



# KulturGest Bilbao- UPV/EHU Uda Ikastaroak: Cultural policies in the cities



**22.Jun 2022**

**Cod. K03-22**

**Mod.:**

Streaming Face-to-face

**Edition**

2022

**Activity type**

Summer course

**Date**

22.Jun 2022

**Location**

Bizkaia Aretoa-UPV/EHU

**Languages**

Spanish

**Academic Validity**

10 hours

**Organising Committee**



## Description

All the cities of the world compete to attract talent, especially from young people. Opportunities for work, leisure, services, among others, are factors that affect the moment of selecting the place to residence, but, without a doubt, the cultural offer is a relevant element. In recent years, Bilbao has taken certain steps in improving its cultural offer. Even so, taking into account the new challenges facing the world and cities (ageing, migration, climate change, globalization, COVID,...), We believe that it is relevant to think about the present and future of culture and its management, in particular, since this constitutes an essential element to configure the offer itself.

Joining the words Culture and Management it has given the name of "KulturGest Bilbao" to the complete set of courses. This Summer Course is included in the KulturGest Bilbao-UPV/EHU Uda ikastaroak. The objective is to publicize the efforts made in the public management of culture to face present and future challenges. A cultural policy within the framework of the sustainable development strategies of the 2030 agenda, which seeks to reduce inequalities by working on diversity and inclusion and designed from governance and citizen participation. A practical approach is taken, sharing experiences of cultural programs or plans considered best practices in the international arena. The course will ask about the effects and lessons learned during the COVID-19 pandemic on cultural management and will try to set the most relevant aspects in the cultural management of cities.

## Objectives

Share the best cultural policy practices of cities to adapt to a global context within the 2030 agenda for sustainable development.

Make the strategies for a more inclusive cultural policy known in accordance with diversity.

Identify governance and participation best practices in the cultural policy of cities.

Think about the effects of the pandemic and future challenges in cultural policy.

## Course specific contributors



# Program

22-06-2022

## KULTURGEST BILBAO UPV/EHU IKASTAROA: GESTIÓN DE LA CULTURA

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09:00 - 09:15	Registro
09:15 - 09:30	Institutional Opening session. Speaking order:  <b>Gonzalo Olabarria Villota</b>   Bilboko Udala - Kultura eta Gobernantza Zinegotzia <b>Gorka Moreno Márquez</b>   UPV/EHU - Bizkaiko Campuseko Errektoreordea <b>Itziar Alkorta Idiákez</b>   UIK - Zuzendari Akademikoa <b>Patxi Juaristi Larrinaga</b>   UPV/EHU - KulturGest programaren arduraduna
09:30 - 10:15	“Gestión cultural y sostenibilidad - Guía práctica para integrar la agenda 2030 en el sector cultural”  <b>Lucía Vázquez García</b>   Red de Soluciones para el Desarrollo Sostenible (SDSN) - Responsable de programas de educación y cultura en REDS
10:15 - 11:00	“Gestión Cultural y Diversidad - El plan de derechos culturales y su dimensión intercultural”  <b>Daniel Granados</b>   Ayuntamiento de Barcelona - Delegado de Derechos Culturales
11:00 - 11:30	Break
11:30 - 12:15	“Gestión Cultural y Participación - Los barrios, territorio para la cultura”  <b>Iñaki López de Aguilera</b>   Ayuntamiento de Bilbao - Director de Cultura
12:15 - 13:15	Round table: “La COVID en la gestión cultural y retos de futuro”  <b>Ainhoa Novo Arbona</b>   UPV/EHU - Profesora (Moderator) <b>Lucía Vázquez García</b>   Red de Soluciones para el Desarrollo Sostenible (SDSN) - Experta en cultura y sostenibilidad <b>Daniel Granados</b>   Ayuntamiento de Barcelona - Delegado de Derechos Culturales <b>Iñaki López de Aguilera</b>   Ayuntamiento de Bilbao - Director de Cultura
13:15 - 13:30	Synthesis

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## Directed by



### **Ainhoa Novo Arbona**

UPV/EHU, Profesora agregada

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PhD Lecturer of the Department of Political Science and Administration of the Faculty of Social Sciences and Communication (UPV/EHU). She has been Vice Dean of Teaching Organization of the Faculty of Social Sciences and Communication and Coordinator of the Degree in Political Science and Public Management. For the last five years, he has been a member of the Undergraduate Commission of the University of the Basque Country and a member of the Editorial Board of the Spanish Journal of Political Science. Public policies, especially equality policies and federal systems have been her main lines of research.

## Teachers



### **Daniel Granados**

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Musician, producer and cultural researcher. He is currently Delegate for Cultural Rights of the Barcelona City Council and professor of the "Master in Music Industry and Sound Studies" at the Carlos III University of Madrid.



### **Iñaki López de Aguilera**

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Doctor in Pedagogy (with a doctoral thesis on municipal cultural policy), Bachelor of Psychology and Master in Cultural Management. His professional career is linked to cultural management in the local administration. He began as a cultural technician at the Eibar City Council (Gipuzkoa) and since 1990 he has worked at the Bilbao City Council, where he has held various positions: Director of the Civic Center, Coordinator of Cultural Activities in Districts, Coordinator of Cultural Activities of Bidebarrieta Kulturgunea (central library de Bilbao), Head of the Publications and Projects Section and Deputy Director of Cultural Programming. Since October 2007 he has been the Director of the Culture Area of the Bilbao City Council. He has been a member of the Basque Council of Culture. He is the author of the book "Cultura y ciudad. Manual de política cultural municipal"(Trea, 2000)



### **Lucía Vázquez García**

REDS- Red Española para el Desarrollo Sostenible, Coordinación proyectos

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Art Historian. Since 2016, she has been a consultant on Agenda 2030. She designs, coordinates and executes training projects for different institutions such as CIFAL-UNITAR, the United Nations training and research division, the Diplomatic School of Spain, the Cultural Center of Spain in Lima or the Ministry of Education. She is currently project coordinator at the Spanish Network for Sustainable Development (REDS). He has coordinated the publications that the network has made around culture and sustainable development, among others the guide "Towards a sustainable culture". She was a Fulbright scholar at the Philadelphia University of the Arts and later head of the Education Department at the Museo Picasso Málaga from 2008 to 2016.

# Registration fees

**FACE-TO-FACE**

**UNTIL 22-06-2022**

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Free registration

0 EUR

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**LIVE ONLINE**

**UNTIL 22-06-2022**

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Free registration

0 EUR

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## **Place**

### **Bizkaia Aretoa-UPV/EHU**

Avenida Abandoibarra, 3. 48009- Bilbao

Bizkaia