

OECD Trento Centre - Tsm - Creative Fed – Centro Servizi Culturali Santa Chiara

Reconnecting society through culture

Uniting people, places and communities in a polarised world

7th Summer Academy on Cultural and Creative Industries and Local Development

1-4 July 2024 | Trento, Italy

COURSE OUTLINE



■ Course Outline

■ The Summer Academy

The Summer Academy for Cultural and Creative Industries and Local Development (SACCI) provides capacity building for policy makers and representatives of cultural and creative sectors.

The Summer Academy equips policymakers and practitioners with the tools to design forward-thinking policies that respond to the needs of cultural and creative sectors. Each year, the Summer Academy tackles a different theme, and invites policymakers and practitioners from around the world to share their experiences and learn from international experts in the field. At the end of the course, participants acquire a deeper understanding of the sector's needs and dynamics.

■ Objectives

The Summer Academy seeks to:

- **Stimulate sharing of knowledge** and experience among participants, experts and professionals from several fields related to cultural and creative sectors (CCS).
- **Foster networking** and debate around relevant case studies and best practices from the Trentino and Alto Adige - Südtirol region (Italy), OECD countries, and beyond.
- **Provide common interpretation tools** that will be applied to the analysis of participants' case studies, as well as projects and local practices aimed at promoting CCS and local development.
- **Analyse** the process of culture-driven social-economic innovation and the role of CCS in sustainable development.
- **Examine entrepreneurial process** in CCS and the importance of creativity and innovation.
- **Promote online and offline social networks** among participants in order to exchange knowledge, practical experiences and working methodologies, on CCS and local development.

■ 2024 Focus

Major global trends, such as demographic change, rapid urbanisation, technology, climate change and shifts in global economic power, have the capacity to increase inequalities and disparities and affect the quality of life, outlook, and well-being of communities in both rural and urban areas.

Such megatrends do not exist in a vacuum but, on the contrary, are interlinked. For example, the world's population is projected to reach 9.7 billion by 2050 ([UN, World Population Prospects 2022](#)), but these changes look set to be uneven across regions, with rapid population growth (coupled with fast urbanisation) concentrated mainly in Sub-Saharan Africa and other low-income countries, and stagnation or shrinking populations projected for the majority of high-income countries beyond 2030.

For countries with ageing populations, this can mean disruption of, for example, economic growth or the sustainability of public finances and welfare; whilst countries with growing youth populations may face issues such as the lack of revenues to invest in human capital due to high unemployment leading to widespread poverty, political polarisation, individual isolation, and internal and external migration.

The 2024 Summer Academy will explore possible responses to these global trends through debate and showcasing examples of how cultural and creative interventions, can help communities and individuals to bridge divisions and move towards a more equal society based on human potential. Particular attention will also be given to the opportunities offered by digital technologies and other emerging methods to boost and enhance the power of culture as a tool for social cohesion.

As awareness of the role of culture in building, connecting, and sustaining communities' health, well-being, and equitable growth is rapidly spreading, our Summer Academy is, as ever, at the forefront of disseminating the latest research and practices to enable participants to respond more actively and imaginatively to the effects of the megatrends facing us all.

■ 2024 main themes

Reconnecting communities

Over half the global population lives in urban areas, up from around one-third in 1950 and projected to increase to around two-thirds in 2050 ([UN, World Urbanisation Prospect 2018](#)). However, in the wake of the COVID-19 pandemic, and increasing remote working, there is opportunity for smaller places to attract people seeking a better quality of life. A combination of rapid urbanisation, the depopulation of rural areas, and an ever-faster succession of climate disasters is deepening economic, spatial and health disparities across the globe. Culture can unlock opportunities for local communities to reach across divides, participate in democratic life, learn new skills and regenerate environments. This session will feature examples of art-led holistic regeneration or culture-led readaptation of heritage for improving the health and economic and social well-being of communities.

Crossing cultures

International migration is at an all-time high in many OECD countries, and it is estimated that more than 20 million people a year are already internally displaced by climate-related events ([OECD, International Migration 2023](#)). Even without moving countries, people across the world are more exposed than ever before to different cultures through digital technologies. In this globalised world, characterised by vast movements of people, developing a capacity and the skills to listen, learn, and communicate with other cultures is key to the success of a cohesive society. Culture can help to transcend our differences, bring us closer and make us appreciate the contribution outsiders make to places they call home. This session will focus on intercultural dialogue and how cultural and creative activities can bring people together.

Bridging generational divides

Approximately 10% of the global population is aged 65 or over and this proportion is predicted to increase to nearly 12% in 2030 and 16% 2050 ([UN, World Population Prospects 2022](#)). At the same time, the 46 least developed countries are among the world's fastest-growing and many are projected to double in population by 2050.

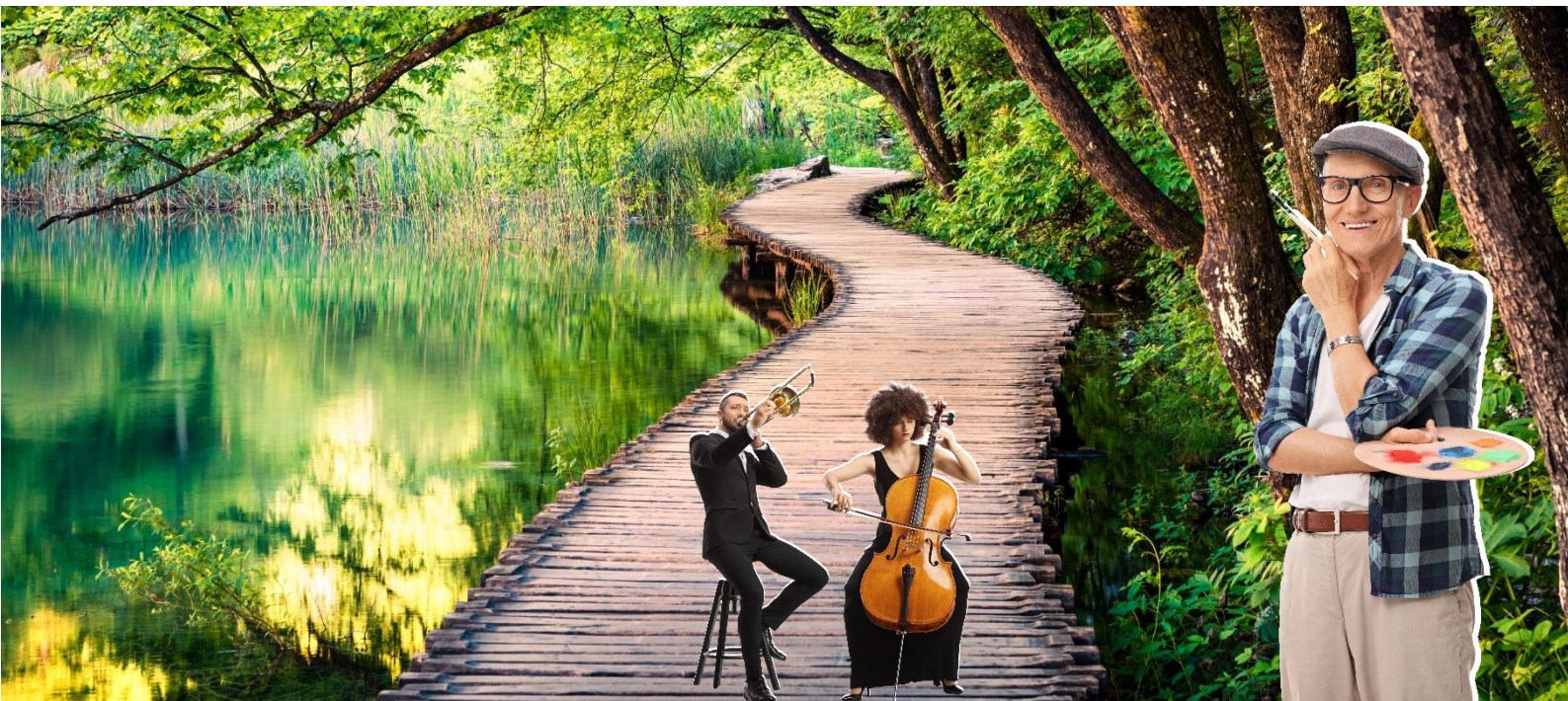
These demographic changes have important implications for who produces and consumes culture, and pose challenges which culture and creative activities can look to address. Sessions during this day will showcase examples of initiatives which demonstrate how culture can help to combat loneliness and isolation, build bridges between generations and tackle some of the challenges associated with growing, declining or aging populations.

■ Methodology

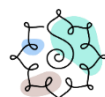
The Summer Academy fosters a hands-on approach, which introduces participants to the overall conceptual and theoretical framework of culture and creativity in local development. It invites them to engage proactively, and in creative ways, with local organisations, institutions and places. Substantial time during each day is reserved for discussions to generate and exchange knowledge.




The Summer Academy allows participants to consider real-life situations and to engage with practical challenges faced by their organisations and institutions.

- Each day, different aspects of the Summer Academy's main themes will be explored through debates, presentations and discussions, featuring speakers, professionals, and practitioners working with these topics locally, nationally or internationally.
- Participants will also have the chance to present and discuss their own case studies.
- Finally, study visits within the host region of Trentino will offer participants hands-on learning around how cultural and creative sectors are working on the ground and are promoted across this province.



■ Daily Agenda structure



	DAY 1 1 Jul Welcome and open event	DAY 2 2 Jul Reconnecting communities	DAY 3 3 Jul Crossing cultures	DAY 4 4 Jul Bridging generational divides
MORNING	Welcome, getting to know each other & introduction to SACCI 2024	Setting the Scene Keynote Presentation  Maurizio Carta Professor, urban and regional planning, University of Palermo & Councillor for urban regeneration, urban development of the polycentric city and sustainable mobility, City of Palermo, Italy	Setting the Scene Keynote Presentation  Dani De Torres Director, Spanish Network of Intercultural Cities (RECI) & Founder, Antirumours Global	Setting the Scene Keynote Presentation  Gabriella Gomez-Mont Founder, Experimentalista, Mexico City, Mexico / London, UK
		Participants' presentations and discussion	Participants' presentations and discussion	Participants' presentations and discussion
	<i>Lunch break</i>	<i>Lunch break</i>	<i>Lunch break</i>	<i>Lunch break</i>
AFTERNOON	Opening public event	Local study visit	Local study visit	Local study visit
	Wrap-up of the day	Wrap-up of the day	Wrap-up of the day	SACCI conclusions

■ Participants' profile

The Summer Academy targets policy makers and practitioners active in the field of cultural and creative sectors.

Participants may be currently working in public institutions (national, regional, provincial or local governments, development agencies, research centres, international organisations) or private companies and organisations (foundations, co-operatives, NGOs, grassroots community organisations, non-profit entities, etc.) or freelancers active in the field of CCS development.

■ Applications

To apply, fill in the [online application form](#) by 5 May 2024 at 23.59 CEST.

Applicants must provide:

- Personal and professional information.
- Motivations for participating in the Summer Academy.
- A case study (project, programme or initiative, which is currently being implemented or has concluded within the last 5 years and is directly related to the candidate's professional experience).

The number of participants for the Summer Academy is limited to 24. The selection process will be finalised by mid-May.

■ Working language

All sessions will be conducted in English.

■ Fee, logistics and costs

The Summer Academy is held on 1-4 July 2024 at the OECD Trento Centre for Local Development, Italy.

A small financial contribution of 100 euros is required for participation in the Summer Academy. The organisers cover transport and lunches during the Summer Academy onsite, whereas travel to Trento and accommodation costs are borne by selected participants.

■ Contacts

OECD Trento Centre: cftrento@oecd.org |

Tsm: step@tsm.tn.it

Website: <https://oe.cd/sacci>

■ Organisers and Partners

The OECD Trento Centre for Local Development is an integral part of the OECD (Organisation for Economic Cooperation and Development) and its Centre for Entrepreneurship, SMEs, Regions and Cities (CFE). The OECD, whose mission is to promote better policies for better lives, facilitates a dialog among governments by comparing policy experiences, seeking answers to common problems, identifying good practices and working to co-ordinate domestic and international policies. The **OECD LEED work on culture and local development** aims to provide evidence and guidance to cities and regions on ways to maximize the economic and social value of cultural heritage and support the emergence of the creative economy. The Trento Centre uses a holistic “from data to practice” approach to policies for sustainable development to offer local policy analysis, advice and capacity building activities for improved policy implementation for people, firms and places. www.trento.oecd.org.

Trentino School of Management-Tsm is a consortium composed of the Autonomous Province of Trento, the University of Trento and the Region of Trentino Alto Adige-Südtirol. tsm is committed to both training and applied research in the public and private sectors, with a particular focus on the Trentino economy. The core activity of tsm is to provide training courses to public sector stakeholders and main actors (i.e. the Autonomous Province of Trento) and related organisations and companies. By creating a growth-friendly environment, tsm supports a development vision based on life-long learning principles. At the local level, tsm stands out as an integral part of a system improving skills in the public administration, and a reference point for training and research in the Autonomous Province of Trento. www.tsm.tn.it.

The European Federation for Creative Economy (Creative FED) is a non-profit advocacy organisation representing the European creative industries and its sector organisations. It has succeeded the ECBN and is composed of more than 200 organisations from over 45 countries, representing supporters in more than 136 regions and metropolitan areas. Its supporters consist of policy makers, educational organisations, companies, and researchers, and sectorial network organisations. The Creative FED is active across the whole ecosystem with its 14 creative sectors and industries defined by the European Union. www.the-creative-fed.eu

Centro Servizi Culturali S. Chiara (CSC) is a public institution based in Trento. CSC produces and promotes cultural programmes and performing arts, in 5 venues between Trento and Rovereto (Teatro Sociale, Teatro Auditorium, Teatro Cuminetti, Teatro Sanbàpolis, Auditorium F. Melotti), as well as other structures of local relevance. CSC also produces theatrical, musical and audiovisual events and initiatives in cooperation with public and private entities. The annual programmes include multidisciplinary seasons: theatre, music, dance, cinema, theatre for new audiences, special events, etc. www.centrosantachiara.it.

The Department for Cultural Activities of the Autonomous Province of Trento is responsible for the museum and entertainment system, basic musical education, cultural associations and libraries. It also coordinates the initiatives and cultural events directly organised by the Autonomous Province of Trento and carries out studies and research in the field of cultural activities, acting as Provincial Observatory of cultural activities. The Department supports the initiatives proposed by young artists, individually and collectively, also through the provision of spaces and structures, the new professions and entrepreneurship in the cultural field and provides training for cultural operators. www.provincia.tn.it

Department of Italian Culture (Youth Policies Unit) – Autonomous Province of Bolzano-Bozen is a public organisation that strongly believes in culture-based social innovation projects. Culture plays a huge role in shaping urban morphology and human relations. The Youth policies Unit implements skills of young people willing to improve the territory with new entrepreneurial projects related to culture and creativity. These sectors are considered decisive not just for youth leisure time but also for empowering young people with professional skills and creating the best job opportunities. Many of these projects have been recently implemented in the Autonomous Province of Bolzano-Bozen. Beside that the youth policies unit manages together with organizations of the territory the restoration and revitalization of an historical building in the city of Bolzano (DRIN) dedicated to CCI development and to nest new cultural and creative projects in line with the spirit of the New European Bauhaus recently launched by the European Commission. www.provincia.bz.it.

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INFORMATION

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OECD Trento Centre for Local Development

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This event is part of the OECD Centre for Entrepreneurship, SMEs, Regions and Cities activities and supports the OECD Local Employment and Economic Development (LEED) Programme of work.

The OECD Centre for Entrepreneurship, SMEs, Regions and Cities provides comparative statistics, analysis and capacity building for local and national actors to work together to unleash the potential of entrepreneurs and small and medium-sized enterprises, promote inclusive and sustainable regions and cities, boost local job creation, and support sound tourism policies. www.oecd.org/cfe

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