

Day3: Best entrepreneurial practices in museums, cultural heritage and tourism, performing arts, fashion and urban development

The lecturers in the morning and the first afternoon sessions focus on best entrepreneurial practices in their cultural field of interest. Together they let shine their light on domain specific issues in West and East European countries, be it private or public entrepreneurship on common goods, be it in local communities or settings of the national government. They invite to exchange experiences and show how concepts learned on Monday and Tuesday have been or can be applied in practice in order to foster the cultural sector in a sustainable way. Interesting examples of entrepreneurship and leadership come along, which the participants can use in practice to create participation rather than consumption. In which ways can you be entrepreneurial in various cultural fields and which problems do you meet? Maybe we discover also commonality of interest, in succes stories or in difficulties?

09.00 *Best practices in visual arts and museums* (Trilce Navarrete Hernandez & Judita Peterlin)

10.00 *Best practices in cultural heritage and tourism* (Anna Mignosa & Ljubica Knežević Cvelbar)

11.00 Break

11.30 *Best practices in the performing arts* (Frans Brouwer & Andrej Srakar)

12.30 Lunch break

13.30 *Best practices in the fashion industry* (Nataša Peršuh & Ben Wubs)

14.30 Break

14.45 *Best practices in urban development* (Meta Štular)

Meta Štular has worked on the development of the Rog Centre in Ljubljana. There she gained expertise in participatory processes and strategic development of a cultural organisation, of teams and programs. This interesting and complex case involves stakeholders management, politics, financial projections, prototyping, creative industries and heritage, development of new institutional models and public services, where entrepreneurship and leadership play essential roles. This approach has received the prestigious Eurocities Innovation Award in 2018. <https://roglab.si/en/news/new-brochure-on-rog-centre-evolution/>

15.45 *Workshop: Application of best practices in participants' cases*

The participants work on their cases. They apply some examples of best practices and other creative ideas to their cases and adjust them if desirable.

17.00 Closure