



**Joint Conference
of the
The University Network
of the European Capitals of Culture
and the
Compostela Group of Universities
14-15 October 2010
University of Pécs**

Preliminary Programme

Thursday 14 October 2010

Venue: *Faculty of Business and Economics*

13.00 – 14.00 **UNeECC General Assembly**

14.00 – 14.30 **Press Conference**

14.30 – 15.30 **Opening Ceremony**

1. Plenary address by **József Bódis**, Rector of the University of Pécs
2. Plenary address by **Mayor of the City of Pécs**
3. Plenary address by **Flora Carriijn**, President of UNeECC
4. Plenary address by **Maurits van Rooijen**, President of Compostela Group of Universities
5. Plenary address by **Csaba Ruzsa**, Director of the Pécs 2010 European Capital of Culture Office
6. Plenary address by **Şekib Avdagiç**, Chairman of the Executive Board of the the Istanbul 2010 European Capital of Culture Agency (10’)
7. Plenary address by dr. h.c. **Fritz Pleitgen**, Director of the Ruhr 2010 GmbH

15.30-16.30 **Plenary Session**

1. Plenary address by **Katalin Bogyay**, Ambassador of the Republic of Hungary to UNESCO
2. Plenary address by **Ann Branch**, Head of Culture Programme and actions Unit, Education and Culture DG, European Commission
3. Plenary address by **Mary McCarthy**, Director National Sculpture Factory Cork Ireland. Former Director of Programmes Cork 2005
4. Plenary address by **Mary Tupan-Wenno**, President of the European Access Network



16.30 – 17.00 **Coffee Break**

17.00– 18.00 **Plenary Session: Social Inclusion and ECoC programmes**

- **Michael Cooper**, Executive Director, European Access Network, "Attitudes and mindsets. Higher Education's opportunity to combat social exclusion"
- **Neil Peterson**, Culture Liverpool, Liverpool: Culture Liverpool – building on the European Capital of Culture
- **Mike Osborne**, Professor of Adult and Lifelong Education, and Co-director of the PASCAL Observatory, University of Glasgow, Glasgow: Universities and their role in combating social exclusion and poverty at regional level in Europe
- **László Komlósi**, Senior Vice Rector of the University of Pécs – The Impact of Educational Policies and Internationalization on Learning Outcomes

18.00: **Opening of the Exhibition of the Documentation Centre on European Capitals of Culture, Athens**

20.00. **Gala Dinner**

Friday 15 October 2010

Venue: Faculty of Business and Economics

9.00 – 10.45 **Parallel Sessions II.**

**Session A:
Combating Poverty and Social Exclusion**

- **Ed Kuczaj – Jessica Carson**, Corks Institute of Technology, Cork, Arts Participation and Development in a Social Context
- **Ana M^a Fuertes - Raquel Agost**, Universitat Jaume, Jaume: Combating Social Exclusion through Social Capital. The importance of building networks in immigrant communities: A Spanish perspective.
- **Ádám Guld**, University of Pécs, Pécs: The Media Discourse – Can Popular Culture Fight Against Poverty and Social Exclusion?
- **Ágnes Simon**, Pécs2010 Management Centre Nonprofit Ltd., Pécs: The Pécs2010 programme in the light of the 25th anniversary of the European Capitals of Culture
- **Hatto Fischer**, Poiein kai Prattein – NGO, Athens: Poverty of Experience – a real cultural challenge

**Session B:
Assessment of ECoC programmes**

- **Branimir Vukorepa- Petar Filipić**, University of Split, Split: Assessment of social usefulness of the program of European Capital of Culture "European Capital of Culture" - economic goals and effects of the program
- **Daniel Paül i Agustí**, University of Lleida, Lleida: Tourism, civil society and major events. How and when cultural celebrations can promote social mixture?

- **András Trócsányi**, University of Pécs, Pécs: *The spatial implications of urban renewal carried out by the ECC program Pécs*
- **Christin Berg – Rune Dahl Fitjar – Hilmar Rommetvedt**, International Research Institute of Stavanger (IRIS), University of Stavanger, Stavanger: *European Capitals of Culture and the Citizens' Participation: the Case of Stavanger 2008*
- **Eva-Nicoleta Burdusel – Camelia Oprean**, Lucian Blaga University of Sibiu, Sibiu: *A Holistic Approach to Higher Education: Challenges and Changes for the Sustainable University*

Session C:

ECC efforts and the University against Social Exclusion

- **Bill Chambers**, Liverpool Hope University, Liverpool: *Liverpool Culture Campus: linking higher education and the arts*
- **Ákos Tóth**, Kecskemét College, Kecskemét: *The impact of Human Capital on the economic performance of the cultural sector of the European Union*
- **Katalin Dobrai – Ferenc Farkas**, University of Pécs, Pécs: *Nongovernmental Organizations for Equal Opportunities – Projects in the Framework of the European Capital of Culture*
- **Åsa Bergenheim**, Umeå University, Umeå: *Umeå University – a power plant in the Culturized City*

10.45 – 11.15 **Coffee Break**

11.15 – 13.00 **Parallel Sessions III.**

Session A:

Combating Poverty and Social Exclusion

- **Márta B. Erdős – Éva Knyihar**, University of Pécs, Pécs2010 Management Centre, Pécs: *From Audience to Participants*
- **Renáta Anna Dezső**, University of Pécs, Pécs: *Raising awareness of socially excluded groups in teacher training*
- **Peter Sköld**, Centre for Sami Research, Umeå University, Umeå: *Sami Identity in the Cross-Fire between Politics and Culture – Representations in the Cultural Capital Process Umeå 2014*
- **James Kenyon**, Liverpool Hope University, Liverpool: *'Youth gangs and the value of sport in the 2008 European Capital of Culture'*
- **Arianna Mazzeo – Andrea Solans**, University of Lleida, Lleida Government, Lleida: *Cities for All. Social inclusion and public space*

Session B:

Assessment of ECoC programmes

- **Georg Simet**, University of Applied Sciences of Neuss, Neuss, *The Importance of Creativity and Innovation for Adopting Istanbul as European Capital of Culture*
- **Antonio Talone – Enrico Tommarchi**, IUAV University of Venice: *Unity in diversity in the European Capital of Culture*

- **Céline Blondeau**, Lille Catholic University, Lille: Lille 2004: consequences and impacts
- **Sabina-Adina Luca – Dragoş Dragoman**, 'Lucian Blaga' University of Sibiu, Sibiu: Sibiu – European Capital of Culture 2007. An assesment of its impact on local development and identity
- **Anna Arvanitaki**, General Secretariat for Spatial Planning and Urban Environment, Greece: Urban Development and Culture: conditions for osmoses

Session C: ECC efforts and the University against Social Exclusion

- **Witold Ostafinski**, The Pontifical University of John Paul II in Cracow, Cracow: Poverty in the University and Its Effects on the Student Academic Experience
- **Susana de Andrés del Campo – Rodrigo González Martín**, University of Valladolid, Valladolid: Creative Social Responsibility. An educative experience against disability exclusion
- **Balázs Németh**, University of Pécs, Pécs: Fighting back Poverty and Social Exclusion with Better Adult Learning: A Challenging Work for Universities
- **Katalin Füzér**, University of Pécs, Pécs: Social Urban Rehabilitation Policies and Universities: the Case of Pécs, European Capital of Culture 2010 and the University of Pécs

13.00 – 14.00 **Lunch**

14.00 – 15.45 **Parallel Sessions IV.**

Session A: Combating Poverty and Social Exclusion

- **Ria Vermote**, University college of West Flanders, Kortrijk: Social Work Education and Combating Poverty and Social Exclusion
- **Myriam Deroo**, University college of West Flanders, Kortrijk: Combating Poverty and Social Exclusion: "De Katrol as a good practice: research and impact"
- **Tamás Bartus**, University of Pécs, Pécs: Spatial mismatch, commuting and unemployment. Evidence from Hungary
- **Silvia Florea**, Lucian Blaga University of Sibiu, Romania : Higher Education for All: The Roma Minority and the Way from Virtual Chance to Real Access to English Studies

Session B: Assessment of ECoC programmes

- **Zsófia Zadravecz**, University of Pécs: The European Capital of Culture Programme: Strategic Weapon or a failure in the war of competition?
- **Jonas Ericson**, Umeå University, Umeå: Creativity at lunchtime, inspiring with culture in a scientific environment. Culture on Campus and Culture Trade
- **Tuuli Lähdesmäki**, University of Jyväskylä, Jyväskylä: Europeanness in the making: from policy to practice

- **Domenico Crisafulli**, *University of Messina, Messina: European Capital of Culture – branding and belonging strategy*

Session C:

ECC efforts and the University against Social Exclusion

- **Szabolcs Zalay**, *University of Pécs, Pécs: Special andragogy strategy against the poverty and the social exclusion – The application of drama pedagogy method in the cultural project managers' training*
- **Eszter Sayed-Mohammed**, *University of Pécs, Pécs: Analysis of the Hungarian higher education system in the aspects of equal opportunities and rural development*
- **Valero-Valero, M^a del Mar.** - **Lázaro-Guillamón**, *Universitat Jaume, Jaume: Permanent Observatory of the Immigration: a new psychosocial approach of the cultures and the migrations*

15.45 – 16.15 **Coffee Break**

16.15 – 17.15 **Conclusions**

17.15 **Closing address by László Andor, European Commissioner for Employment, Social Affairs and Equal opportunities**

19.00 **Closing Dinner**

Saturday 16 October 2010

10:00 – 13:00: Optional tour of Pécs

Visit at the UNESCO World Heritage site of Pécs, guided tour in the city of Pécs (by bus and on foot)