



# **Forum Belgrade / A Soul for Europe**

**26. November, 2011**

**European Center  
for Culture and Debate - GRAD**





# Welcome Message by “A Soul for Europe”

“A Soul for Europe” is not just an organisation, not just the name of a group of (mostly) young Europeans. It is a vision! It expresses a demand for supporting the development of Europe based on the creative force of culture.

We do not deny that Europe has a soul, but we see the need to make it visible, to encourage the citizens of Europe to become active and take responsibility in this process, in cooperation and continuous dialogue with representatives from culture, politics and the economy. Especially at a time when a common crisis is threatening society all over Europe, we need new strategies for developing our future.

We are glad that our partners in Belgrade have given us the opportunity to discuss these ideas together and learn from the exchange of experiences. Forum Belgrade – “A Soul for Europe” is a long term initiative started with the first Forum Belgrade in 2007. It is a laboratory to plan new models of cooperation between policymakers from the local, regional, national and European level as well as representatives from civil society. Similar activities in recent years, for example in Sofia in 2009, resulted in specific and concrete changes, including how EU funds are distributed

Three different topics have been carefully chosen for the Forum Belgrade’s debates. The panels will focus on: new models of cooperation between culture and the economy, on the development of the important European Capital of Culture project and thirdly, on the need, methods and instruments for collaborative politics where the citizen should have a central role.

We have also organised a creative workshop for local young civil society actors in collaboration with our strategy group members from ReKult and our partner Parobrod on the day before the Forum. The aim of this activity is to foster a long term process of reflecting on the issues to be discussed in the debates and share with us their visions for the future of the city.

Over the years, “A Soul for Europe” has developed a close partnership with members of the European Parliament and the European Commission. Representatives of these institutions strongly support Forum Belgrade – “A Soul for Europe” 2011 and are ready to receive the recommendations that we will produce on the basis of discussions with academics, representatives of public institutions, political decision-makers, NGOs, businesses, journalists and a large number of European citizens. We look forward to intensive, engaging debates during this important event and want to thank all our partners for the invitation to Belgrade.

on behalf of the “A Soul for Europe” Strategy Group

Nele Hertling

Ruggero Lala

# The initiative

## “A Soul for Europe”

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### Aims and mission

“A Soul for Europe” works for the creation of a Europe of the Europeans, rather than just a Europe of institutions and regulations. We see it as our responsibility to participate in Europe’s political mechanisms. In order to do this, we need to develop new ways of communicating and innovative cooperation models between civil society and the European institutions as well as national, regional and local governments and other authorities.

It is our aim to give Europe’s social, economic and political development a cultural core. We fully believe in the catalyst role that culture – in all its diverse forms – can play in the development of society.

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### Young and decentralised

Since its beginnings in 2004, “A Soul for Europe” has developed from a relatively small group of people, located primarily in Berlin, into a network that spreads across all of Europe; transcending the borders of the European Union with offices in Amsterdam, Belgrade, Berlin, Brussels, Porto and Tbilisi cooperating with cities and regions, the cultural and business sectors as well as European policymakers.

Today, a **Strategy Group** of over 50 young professionals from more than 20 countries in Europe from the areas of culture, politics, business, research and media is responsible for the conceptual development and dissemination of the idea of “A Soul for Europe” throughout projects and initiatives.

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### The link between civil society and the European Parliament

The initiative is supported by a **high-ranking Advisory Board chaired by Jerzy Buzek**, President of the European Parliament. The Advisory Board, consisting of personalities from different fields in society such as the economy, civil society, culture and politics, supports the initiative in an advisory capacity. Members include **Dieter Berg** (Chairman of the Robert Bosch Foundation’s Board of Management), **Elmar Brok** (MEP), **Erhard Busek** (Chairman of the Institute for the Danube Region and Central Europe), **Sandra Kalniete** (MEP), **Doris Pack** (MEP, Chair of the EP Committee on Culture and Education), **Hans-Gert Pöttering** (MEP, former EP President, Deputy Chairman of the Board), **Hannes Swoboda** (MEP), **Helga Trüpel** (MEP), and **Emilio Rui Vilar** (Calouste Gulbenkian Foundation). **The Advisory Board Parliamentary Working Group** is our link to political decision-makers.

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# Topics of the debates

1

## CULTURE AND BUSINESS - NEW HORIZONS

The civil society initiative “A Soul for Europe” aims to give Europe’s social, economic and political development a cultural core. We believe in the catalyst role that culture – in all its diverse forms – can play in the development of society. Citizens have to accept their responsibility in the process of creating their society. We need new models of communication and cooperation between European, national and local political decision-makers, business and civil society. The debate will concentrate on the question of how culture and business can develop common strategies, actions and policy proposals to ensure the sustainable development of Europe, its regions, cities and communities. Business, culture and politics have to develop a common language. The idea of a “citizens’ Europe” could be the starting point for joint steps. Some key topics: How should the business and culture sectors cooperate for the socio-economic development of society beyond sponsorship and creative industries? How can effective and sustainable “cross-sector social responsibility” be implemented? How can the public sector be included in this endeavor? What are the “best practices” and models of implementation that can be applied in Serbia and in the region?

2

## ARM’S LENGTH GOVERNANCE - CITIZEN’S PARTICIPATION

Is it a strong partisan “system of values” which often results in putting particularistic interests first while disregarding professional competence and expertise that is deeply embedded into institutions in Serbia? Certain key positions are allocated without a clear strategy, mostly on the basis of distribution of political power, and rarely on the basis of knowledge and experience. How can the civil society sector become a more relevant and important player in the decision making processes and in creation of new strategies? Is culture just a tool for short term political interests? These, and other important questions have never been publicly raised. The purpose of this panel is to explore the current state, throw a light on a very complex issue, and possibly map potential solutions. The panellists will also offer best practices and models from the EU and beyond, which could be suitable for implementation in Serbia and in the region.

3

## EUROPEAN CAPITAL OF CULTURE - 2020 AND BEYOND

The project “European Capital of Culture” was originally set up to highlight the richness and diversity of European cultures, to celebrate the cultural ties that link Europe together and foster a feeling of European citizenship. How can this idea be kept alive and given a new impetus? How can the city take up its role in Europe? The

European Capital of Culture (ECoC) is a European challenge for which the cities and regions in Europe have to take responsibility. It has to relate specifically to the special cultural potential of the respective city and its opportunities for development. Furthermore, it has to rely on the achievements and contribution of its citizens, but how can the risks of tensions between national and local politics and artistic independence be limited? A European Capital of Culture has to support the development of Europe – a Europe from the bottom-up. The debate will focus on methods and opportunities, drawing on experiences with a particular focus on the civil

society participation in the project and its sustainability. Some key topics: How the European Capital of Culture developed from the beginning and what are the prospects from 2020 onwards? Experiences from previous and current ECoC: the best and worst practices and models of ECoC. What is the role of civil society participation in the process of planning, implementing and follow-up the ECoC project? How to make sure that the ECoC is a sustainable long term project, especially after the ECoC year? How to ensure that short term objectives do not undermine the participation of independent cultural scene in the European Capital of Culture process?

# Programme

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**09:00 – 09:40**      **Registration and coffee**

**09:45 – 10:15**      **Welcome**

**Dejan Ubović**, Director Grad  
**H.E. Laurent Louis Stokvis MA**, Ambassador of the Kingdom of The Netherlands  
**Predrag Marković**, Minister of Culture, Republic of Serbia

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**10:15 a.m. – 12:15**      **PANEL 1:**  
**CULTURE BUSINESS – NEW HORIZONS**

**Keynote**

**Pierluigi Sacco**, Professor of Economics of Culture at the IULM University Milan.  
Director Siena European Capital of Culture 2019

**Panel discussion**

**Valeria Marcolin**, Consultant, “A Soul for Europe” Strategy Group Member  
**Andrea Brbaklić**, Erste bank, Belgrade, Serbia  
**Milica Pekić**, Kiosk NGO, Belgrade  
**Ljiljana Milanović**, Umetnost Davanja, Niš, Serbia  
**Milosav Marinović**, Smart kolektiv, Belgrade, Serbia

**Moderator:**

**Volker Hassemer**, Chairman of the “A Soul for Europe” e.e.i.g. Management Board

*Questions & answers, discussion including the conference participants*

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**12:15 – 12:30**      **Presentation of the pre-Forum workshop with local civil society:**  
**D.I.A.: Dream Imagine Act**

**Giusy Chierchia** and **Daniela Maffeo**, Reklut together with participants of the D.I.A. Workshop

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**12:30 – 13:45 p.m.**      **LUNCH BREAK**

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**13:45 – 15:30****PANEL 2:  
ARM'S LENGTH GOVERNANCE – CITIZENS' PARTICIPATION****Keynote****Stina Oscarson**, Swedish radio**Panel discussion****Biljana Srbljanović**, playwright**Volker Hassemer**, Chairman of the "A Soul for Europe" e.e.i.g. Management Board**Ljubiša Ristić**, Theater Director**Igor Štiks**, writer and scholar**Teo Celakoski**, Pravo na Grad Initiative, Zagreb, Croatia**Darijan Mihajlović**, theatre director, former member of the City Council, City of Belgrade**Moderator:****Dejan Ubović**, Director Grad*Questions & answers, discussion including the conference participants*

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**15:30 – 15:45****COFFEE BREAK**

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**15:45 – 18:00****PANEL 3:  
EUROPEAN CAPITAL OF CULTURE - 2020 AND BEYOND****Keynote****Trevor Davies**, Project Manager of Aarhus 2017 and General Manager of Copenhagen 1996**Panel discussion****Gianni Pittella**, Member of the European Parliament (t.b.c)**Aleksandar Peković**, President of the Board, Belgrade, European Capital of Culture 2020**Yuriy Vulkovsky**, Executive Director of the Foundation for Urban Projects and Research, "A Soul for Europe" Strategy Group Member**Fredrik Lindegren**, Project Manager, Umeå, European Capital of Culture 2014**Biljana Zdravković**, Board Member of the European Festival Association, Initiator of the No Borders Orchestra, director of Jugoconcert, of BEMUS (Belgrade Music Festival)**Milena Dragičević-Šešić**, Professor, University of Arts Belgrade**Sandrina Martins**, Project Manager for EuroMediterranean Workshops, Marseille-Provence European Capital of Culture 2013**Peter Tomaž Dobrila**, Adviser to the Program Director, Maribor 2012 - European Capital of Culture**Moderator:****Nele Hertling**, Artistic director of "Berlin - Cultural Capital of Europe, 1988". Vice-President of the Academy of Arts (Berlin). "A Soul for Europe" Strategy Group member*Questions & answers, discussion including the forum participants*

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**18:00 – 18:15****Summary and Outlook****Dejan Ubović**, Director Grad

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**19:30 – 21:00****Closure reception at the Belgrade City Council for all Forum Belgrade participants.**  
Dragoslava Jovanovica Street 2

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# Speakers' biographies

**Aleksandar Peković**, (1970) is a film and TV producer, currently in the position of Deputy Secretary for Culture of the City of Beograd. He is the initiator and president of the Organizational Committee for the Submission of Candidacy of the City of Beograd for the European Capital of Culture 2020. He is a chairman of the Board of the October Salon, the most important event in Serbia featuring actual tendencies in the domain of visual arts. He has a 25-years of experience in production (movie, tv and music industry) and he is the author of the television documentary series "With camera around the world". He was a director of the Musical Production of the Radio Television of Serbia (Serbian Broadcasting Corporation). He wrote articles for journals and professional magazines and was a lecturer of the subject "Art in Communication and Marketing in Music" at the Faculty of Philology in Kragujevac. He was awarded several times for the Project of Beograd's bid for the European Capital of Culture 2020.

**Andrea Brbaklić**, holds BC in Economy and the last five years has been working at Erste Bank in Serbia at the position of Communication Division Executive Director. As communication advisor, she participated in many significant privatisation and transformation processes. She spent three months in New York as one of the participants of the "Women Leaders Mentoring Program" after which she established a similar programme in Serbia. She is the one of the founders of Serbian Public Relations Association and co-author of book "Media Relations". Since 2008, Andrea Brbaklić has been the member of the Managing Board of the project "Places in the Heart", initiated by the Jefferson Institute. Since 2009 she has been the Managing Board Chairwoman of this project. Andrea is also the Vice President of United Nations Global Compact in Serbia. Andrea's Erste Bank team got a series of awards for socially responsible business and corporate philanthropy.

**Biljana Srbljanović**, born in 1970, Biljana graduated from the Belgrade's Academy of Dramatic Arts, where she has been teaching ever since. She is currently doing her PhD studies at the same University. She was a visiting professor and a Fulbright scholar at NYU Tisch School of the Arts (2002/03), visiting professor at Paolo Grassi Art School in Milan, and is currently a visiting professor at Vienna's University for Applied Arts. She has published ten plays and numerous essays, editorials and articles in *Pescanik*, *Le Monde*, *La Repubblica*, *Der Standard*, *Der Spiegel*, *B92* etc. Her plays have been translated into 25 languages, and performed in over 100 theaters all over the world. She won the Serbian Sterija Award for the Best New Play five times, the Slobodan Selenic and Joakim Vujic Awards, the Erns Toller Prize (1999) and the Freedom Prize (2003) – both for her engagement between arts and politics. In 2007, she won the most prestigious European theater Award, the Europe Prize for New Theatrical Realities. She is active in human and animal rights, and she is a blogger and a social media activist. She lives and works between Belgrade, Paris and Baku.

**Biljana Zdravković** is a cultural manager and for the past 25 years she was running the International Jeunesses Musicales Competition in Belgrade and was responsible for international co-operation of JM Serbia. She had been member of different Jeunesses Musicales International (Brussels) and World Federation of International Music Competitions (Geneva) bodies, as well as the first president of European Union of JM created in 1998. Biljana Zdravković was managing some of the most important chamber ensembles in Serbia, such as the Belgrade Strings and St. George Strings. She is holder of the title Chevalier des arts et des lettres awarded to her by the French Government in 2008. Biljana Zdravković has been General Manager of Jugokonzert (the Belgrade Concert Agency) and Belgrade Music Festival – BEMUS nearly 10 years (since 2002). She is currently member of the European Festivals Association Board, president of SEFA – Serbian Festivals Association and general project manager of NBO – No Borders Orchestra.

**Daniela Maffeo**, graduated with a degree in Business Economy from Bologna University in 2004 and then gained an MA in Economics and Management of Cultural Heritage at the University of Tor Vergata in Rome in 2006. She is co-founder and vice president of the NGO ReKult, which organizes cultural and artistic projects in Europe.

**Darijan Mihajlović**, theatre director. He was born in Belgrade in 1972. He graduated theatre and radio directing from the Faculty of Dramatic Arts in Belgrade. He is the holder of the grant of the Madlena Janković Foundation in the field of the dramatic arts. He was the art director of the Dadov Theatre from 1994 till 2000, where he ran the acting studio. He is one of the founders, and also director and producer of the theatre troupe "Torpedo", which toured almost all European countries and some of the most prominent European festivals. He is the assistant at the Faculty of Dramatic Arts department for theatre directing. He received a number of awards: - "Joakim Vujić" Award for best directing in 1998, for the performance A Spear of the Theatre from Užice. - "Golden Turkey" for the best directing of the performance An Easy Piece performed by the theatre from Kruševac (Jagodina, 2001). - "The Golden Plaque of the City of Belgrade", the award for the best directing and the best short movie at the Festival of the short, documentary and animated film. - The special award of the jury and "The Golden Orange" at the Festival of short and documentary film in Antalya. - The annual award for the best performance of the Serbian National Theatre in Novi Sad, for Verdi's Macbeth, 2002. He directed a number of theatre performances and operas. He is the author of two published drama texts. He directed two TV series. He was the President of the Union of Serbian Drama Artists from 2000-2003. From 2005 until 2009 he was the secretary of culture of the City of Belgrade. From 2009 until 2011 member of the City council, City of Belgrade.

**Dejan Ubović**, represents the Cultural Front, Belgrade. He studied anthropology and project management in Belgrade. By establishing Cultural Front in 2000 he puts his knowledge into practical work. That same year he initiated project Cross Radio, which is the first media project after the war in ex Yugoslavia that still lasts, connecting 14 cities of the whole region. Besides that he also launched the festival of documentary film, project of re-socialization of the ex prisoners through art, Festival of Light (Belgrade of Light), Nordic summer cooperation programme with five Nordic countries, Balkan Beat - Balkan music conference, as well as the Forum Belgrade conference, in cooperation with A Soul for Europe initiative. Finally, in 2008 he initiated the European centre for culture and debate, which was open in an old industrial building in centre of Belgrade. The centre was named Grad and in the first 18 months has 48.000 visitors during more than 320 events.

**Giusy Chierchia**, holds a MA in Arts and Culture from the University of Milan. She has been working for the European Cultural Foundation, ReKult, Balkan Buro and the Danube Foundation. She also successfully got a master degree in European Studies at the International School for Humanities and Social Sciences, University of Amsterdam with a thesis on the role of civil society in filling the EU democratic deficit. She recently accomplished the European Diploma in Cultural Management at the Foundation Marcel-Hicter where she developed a research about how cultural NGOs can become more sustainable.

**Igor Štikš** was born in Sarajevo, Bosnia and Herzegovina. He is the author of two award-winning novels (A castle in Romagna and Elijah's Chair) translated into a dozen European languages. Together with Srećko Horvat he wrote a book (The Right to Rebellion) on direct democratic practices, the student protests and new left movement in Croatia (Fraktura, Zagreb 2010). He published numerous scholarly articles on citizenship and nationalism in the Balkans. Igor Štikš is a postdoctoral research fellow at the University of Edinburgh.

**Ljiljana Milanović**, a graduate of the Faculty of Political Sciences in Belgrade, she has found The Nis Cultural Center and has been working there for 8 years as the Editor of Theatrics Department. Seven years ago, thanks to the company Philip Morris International, an umbrella project under the name The Art of Giving was launched. The project has a unique concept of presenting fine art (plays, concerts, ballet, movies...) to the audience and inviting the business community to buy tickets for the events thus raising funds for solving some of the key social or environmental issues in Nis. Ljiljana Milanovic has been the Project manager since its beginning and the project has evolved into an NGO a couple of years later.

**Ljubiša Ristić** is a Yugoslav theater director. Together with Nada Kokotović, Dušan Jovanović and Rade Šerbedžija he founded KPGT theatre (acronym for theatre in four different Yugoslavian languages). In 1995, together with Ms. Danka Lendel he founded the International Art Center KPGT in the old sugar refinery near Ada Ciganlija, in Čukarica in Belgrade.



**Milena Dragičević-Šešić** is the head of UNESCO Chair in Cultural Policy & Management (Interculturalism & Mediation in the Balkans). She is the former President of University of Arts, Belgrade and Member of the Boards: European Diploma in Cultural Project Management (Foundation Marcel Hicter, Bruxelles); Cultural Policy Research Award (ECF, Amsterdam). Guest lecturer at numerous universities. Commandeur dans l'Ordre des Palmes Academiques, Member of National Council for Science (2006-2010). She published 15 books, numerous essays (Art management in turbulent times: adaptable quality management; Culture: management, animation, marketing; Intercultural mediation in the Balkans; Neofolk culture; Art and alternative; Urban spectacle; Horizons of reading...) Translated in 16 languages.

**Milica Pekić** is an art historian and curator based in Belgrade, Serbia. She graduated from the department The History of Art, Faculty of Philosophy, University of Belgrade. She is co-founder of the KIOSK Platform for contemporary art, and since 2002 till present, is actively engaged in creating, developing and curating KIOSK projects. She was curator at O3ONE gallery in Belgrade from 2004-2007. As a curator she participated in numerous projects locally, regionally and internationally. She completed programs "European diploma in cultural project management" as well as USA government program titled "Cultural, performing and visual arts management in US" within the "International visitors leadership program". Her articles, papers and essays have been published extensively, in numerous magazines, publications and catalogues.

**Milosav Marinović** is a dramatist, playwright and screenwriter; a former dramatist at Theatre Atelje 212 and Art Director of Theatre at Terazije, Creative Director at advertising agencies Quartet, deputy Minister of Culture of the Republic of Serbia in the period 2002-2004, an expert consultant on several international projects, co-founder and activist in several non-governmental organizations in Serbia, among others: YUSTAT Center, Smart Kolektiv and Liceulice. Since 2009 he is director and editor in chief of Liceulice magazine – street paper.

**Nele Hertling**, Co-founder and member of the "A Soul for Europe" Strategy Group. Degree in German Philology and Theatre. Some of Nele Hertling's roles have included: 1963-1988 Research Associate at the Academy of Arts in Berlin (West). Artistic Director of "Berlin - European Capital of Culture, 1988". 1989-2003 Director of the Hebel Theatre in Berlin, Artistic Director of the "Theater der Welt" festival (1999). 2003-2007 Head of the DAAD's (Deutscher Akademischer Austausch Dienst) Artists-in-Berlin programme. Since 2006, she has been Vice-President of the Academy of Arts.

**Peter Tomaž Dobrila** is an IT engineer and a musician who focuses on the creative use of the new technologies. He has performed all over the globe. He cofounded the Multimedia Centre KIBLA, Maribor. He initiated Multimedia Center Network of Slovenia – M3C, he started the X-OP – eXchange of art Operators and Producers as European project and ASEUM – Asia-Europe Media platform. He co-developed the winning candidature for the European Capital of Culture 2012 for Maribor and Local Program for Culture of the Municipality of Maribor 2007-2011. He initiated winning candidacy for Ljubljana – World Book Capital 2010 at UNESCO. He was a member of a committee for the National Program for Culture 2008-2011 and several expert committees at the Ministry of Culture of the Republic of Slovenia. He was appointed as a General director of the Directorate for Arts at the Ministry of Culture of the Republic of Slovenia. Now he's working at the Maribor 2012 – European Capital of Culture Public Institute.

**Pierluigi Sacco**, professor of Cultural Economics, IULM University (Milan). He also teaches Economic Thought at San Raffaele University (Milan), and Cultural Industries at the University of Italian Switzerland (Lugano). He does extensive research and consulting activity internationally on cultural economics, cultural and creative industries and culture-led local development, with a special focus on European Cultural Capitals and their aftermath. He has published extensively and is in the scientific board of the Creative Industries Journal, *Economia della Cultura*, *Quality and Quantity* and *Mind and Society*.

**Sandrina Martins** is a graduate of Paris' Dauphine University. She holds a diploma of advanced studies in societal and cultural change in Europe from IEE (the Vincennes-Saint Denis Institute of European Studies). From 1995 to 2000, she was a technical advisor to Grenoble's Centre Chorégraphique National (National Choreographic Centre). From 2000 to 2004, she was responsible for circus and street arts at the Direction des Affaires Culturelles (Cultural Affairs Department) in Paris. She arrived in Marseille in 2005 to take up a position as the administrator of Montevideo, a centre for contemporary artistic creations. She then moved on to become the secretary general of actOral, an international festival of contemporary art and literature that took place between 2007 and 2009. She joined Marseille-Provence 2013 in November 2009 as a project manager for the EuroMediterranean Workshops.

## Imprint

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“A Soul for Europe” has its legal seat as a European Economic Interest Grouping (ASfE E.E.I.G.) in Brussels. The Board of Managers includes: Steve Austen, Hugo de Greef and Volker Hassemer (Chairman).

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## Partners



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## Supporters



### Robert Bosch **Stiftung**

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