

Day 4: Organisation, EU subsidies, financing and working on cases

09.00 *Organisation, sustainability on success and governance practice (Frans Brouwer)*

This lecture surveys organisation models for cultural organisations on governmental and operational level and answers to the question what organisations can do in terms of entrepreneurship and leadership to create sustainable success with their product. The 'virtual circle of success' and principles for cultural governance practiced in the Netherlands are explained. In terms of human resource management, Frans Brouwer touches ways to improve a cultural organisation's production, sales and reputation while combatting corruption and conflict of interest.

09.45 *European Commission's subsidies for culture (Meta Štular & Frans Brouwer)*

Despite differences between operationalisation of cultural activities in transition countries and other countries in Europe, creative and entrepreneurial ideas are common subject for applications in the European Commission's cultural subsidy system. First Meta Štular gives a brief survey of the various European Commission's cultural funds. Then, from their experiences as applicants as well as assessors of EC applications, Meta Štular and Frans Brouwer explain which elements of entrepreneurship are required with European subsidies and how sustainability after EC-subsidised projects can be created. Frans Brouwer concludes with some practical advices for writing EC applications.

10.30 Break

11.00 *The way of financing matters (Arjo Klamer)*

Arjo Klamer explains various forms of financing and the related privileges, conditions and problems. He explains the terms warm and cold money and the implications for cultural development.

11.45 *Issues in European cultural policy (Frans Brouwer & Andrej Srakar)*

Andrej Srakar and Frans Brouwer present examples of European cultural policy that stimulate or block cultural development and creativity.

12.30 Lunch break

13.00 *Workshop: Participants elaborate on their projects and presentations I (participants, Frans Brouwer and other lecturers)*

Frans Brouwer starts this workshop with a brief explanation of the requirements for a project plan (30'). The cases brought by the participants and elaborated on in the workshop on Tuesday and Wednesday are now being transformed to project plans to be presented on Friday. The projects can cover a group or an individual initiative, so participants work in groups or individually. Also other lecturers are present to be asked for advice.

16.00 *Panel for questions and discussions (lecturers)*

Before presenting their projects on Friday, the participants can ask questions to all lecturers present.

17.00 Closure