



**Workshop on complementary funding for cultural heritage**

25-26 January 2021  
DRAFT AGENDA

14/01/2021

**DAY 1 – Monday 25 January**

10.30 – 10.35	<b>Opening by Catherine Magnant</b> , Head of unit on cultural policies, DG Education, Youth, Sport and Culture
10.35 – 10.50	Introductory speech - <b>Karin Drda-Kühn</b> , Managing Director, Kultur und Arbeit e.V. - Association Culture & Work
10.50 – 11.20	<b>How to make cultural heritage interesting for private investors</b> - Francisco De Paula, Dean, EIB Institute Q&A
11.20 – 12.30	<b>Innovative Public-private partnerships</b> <ul style="list-style-type: none"><li>• POLIN Museum (PL) – Weronika Litwin, Head of Fundraising Office</li><li>• Monuments rent (HR) – Pia Sopta, Croatian Minister of Culture</li><li>• Cultural and Creative Hubs, Friuli Venezia Giulia Region (IT) – Elena Mengotti, Directorate for Culture and Sport</li></ul> Q&A
12.30 - 14.00	<b>Lunch break</b>
14.00 – 15.30	<b>Stakeholders involvement</b>
	<b>Crowdfunding and fundraising</b> <ul style="list-style-type: none"><li>• FundIt (IE) – Michelle Reid, Senior Manager, Business to Arts</li><li>• Diazoma (GR) - Evdokimos Fregoglou</li></ul> Q&A
	<b>Lotteries</b> <ul style="list-style-type: none"><li>• Loto du Patrimoine (FR) – Célia Vérot, Director General, Fondation du Patrimoine</li><li>• Lotto Baden-Württemberg (DE) – Dorothee Lang-Mandel, Head of Corporate Communication</li><li>• Euro Jackpot – Andreas Kotter, CEO</li></ul> Q&A
15.30	<b>Closing of day 1</b>



**DAY 2 – Tuesday 26 January**

9.30 – 10.30	<b>Philanthropic funding and donations</b>
	<ul style="list-style-type: none"> <li>• Philanthropy and the role of foundations - André Wilkens, European Cultural Foundation</li> <li>• Herita (Belgium) – Lucas De Clercq, Head of sector development department</li> <li>• <i>Intervention by NL on subsidy system</i> – Flora van Regteren Altena, Senior Policy Advisor, Ministry of Education, Culture and Science</li> </ul> <p>Q&amp;A</p>
10.30 – 10.40	<b>Address by Mariya Gabriel</b> , European Commissioner for Innovation, Research, Culture, Education and Youth
10.40 – 11.15	<i>Coffee break</i>
11.15-12.45	<b>Mixed sources and project presentations</b>
	<b>Introduction</b> by Olivier Sichel, Director of Banque des Territoire & DG adjoint Caisse des Dépôt (TBC) Q&A
	<b>Fondation du patrimoine (FR)</b> - Célia Vérot, Director General Q&A
	Presentation by the <b>CLIC project</b> – Aliona Lupu and Tracy Pickerill Q&A
	Presentation by the <b>FINCH project</b> – Anna Maria Caputano, project coordinator Q&A
12.45 – 13.45	<i>Lunch break</i>
13.45- 15.15	<b>Workshop takeaways and recommendations</b>
15.15 – 15.30	<b>Concluding session and next steps</b> – Catherine Magnant, Head of unit on cultural policies, DG Education, Youth, Sport and Culture
15.30 – 16.00	<i>Coffee break</i>
16.00 – 17.15	<b>Closed session</b> for member states