

Week 1

Friday 12 November, 09.00-16.45 hrs. CET

09.00 Opening (prof. dr. Metka Tekavčič)

09.15 Introductory round (lecturers and participants)

09.45 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.

10.30 Break

10.45 What are the questions? (Frans Brouwer)

The initiator and moderator of this Autumn 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 Autumn 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 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.

11.45 Organization and economy of the cultural sector in transition countries and other European countries (Andrej Srakar and Frans Brouwer)

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

Frans Brouwer describes various phenomena the cultural sector in transition countries cope within 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.

12.30 Break

13.15 Exercises with the value-based approach (Arjo Klamer, Andrej Srakar, Frans Brouwer)

Here 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.

15.00 Break

15.15 Economic concepts I: Entrepreneurship (Arjo Klamer, Miha Škerlavaj, Frans Brouwer)

Arjo Klamer explains the process from creation of ideas to production of vision and values. From this process, illustrated with cases, he derives characteristics of cultural entrepreneurship and describes the role of cultural entrepreneurs working towards innovation in a changing economy. He articulates the purpose strategy and design, so we know first why we want to do something creative anyway.

The participants work on their purpose and relate this to the cultural sector in their own country. Arjo Klamer, Miha Škerlavaj and Frans Brouwer help them to do so. With the explained economic concepts in mind and taking the mission, values and goals of their organisations or cultural events as a point of departure, the participants formulate the entrepreneurial tools and leadership requirements needed to realise these goals. They make their first sketches of cases, individually or in groups.

16.45 Closure