University Network of Capitals of Culture (UNeECC)
Annual Conference
Vilnius
22-23 October 2009

Programme

Thursday, 22 October 2009
Venue: Vilnius Town Hall

13.00 – 14:00: General Assembly

14.00 – 14.30: Press Conference

14.30 – 15.30: Opening Ceremony

1. Plenary address by Prof. Flora Carrijn, President of UNeECC
2. Plenary address by Vilius Navickas, Mayor of Vilnius
3. Plenary address by Prof. Alvydas Pumputis, Rector of the Mykolas Romeris University
4. Plenary address by Prof. dr. Romualdas Ginevicius, Rector of the Vilnius Gediminas Technical University
5. Plenary address by Mrs. Ann Branch, Head of Unit, European Commission Directorate General for Education and Culture

15.30 – 16.30: Plenary Session

1. Plenary address by Rolandas Kvietchauskas, Director, Public institution of Vilnius - European Capital of Culture 2009
2. Plenary address by Julia Stoff, Assistant to the Artistic Director, European Capital of Culture Organization, Linz
3. Plenary address by Prof. Edward de Bono, EU Ambassador for the Year of Creativity, 2009: ‘The biggest problem is not climate-change, but inadequate thinking’

16.30 – 17.00: Break
17.00– 18.30: Parallel Sessions I.

Session A: Cultural diversity as basis for Creativity and Innovation

- **Luis Rodriguez García**, „Cordoba, Intercultural Dialogue“, Cordoba: Innovative ways for spreading intercultural activities within a city: The case of Cordoba

- **Tuuli Lähdesmäki**, University of Jyväskylä, Jyväskylä: Strategies representing cultural diversity in three European Capitals of Culture

- **Rafaela Ganga**, University of Porto, Porto: The European Inter/Multicultural Education In Question. Study Case of the European Cultural Policies and Education Practices in three European Contemporary art Galleries – First Notes for a Debate

- **Eka Tchkoidze**, University of Ioannina, Ioannina: The Greeks in Georgia: myth and reality (mutual cultural contacts and impacts upon both parties)

Session B: Creativity and Innovation and European Capitals of Culture

- **Xavier Tuleda**, Communication of the Universitat Autònoma de Barcelona, Barcelona: The International Bureau of Cultural Capitals

- **Hilmar Rommetvedt – Christin Berg**, University of Stavanger, Stavanger: Stavanger as European Capital of Culture 2008: The Citizens’ Perspective

- **Georg Simet**, University of Applied Sciences of Neuss, Neuss: The Importance of Creativity and Innovation for Adopting Istanbul as European Capital of Culture

- **Ágnes Simon**, Pécs2010 Management Centre Nonprofit Ltd., Pécs: Sustainable development in the light of creative industry and the Pécs2010 European Capital of Culture programme

20.00: Gala Dinner
Location: Restaurant "Neringa"

Friday, 23 October 2009
Venue: Mykolas Romeris University

09.00 – 10.45: Parallel Sessions II.

Session A: Creativity and Innovation in University Culture

- **Dr. Wim Coudenys**, Lessius University College, Antwerpen: Mainstream and the Death of University Culture. Or how the Rush for Innovation Threatens Creativity
- Vish Maheshwari, Liverpool Hope University, Liverpool: Growing Diversity at the UK Universities: Developing Modern Multicultural Higher Education Institutions

- Tamás Molnár, University of Pécs, Pécs: Temporary City Workshop – cooperation between universities of European Capitals of Culture 2010

- Silvia Florea, "Lucian Blaga" University of Sibiu, Sibiu: Between Knowledge and Accessibility: Research and University/Industry Collaboration

**Session B:**
**The Impact of Innovation and Creativity on Culture**


- Magnar Am, Volda University College, Volda: Creativity and Resistance - the difficult balance between freedom and limitation in creative processes and solution-searching activities

- Dr. Paulius Cepas, Vytautas Magnus University, Kaunas: Employability competency in cultural context: sources, approaches and perspectives

- Kari Josendal, Institute of Stavanger, Stavanger: Innovation in the cultural and creative sectors. A case study

**Session C:**
**Didactic Innovation and the University**

- Laura Baker, FH Joanneum University of Applied Sciences, Graz: Between Heaven and Earth in Innovative Investments-Innovation Creativity and Cultural Awareness in an Industrial Management Undergraduate Course

- Juozas Lakis, Mykolas Romeris University, Vilnius: Education in Conflict Resolution as Element of Participatory Democracy in Transition of Lithuania

- Lucia Pavlescu, "Lucian Blaga" University of Sibiu, Sibiu: Innovative Aspects in Access to a Teaching Career in Romania

- Monika Milusiené - Živilė Starkevičiūtė - Vaiva Zuzeviciute, Vytautas Magnus University, Kaunas: Innovating Educational Practices and Culture – is it the process toward Social Cohesion

10.45 – 11.15: **Coffee Break**

11.15 – 13:00: **Parallel Sessions III.**

**Session A:**
**Cultural diversity as basis for Creativity and Innovation**

- Prof. Dr. Stephan Sonnenburg, Karlshochschule International University, Karlsruhe: Project Creativity: What can we learn from the Beatles, Picasso & Braque and other famous groups?

- Dr. Dariusz Gafijczuk, Lancaster University, Lancaster: Composition of Centrality: A Historical Look at Musical Innovations at the turn of the 20th Century
- Héléne Alfaro, Paris 12 University, Paris: Creative regeneration in Belfast
- Witold Ostafinski, The Pontifical Academy of Theology in Cracow, Cracow: Unity in plurality – Days of John Paul II in Cracow

Session B: Creativity and Innovation and European Capitals of Culture

- Lennart Rosenlund, University of Stavanger, Stavanger: Stavanger as European Capital of Culture 2008: Social Determinants of the Reception
- Prof. Roberto Grandi – Adriana Galvani, University of Bologna, Bologna: Proposal for innovating the European City of Culture Program
- Szabolcs Zalay, University of Pécs, Pécs: The Roots of Learning Cities

13.00 – 14.00: Lunch

14.00 – 15.45: Parallel Sessions IV.

Session A: Creativity and Innovation in University Culture

- Adrienn Bognár, University of Pécs, Pécs: The youth participation purpose in common events
- Radomila Soukalová, Tomas Bata University, Zlín: Effective Communication of R&D in University Marketing
- Marietta Németh, University of Pécs, Pécs: Are the innovative ideas and creativity of graduating students exploited to full depth

Session B: The Impact of Innovation and Creativity on Culture

- Luigi Tassoni, University of Pécs, Pécs: Creativity of the Reader in European Culture
- Daiva Bukantaitė, Vytautas Magnus University, Kaunas: Coaching as an innovation that changes the culture of the unemployed people’s consulting
- Rune Dahl Fitjar, International Research Institute of Stavanger, Stavanger: Innovation, Collaboration and the Soft Institutions of the Stavanger region

15.45 – 16.15: Break
16.15 – 17.30: **Parallel Sessions V.**

**Session A:**
*Creativity and Innovation and European Capitals of Culture*

- **Knud Knudsen**, International Research Institute of Stavanger, Stavanger: "Does an Open Port widen people’s minds?"

- **Piotr Bozyk**, Jan Matejko Academy of Fine Arts, Cracow: New approach to Innovativeness in the Field of Industrial Design

**Session B:**
*Didactic Innovation and the University*

- **Dr. Aušra Rutkienė– dr. Ilona Tandzegolskiene – Dr. Vaiva Zuzeviciute Assoc.prof.**, Vytautas Magnus University, Kaunas: Doctor’s in Education Science Qualification Description – the Change of the Contemporary Challenges in University Culture

- **Alexandre Frey Pinto de Almeida**, University Fernando Pessoa, Porto: A Challenge to Innovation and Creativity at University Fernando Pessoa (Porto, Portugal): Acting upon Speech-Language Disorders as a Technique and as an Art

17.30 – 18:00: **Conclusions**

18.30: **Closing Dinner**

**Saturday, 24 October 2009**

09.00 – 11.00: **Optional walking tour of Vilnius**