AGENDA

Afternoons at the Foundation of Venice Workshop Series

Funding Arts and Culture: The Role of Non-Public Institutions

6 November 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: [anna.turco@oecd.org](mailto:anna.turco@oecd.org), +390412201209.

**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.
Funding Arts and Culture: The Role of Non-Public Institutions

6 November 2018 | Fondazione di Venezia, Rio Novo – Dorsoduro 3488/U, Venice, Italy

In most countries art, culture and cultural heritage are financed through various sources, ranging from the public and private sectors to the non-profit sector. At the local level, public direct and indirect financing is often combined with funding provided both by non-profit and business organisations, and private donations.

However considerable differences exist between countries in terms of tools of government intervention, institutional arrangements, relationship between the public and the private sectors. In particular a growing attention is given to the role played by the institutional philanthropy and, more in general, by the third sector. While governments are increasingly confronted with political fragmentation and budget constraints, foundations independence and long term orientation allow to compensate for this and to provide a long term vision. Many foundations have changed the nature of their interventions moving beyond grant making into direct management of cultural projects with a view to increase the social and economic impacts of culture and creativity on the life of cities. On the other hand, foundations are bound by requirements of accountability, public benefit and public reporting and legal requirements.

In Italy, public owned local banks have had a long tradition in supporting culture, especially when involving local stakeholders and actors. Today their successors, the so called “bank-originated foundations”, continue to support cultural activities, in line with their third sector mission: at different scale, small, medium and large foundations are nowadays key players in supporting arts, creativity and innovation.

Workshop objective

Philanthropy and third sector are playing a growing role in financing cultural and cultural heritage in Italy. In spite of this, still there is a lack of data and information on this trend as well of analyses and evaluations on the achieved results and impacts. What emerges is more a multifaceted approach than the development of a systematic approach.

The workshop aims to analyse culture and cultural heritage philanthropic and third sector initiatives promoted by in Italy and to compare them with other countries experiences and models, and to reflect on how policies could better leverage on philanthropy to maximize impacts on local development.
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14.00-14.15  Introduction, Ekaterina Travkina, Co-ordinator, Culture, Creative Industries and Local Development, OECD

14.15-16.15  Scoping presentations

14.15-14.45  Philanthropy models to support cultural heritage: A non homogeneous framework, Fabrizio Cafaggi, Italian Council of State, European University of Fiesole

14.45-15.15  The Foundations support for culture: The Italian experience, Mario Volpe and Giovanni Dell’Olivo, Foundation of Venice

15.15-15.45  Investment in cultural heritage and the blurring of conservation in exploitation, Luca Dal Pozzolo, Fitzcarraldo Foundation

15.45-16.15  Third sector and cultural heritage: Facts and issues, Giovanna Barni, CoopCulture

16.15-16.30  Coffee break

16.30-18.00  Debate on selected cases, moderated by Mattia Agnetti, MUVE- Musei Civici di Venezia

18.00-18.10  Closing remarks, Renzo Turatto, OECD Venice Office

Please confirm your participation by 31 October 2018 at the latest.

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To register please contact: anna.turco@oecd.org, +390412201209.
Biographical notes

Giovanna Barni has been President and Business Development Manager at CoopCulture since 2010, one of the largest cooperative companies working in the field of cultural heritage in Italy, aiming to increase cultural audiences. After her engagement at Società Video Italia associated to ITALIA BBDO, where she experimented the use of technology in the area of cultural heritage, from 1990 to 2006 she was marketing and business manager at Pierreci company, being its President until 2009. From 2006 to 2010 she was chief executive officer at Scabec, a public-private cultural company working for the Regional Administration of Campania Region. She was until 2017 member of the Administrative Board at Fondazione Monte dei Paschi di Siena. At Legacoop - Italian representative association of cultural cooperative companies, she is Vice President of CulturMedia, the thematic area dedicated to associated cultural, media and touristic cooperatives. At Alleanza delle Cooperative Italiane which associates all Italian cooperative companies she is member of the Boards dedicated to Culture and Tourism.

Fabrizio Cafaggi is a member of the Italian Council of State. Former professor of private law at the University of Trento, of comparative law at the European University Institute, and of comparative law and regulation at the School of national administration. He is a founding member of the European Law institute and an affiliate member of the American Law Institute. Former director of the European center for the Judicial cooperation at EUI. He was visiting professor at Columbia University, NYU School of law, University of Pennsylvania law school, Universidad de San Andres Buenos Aires, Universidad Pontificia Perú. He is the scientific coordinator of REJUS project and has collaborated with Unidroit, UNCITRAL, FAO, IFAD, Word Bank and OECD. His research interests include European law and fundamental rights, transnational private regulation, international commercial contracts, contracting in global supply chains, Judicial cooperation in Europe and transatlantic domains, European private law, behavioral sciences and public administration. His most recent publications include Judicial cooperation in European private law (with Stephanie Law), International regulatory cooperation, Collaborative procedural and remedial governance in EU law.

Luca Dal Pozzolo is an architect and co-founded the Fitzcarraldo Foundation, where he is now responsible for Research. He also teaches Regional Cultural Policies at the Economics Faculty of the University of Bologna and Cultural Management at the University of Lugano. He is widely published on issues like cultural economics, museums, heritage, the design of historic centres and the cultural dimension of urban regeneration.

Giovanni Dell’Olivo has been Director of the Foundation of Venice since 2017, of which he was CFO and Administrative Director since 2005. Previously he was Head of Administration and Finance at the Cassamarca Foundation of Treviso and began his work experience as a budget analyst. During his professional life he gained significant experience as a director of institutions and companies in the third sector in the cultural field.
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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