre for Entrepreneurship, SMEs, Regions and Cities

The Centre for Entrepreneurship, SMEs, Regions and Cities (CFE) provides comparative statistics, analysis and capacity building. It helps local and national actors work together to unleash the potential of entrepreneurs and small and medium-sized enterprises (SMEs), promote inclusive and sustainable regions and cities, boost local job creation, and implement sound tourism policies. Not all people, firms and places experience a level playing field in today’s global economy. Megatrends such as digitalisation, new forms of work, ageing, migration and environmental imperatives could further widen divides. The Centre is working to ensure that all people, and businesses of all sizes, can contribute to and benefit from inclusive growth, whether they are located in a capital city or in remote rural areas.

More information: www.oecd.org/cfe

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