

**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 **Flora Carriijn**, President of UNeECC
2. Plenary address by **Vilius Navickas**, Mayor of Vilnius
3. Plenary address by **Alvydas Pumputis**, Rector of the Mykolas Romeris University
4. Plenary address by **Romualdas Ginevicius**, Rector of the Vilnius Gediminas Technical University
5. Plenary address by **Patrizia Baralli**, Policy Officer, European Commission Directorate General for Education and Culture

15.30 – 16.30: Plenary Session

1. Plenary address by **Rolandas Kvietkauskas**, 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
4. Plenary address by **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

Chair: Carole Gueret, University of Avignon

- **William Chambers**, Liverpool Hope University, Liverpool : 'The role of the three Universities of Liverpool in Liverpool '08'
- **Luis Rodríguez 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

Session B:

Creativity and Innovation and European Capitals of Culture

Chair: László Komlósi, University of Pécs

- **Xavier Tudela**, 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
- **Ágnes Simon**, Pécs2010 Management Centre Nonprofit Ltd., Pécs: Sustainable development in the light of creative industry and the Pécs2010 European Capital of Culture programme
- **Georg Simet**, University of Applied Sciences of Neuss, Neuss: The Importance of Creativity and Innovation for Adopting Istanbul as European Capital of Culture

20.00: Gala Dinner

Location: Restaurant 'Forto Dvaras'
Pilies str.16.

Friday, 23 October 2009

Venue: Mykolas Romeris University

09.00 – 10.45: **Parallel Sessions II.**

Session A:

Creativity and Innovation in University Culture

Room I-414

Chair : William Chambers, Liverpool Hope University

- **Wim Coudenys**, Lessius University College, Antwerpen: Mainstream and the Death of University Culture. Or how the Rush for Innovation Threatens Creativity

- **Rein Raud**, Tallinn University, Tallin: *Tradition vs Dynamism: Academic Culture in Times of Change*
- **Tamás Molnár**, University of Pécs, Pécs: *Temporary City Workshop – cooperation between universities of European Capitals of Culture 2010*
- **Marcin Witkowski**, Adam Mickiewicz University in Poznań, Poznan : *Celebrating Academic Tradition and Demand for Innovation*

Session B:
Didactic Innovation and the University
room I-417

Chair: Kaan Ökten, Bahcesehir University, Istanbul

- **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 Miliusienė - 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
room I-414

Chair: Carole Gueret, University of Avignon

- **Péter P. Müller**, University of Pécs, Pécs: *Civilian contribution to the Pécs2010 ECC initiative, the case of a critical review: ECHO*
- **Stephan Sonnenburg**, Karlshochschule International University, Karlsruhe: *Project Creativity: What can we learn from the Beatles, Picasso & Braque and other famous groups?*
- **Dariusz Gafijczuk**, Lancaster University, Lancaster: *Composition of Centrality: A Historical Look at Musical Innovations at the turn of the 20th Century*
- **Ewa Matuska**, Hanseatic Academy of Management in Slupsk, Poland: *Managing of skills and talents during crisis time – what for?*

Session B:
Creativity and Innovation and European Capitals of Culture
room I-417

Chair: László Komlósi, University of Pécs

- **Lennart Rosenlund**, University of Stavanger, Stavanger: Stavanger as European Capital of Culture 2008: Social Determinants of the Reception
- **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
room I-414

Chair : William Chambers, Liverpool Hope University

- **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
- **Silvia Florea**, "Lucian Blaga" University of Sibiu, Sibiu: Between Knowledge and Accessibility: Research and University/Industry Collaboration
- **Witold Ostafinski**, The Pontifical Academy of Theology in Cracow, Cracow: Unity in plurality – Days of John Paul II in Cracow
- **Jūratė Černevičiūtė**, Vilnius Gediminas Technical University, Vilnius: Creativity dilemma in learning environment: to live up or kill?

Session B:
The Impact of Innovation and Creativity on Culture
room I-417

Chair: Rodica Ofelia Miclea, 'Lucian Blaga' University of Sibiu

- **Silvia Keller - Julia Stoff**, University of Linz, Linz2009 Office: The Joys of Learning
- **Rune Dahl Fitjar**, International Research Institute of Stavanger, Stavanger: Innovation, Collaboration and the Soft Institutions of the Stavanger region
- **Magnar Am**, Volda University College, Volda: Creativity and Resistance - the difficult balance between freedom and limitation in creative processes and solution-searching activities

15.45 – 16.15: **Break**

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

Session A:

Creativity and Innovation and European Capitals of Culture

room I-414

Chair: László Komlósi, University of Pécs

- **Tomas Kačerauskas**, Vilnius Gediminas Technical University, Vilnius : *Cultural tradition and novelty: clashes or interactions?*

- **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

room I-417

Chair: Kaan Ökten, Bahcesehir University, Istanbul

- **Domenico Crisafulli**, University of Messina, Italy: *Vilnius- European Capital of Culture 2009: Institution and Civil Society*

- **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**

room I-414

Moderator: William Chambers, Liverpool Hope University

18.30: **Closing Dinner**

Venue: Mykolas Romeris University

Saturday, 24 October 2009

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