

## **Day 1: Problem definition and concept development**

**09.00** *Welcome* (prof. dr. Metka Tekavčič)

**09.15** Lecturers and participants hold a *short introductory round*

**09.45** *Getting started: What are the questions?* (Frans Brouwer)

The initiator and moderator of this summer academy explains his motives to organise this school. He scouts the differences in entrepreneurship in the cultural sector between European transition countries on the one hand and Western European countries on the other hand. After a cursory overview of leadership characteristics in East and West, illustrated with some cases, his introduction will lead to the main questions of this summer academy:

1. Which are the similarities and differences in cultural entrepreneurship and leadership between European transition countries and Western European countries?
2. Which economic concepts can be applied in practice in order to foster the cultural sector in terms of entrepreneurship and leadership?
3. How can we apply our inspiration, knowledge and experience to common practices in transition countries as well as between East and West in terms of entrepreneurship and leadership?

Frans Brouwer underlines that the goal of our activities is to learn from each other, since we all are part of Europe and have many cultural and social values in common. He explains the line-up of the programme and the working methods.

**10.15** **Break**

**10.45** *Workshop (4 à 5 groups): Drawing-up of the participants' questions* (Andrej Srakar & Frans Brouwer)

To what extent do the participants recognize their practical experience in the questions posed before the break? Which other questions should be added in order to create a complete picture of a common problem definition? The participants describe the challenges in their own cultural situation in one or two general questions.

**11.30** *Plenary session: Presentation of the participants' questions* (Andrej Srakar & Frans Brouwer)

Group representatives present and explain their answers to the workshop questions (10' each). Discussion and formulation of the main questions for this summer academy.

**12.30** **Lunch break**

**13.30 *The setting: The organisation and economy of the cultural sector in transition countries and in other European countries – Cases from practice***  
(Andrej Srakar & Frans Brouwer)

Andrej Srakar summarizes his research results in Slovenia and other transition countries. He focuses on organisational and economic aspects and on development of the cultural sector during the last 30 years.

Frans Brouwer describes various phenomena the cultural sector in transition countries cope with in their attempts to develop a cultural policy that works in a new, democratic system. He illustrates this using data on level of self-employment, number of entrepreneurs, government expenditure and CPI index.

**14.00 *Conceptual framework: How can we look at the cultural sector in terms of economics?*** (Arjo Klamer, Andrej Srakar, Frans Brouwer)

Arjo Klamer explains the five spheres of economy and their logics, their role in the arts and cultural industries and the various ways of financing culture. He extends this view on cultural economics with the value-based approach (cultural, social and financial values) and its application to practical cases towards a creative and entrepreneurial cultural economy.

Andrej Srakar and Frans Brouwer contribute with cases from research and practice.

During this afternoon we switch from theory instruction to exercises with the value-based approach and the five-spheres model and back. The participants apply the five-spheres model and the value-based approach to their own practical situation and answer to the following questions:

1. Where do you recognize the tension between artistic values and economic values (managerial, financial) in your country?
2. How do you prioritize the importance of cultural (artistic), social and financial values while realising your cultural ideal yourself and how does your government do this?
3. With which purpose do you wish to contribute to what kind of cultural practices?

The participants will apply the outcomes of the discussion about these questions to the (re)formulation of their cases.

**17.00** Closure