

Academy on UNESCO Designations and Sustainable Development”

PROGRAMME

4 OCTOBER 2021

Introduction: Agenda 2030 - open issues today

Time: 15.30-17.30

Zoom link: <https://us06web.zoom.us/j/86883864902?pwd=WkZQeIJLdGxOWGo5dTntYjdmcmFqUT09>

Meeting ID: 868 8386 4902

Passcode: 595362

Welcome greetings and addresses

Giovanna Segre, University of Turin

Opening session

Jonathan Baker, UNESCO Regional Bureau for Science and Culture in Europe-Science Sector (10 minutes)

Matteo Rosati, UNESCO Regional Bureau for Science and Culture in Europe-Culture Sector (10 minutes)

Keynote speech (15 minutes)

Angelo Miglietta, IULM University of Milan

Presentation of the programme and activities

Alessio Re, Fondazione Santagata for the Economics of Culture

Introduction of participants (60 minutes)

Self presentation of participants (2 minutes per person)

Q&A session

5 OCTOBER 2021

Enhancing the value of UNESCO Designations through cultural and creative industries

Time: 10.30 - 12.00

Zoom link: <https://us06web.zoom.us/j/88651197315>

Meeting ID: 886 5119 7315

Seminar on “Enhancing the value of UNESCO Designations through cultural and creative industries”

> Experiences from Biella UNESCO Creative City of Crafts and Folk Art.

With the participation of:

- City of Biella – Barbara Greggio, *Municipality of Biella (Assessore UNESCO)*
- Cittadellarte (Fondazione Pistoletto) – Paolo Naldini, *Director of Fondazione Pistoletto*
- Circolo del Design (Torino) – Sara Fortunati, *Director of Circolo del Design*

Moderated by:

Giovanna Segre, *University of Turin*

Matteo Rosati, *UNESCO Regional Bureau for Science and Culture in Europe-Culture Sector*

Q&A session

Time: 15.30 – 17.30

Zoom link: <https://us06web.zoom.us/j/89647059302>

Meeting ID: 896 4705 9302

Introduction to the working agenda

Workshop (75 minutes) – Moderated by Fondazione Santagata

Participants will be divided into three groups; in different online rooms, they will take part in round discussions. Each group, through the support of three moderators, will be stimulated to deepen the workshop subtopics and the questions emerged during the seminars.

Group 1 – moderated by Andrea Porta, *Fondazione Santagata*

Group 2 – moderated by Giulia Avanza, *Fondazione Santagata*

Group 3 – moderated by Alessio Re, *Fondazione Santagata*

Presentation of group exercise results

Discussant: Martha Friel, *IULM University*

6 October 2021

Interpreting cultural heritage

Time: 10.30 - 12.00

Zoom link: <https://us06web.zoom.us/j/86089376280>

Meeting ID: 860 8937 6280

Seminar on “Interpreting cultural heritage”

> Experiences from Ivrea, Industrial city of the 20th century - World Heritage Site.

With the participation of:

- City of Ivrea – Renato Lavarini, *Cabinet Director Municipality of Ivrea*
- Town of Bamberg – *UNESCO World Heritage Site (Germany)*
- Rjukan-Notodden - *UNESCO World Heritage Site (Norway)*
- Fabio Viola, *Game Designer and Producer*

Moderated by:

Alessio Re, *Fondazione Santagata for the Economics of Culture*

Matteo Rosati, *UNESCO Regional Bureau for Science and Culture in Europe-Culture Sector*

Q&A session

Time: 15.30 – 17.30

Zoom link: <https://us06web.zoom.us/j/89730341921>

Meeting ID: 897 3034 1921

Introduction to the working agenda

Workshop (75 minutes) – Moderated by Fondazione Santagata

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Group 1 – moderated by Andrea Porta, *Fondazione Santagata*

Group 2 – moderated by Giulia Avanza, *Fondazione Santagata*

Group 3 – moderated by Alessio Re, *Fondazione Santagata*

Presentation of group exercise results

Discussant: Enrico Eraldo Bertacchini, *University of Turin*

7 October 2021

Tools and labels for the integrated management for cultural and natural resources

Time: 10.30 - 12.00

Zoom link: <https://us06web.zoom.us/j/81103953842>

Meeting ID: 811 0395 3842

Seminar on “Tools and labels for integrated management for cultural and natural resources”

> Experiences from Collina Po Biosphere Reserve.

With the participation of:

- Lorenzo Fogliato , *Collina Po Biosphere Reserve*
- Francesca Rota, *CNR IRCrES, Research Institute on Sustainable Economic Growth*
- Carla Silva, *Azores Islands Biosphere Reserve (Portugal)*
- Valasia Iakovoglou, *Director of the Ecotourism Sector of the UNESCO Chair Con-E-Ect at International Hellenic University (IHU)*

Moderated by

Franco Becchis, *Fondazione per l’Ambiente T. Fenoglio*

Q&A session

Time: 15.30 - 17.30

Zoom link: <https://us06web.zoom.us/j/84929125443>

Meeting ID: 849 2912 5443

Introduction to the working agenda

Workshop (75 minutes) – Moderated by *Fondazione Santagata*

Participants will be divided into three groups; in different online rooms, they will take part in round discussions. Each group, through the support of three moderators, will be stimulated to deepen the workshop subtopics and the questions emerged during the seminars.

Group 1 – moderated by *Andrea Porta, Fondazione Santagata*

Group 2 – moderated by *Alessio Re, Fondazione Santagata*

Group 3 – moderated by *Paola Borrione, Fondazione Santagata*

Presentation of group exercise results

Discussant: *Paola Borrione, Fondazione Santagata*

8 October 2021

Closing session and main results

Time: 10.30 – 12.30

Zoom link: <https://us06web.zoom.us/j/85245148313>

Meeting ID: 852 4514 8313

Academy Next: proposal for future steps on achieving the SDGs

- Matteo Rosati, *UNESCO Regional Bureau for Science and Culture in Europe*
- Enrico Vicenti, Secretary General UNESCO Italian National Commission
- Erminia Sciacchitano, *Italian Ministry of Culture*
- Giovanna Segre, *University of Turin*
- Arianna Spigolon, *Fondazione Compagnia di San Paolo*
- Alessio Re, *Fondazione Santagata*

Group discussion, conclusions and follow up