



PROGRAMME
9–10 June 2016
DEP02015
Presslova 14
Pilsen

9 June 2016

The Open up! 2016 Conference

Evaluation of the Pilsen – European Capital of Culture 2015 Project

9:00am – 10:00am
ACCREDITATION

10:00am – 10:20am
OPENING

Jiří Suchánek
General Director, Pilsen 2015
Karel Barták
Directorate General for Education and Culture – European Commission

10:20am – 11:20am
PANEL 1:

NUMBERS AND ECONOMIC IMPACTS

The aim of the debate: To present and evaluate the project's economic impacts

Chair: Mario Kubaš
Expert in the field of cultural policy

Jiří Suchánek
General Director, Pilsen 2015
Monika Palatková
General Director, CzechTourism
Tereza Raabová
Expert on evaluation of cultural projects

11:20am – 11:30am
BREAK

11:30am – 12:30pm
PANEL 2:

CULTURE AS A DRIVER OF URBAN DEVELOPMENT

The aim of the debate: To show how culture can contribute to the development of cities and how it can be included in strategic planning

Chair: Maria Staszekiewicz
Deputy Executive Director, Aspen Institute Prague

Tina Lierheimer
Head of Evaluation & Quality Management, Goethe-Institut
Jaanus Mutli
Business Development manager, Tallinn City Enterprise Department; CEO, Tallinn 2011
Artur Celiński
Deputy Editor in Chief, Magazyn Miasta; Head, DNA Miasta

12:30pm – 1:15pm
LUNCH

1:15pm – 2:00pm
PRESS CONFERENCE

2:00pm – 2:05pm
OPENING OF THE AFTERNOON PART
Martin Baxa
First Deputy Mayor of Pilsen

2:05pm – 3:00pm
PANEL 3:

CULTURAL CHANGE AND SUSTAINABILITY

The aim of the debate: To show the qualitative and "non-economic" impacts of large cultural projects and investments into culture and art and evaluation methods

Chair: Mario Kubaš
Expert in the field of cultural policy

Jiří Sulženko
Programme Director, Pilsen 2015 and DEPO2015
Ulrich Fuchs
Programme Director, Linz 2009 and Marseille-Provence 2013
Šárka Havlíčková
former Programme Manager of Pilsen 2015; author of the qualitative research in Pilsen cultural institutions

3:00pm – 3:30pm
BREAK

3:30pm – 4:30pm
PANEL 4:

PARTICIPATION THREE TIMES DIFFERENTLY – CITIZENS, OFFICERS AND COMPANIES

The aim of the debate: To present ways how to engage the public administration, businesses and citizens in the European Capital of Culture project

Chair: David Kašpar
project manager, K R E P – Kreativní Praha

Radek Špicar
Confederation of Industry of the Czech Republic
Christian Potiron
Participation Manager, Pilsen 2015
Martin Baxa
First Deputy Mayor of Pilsen

Dress code: Smart Casual

10 June 2016 Round Tables

9:00am – 10:30am

**TABLE 1:
PILSEN 2015 EVALUATION METHODOLOGY**

Milan Svoboda

Evaluation Manager, Pilsen 2015
(in Czech)

**TABLE 2:
CREATIVE INDUSTRIES AS A TOOL OF
NATURAL SUSTAINABILITY OF THE
EUROPEAN CAPITALS OF CULTURE?**

Ondřej Kašpárek

Creative Industries Manager, Pilsen 2015
(in English)

11:00am – 12:30pm

**TABLE 1:
EVALUATION OF IMPACTS OF CULTURAL PROJECTS**

Szilvia Nagy

Project Coordinator LOCOP, Goethe-Institut
(in English)

**TABLE 2:
SUSTAINABILITY OF THE PILSEN – EUROPEAN
CAPITAL OF CULTURE 2015 PROJECT**

Šárka Havlíčková

former Programme Manager of Pilsen 2015
(in Czech)

Dress code: Smart Casual