

10TH

KUTAISI CULTURAL ROUTES ADVISORY FORUM 2021 RESILIENT AND SUSTAINABLE CULTURAL ROUTES

GEORGIA



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RESILIENT AND SUSTAINABLE ROUTES INNOVATING OUT OF CRISIS

OPENING SESSION

Welcoming speeches



Kakha SIKHARULIDZE

First Deputy Minister of Culture, Sport and Youth of Georgia

Karlo (Kakha) Sikharulidze is the First Deputy Minister of Culture, Sport and Youth of Georgia, assuming his office in March 2021.

He studied at Tbilisi State University at the Department of Journalism, obtaining academic title of Doctor of Philology. He started his career in 1987 as a Chair of the History of Journalism at Tbilisi State University. From 1992, his career continued at the Ministry of Foreign Affairs of Georgia in different roles, among them: First Secretary of the Department of International Organizations; Deputy Head of NATO Division of the Department of International Organizations; Consul of the Embassy of Georgia in Ankara; Political Counselor of the Embassy of Georgia in Athens; Head of OSCE Division of the Department of International Organizations; Director of the Department of Culture; Director of the Department of Information and Public Relations; Deputy Secretary of the Council of National Security; First Deputy Minister. Since 2006, he has served as Ambassador of Georgia for countries such as Czech Republic, China and Italy.



Zviad SHALAMBERIDZE

Governor of the Imereti Region, Georgia

Zviad Shalamberidze is a State Representative in Imereti.

He graduated from Ivane Javakhishvili Tbilisi State University in 2001, having specialised in Mathematical Economics, and has since gained a range of experience in finance, marketing, and sales.



Davit EREMEISHVILI

Acting Mayor of the Municipality of Kutaisi, Georgia

Davit Ereishvili is the First Deputy Mayor of Kutaisi City.

He attended the Kutaisi Institute of Humanities and Economics, specialising in Tourism Organisation and Management, in addition to studying within the Law Faculty at Batumi State University. He has experience at the Ministry of Finance of Georgia and at the Bank of Georgia.



საქართველოს კულტურის, სპორტისა
და ახალგაზრდობის სამინისტრო
Ministry of Culture, Sport and Youth
of Georgia



ქუთაისის მუნიციპალიტეტი
Municipality of Kutaisi



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Amb. Irakli GIVIASHVILI

Permanent Representative of Georgia to the Council of Europe

Irakli Giviashvili has been an Ambassador at the Permanent Representation of Georgia to the Council of Europe since 2017.

Prior to this, he gained experience in other ambassadorial positions and roles within the Ministry of Foreign Affairs of Georgia. He has several publications in journals related to Human Rights and gained a PhD from the Nottingham Law School, Nottingham Trent University in 2011.



Snežana SAMARDŽIĆ- MARKOVIĆ

Director General of Democracy, Council of Europe

Snežana Samardžić-Marković is the Director General of Democracy at the Council of Europe since 2012. Under her responsibility, the Directorate General works to help the member states in creating a favourable environment for sustainable democracy and democratic security in Europe. Three directorates and ten partial agreements under her responsibility are providing guidance, assistance and innovation in the areas of democratic governance, participation and diversity. Her responsibilities include the policy areas of education and youth, local democracy, cultural policies, election assistance, the protection of human dignity, gender equality, children's rights, and the rights of minorities, work against discrimination, democratic citizenship and democratic responses to crisis situations.

In addition, Ms Samardžić-Marković is, on a voluntary basis, a member of the Governing Board of the Enlarged Partial Agreement on Cultural Routes (EPA) of the Council of Europe, of the European Roma Institute for Arts and Culture, of the UEFA Foundation for Children board of trustees and of the Governance Task Force of the Association of Summer Olympic International Federations.

Previously, Ms Samardžić-Marković has held numerous positions in the Serbian Government including as Deputy Director in the Ministry of Foreign Affairs for Neighbouring Countries; Assistant Minister of Defence (2005-2007) and Co-President of the Serbia-NATO Defence Reform Group; member of the Foundation Board of WADA, Minister of Youth and Sports (2007-2012) and President of the Fund for Young Talents.



Julien VUILLEUMIER

Chair of the Enlarged Partial Agreement on Cultural Routes, Council of Europe, Federal Office of Culture, Switzerland

Julien Vuilleumier is a scientific associate at the Swiss Federal Office of Culture. He has represented Switzerland in the Governing Board of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe since 2018. He has been a member of the EPA Bureau since 2019 and is currently Chair of the EPA Governing Board (2021-2022).

Through his education as an ethnologist and his experience in project management, he became a specialist in intangible cultural heritage, in the diversity of cultural expressions and in Cultural Routes.

SESSION MODERATORS



Stefano DOMINIONI

*Executive Secretary, Enlarged Partial Agreement on Cultural Routes, Council of Europe
Director, European Institute of Cultural Routes*

Stefano Dominioni is Executive Secretary of the Council of Europe Enlarged Partial Agreement on Cultural Routes (EPA) and Director of the European Institute of Cultural Routes (Luxembourg).

He is responsible for overseeing the certification by the Council of Europe of Cultural Routes in the field of European culture and heritage across its 47 Member States, and the regular evaluation of the current 45 certified Cultural Routes. Dr. Dominioni oversees EPA Governing Board and Statutory Committee operations, management of the European Institute of Cultural Routes and coordination with the Cultural Routes of the Council of Europe. He is responsible for cooperation with the European Union and International Organisation such as UNESCO, OECD and UNWTO.

During his career at the Council of Europe, he has worked for the Directorate General of Education, Culture and Youth and the Directorate General of Social Cohesion. He received his Ph.D. from Yale University and a B.A. from the University of Milan.



Ragnar SIIL

Director of Creativity Lab, Estonia

Ragnar Siil is an international cultural policy and creative industries expert and former Undersecretary of State for the Arts at the Estonian Ministry of Culture. Currently, Ragnar is Director of Creativity Lab, a leading cultural policy and creative industries think-tank and consultancy in the Baltic Sea region.

Ragnar is also Director of the Cultural Policy Designers Network, a European network of independent cultural policy experts. He is a strategy adviser for governments, cultural organisations and creative enterprises, and a researcher at Estonian Business School on Creative Cities. Previously, Ragnar was Chairman of the EU Expert Group on Cultural and Creative Sectors, and Key Expert at the European Union-Eastern Partnership Culture and Creativity Programme. Ragnar has worked with projects in more than 25 countries, he has advised drafting of cultural and creative industries policies in many countries, helped cities to apply for the European Capital of Culture and UNESCO Creative Cities Network, and supported more than 50 museums, libraries and heritage sites in preparing business plans and strategies. Ragnar moderated the 9th Annual Advisory Forum in Sibiu.

SESSION 1: Resilient Cultural Routes: Impact and recovery

Opening remarks



Mariam KVRIVISHVILI

Deputy Minister of Economy and Sustainable Development of Georgia

Mariam Kvrivishvili is the Deputy Minister of Economy and Sustainable Development in Georgia. Prior to this role, she gained experience as a member of the Parliament of Georgia, and as Head of the Georgian National Tourism Administration. She gained a BA from International Black Sea University and is an MBA fellow of University of California, Berkeley.

Keynote speech



Pierluigi SACCO

Head of the OECD Venice Office on Culture and Local Development

Pierluigi Sacco is Head of the OECD Venice Office on Culture and Local Development and Professor of Cultural Economics at IULM University of Milan. He is also Senior Researcher at the metaLAB at Harvard and at the Bruno Kessler Foundation, Trento.

He has been Visiting Professor, Visiting Scholar and Faculty Associate at the Berkman-Klein Center for Internet and Society, Harvard University, and Special Adviser of the EU Commissioner to Education, Culture, Youth and Sport. He is a member of the scientific board of Europeana Foundation (Den Haag), of the Advisory Council on Scientific Innovation of the Czech Republic (Prague), of the EQ-Arts Foundation, (Amsterdam), and of the Advisory Council of Creative Georgia (Tbilisi). He regularly gives courses and invited lectures in major universities worldwide, has published around 200 papers in international peer-reviewed journals, and edited books with major international publishers. He works and consults internationally in the fields of culture-led local development. Moreover, he has participated in cultural policy workshops for the Ministries of Culture of Bulgaria, Czech Republic, Croatia, Denmark, Finland, Ireland, Lithuania, Portugal, Sweden, Ukraine, and for British Council, Institut Français, Goethe Institut, and Institut für Auslandsbeziehungen (IFA).

Speakers



Anne GRADY

Principal Officer, Cultural Policy Unit, DG EAC, European Commission Union

Anne Grady works as a seconded national expert with the Cultural Policy Unit of the Directorate General Education, Youth, Sport and Culture in Brussels promoting, inter alia, both the intangible and tangible cultural heritage of Europe. Before joining the Commission in 2016, she was a senior manager with the National Museum of Ireland. She was also a member of the Member States Expert Group on Digitisation and Digital Preservation and a member of both the UK and USA Overseas Tourism Marketing Initiative Working Groups. Anne introduced a number of initiatives in Ireland, notably the National Heritage Fund, Heritage Cards and Heritage Week.

Ms Grady has a special interest in cultural heritage and sustainability - especially sustainable cultural tourism. She led Member States' Working Group (OMC) in this area and works on initiating and promoting the recommendations from the final report. She is also leading a second OMC working group on "Strengthening Cultural Heritage Resilience for Climate Change". Ms Grady has qualifications in a number of areas including history, marketing, education, strategic management and corporate governance.



Marina DIOTALLEVI

Director of Ethics, Culture and Social Responsibility, United Nations World Tourism Organization (UNWTO)

Marina Diotallevi is responsible for coordinating the work of the World Committee on Tourism Ethics, a subsidiary body of the UNWTO General Assembly whose main functions include the promotion and monitoring of the implementation of the UNWTO Global Code of Ethics for Tourism by both governments and businesses. Adopted in 1999 by the UNWTO General Assembly and endorsed in 2001 by the United Nations, the UNWTO Code of Ethics is a roadmap to promote responsible, sustainable and accessible tourism worldwide.

Mrs Diotallevi is also in charge of social dossiers related to tourism, including accessibility for persons with disabilities and specific access requirements; human rights, gender equality and women's empowerment, the protection of children, and corporate social responsibility. She has held various posts within departments related to tourism development, statistics, and technical cooperation since joining the UNWTO in 1984.

Marina holds a B.A. degree in Political Sciences and International Relations from the Catholic University of Louvain (Belgium) and a M.A. degree in International Law (specialized in Aviation and Maritime Law) from the Free University of Brussels. She has received professional training at the European Commission (EC) in Brussels (Liaison Office with the European Parliament and the Economic and Social Committee).



Nicholas YATROMANOLAKIS

Deputy Minister of Culture and Sports, Greece

Nicholas Yatromanolakis is the Deputy Minister of Culture and Sports of Greece.

In 2019, he took office as General Secretary of Contemporary Culture. Between 2017 and 2019 he served as Chief Marketing & Communication Officer of the Stavros Niarchos Foundation Cultural Center. In the past he served in various senior positions in Greek and multinational companies such as Microsoft, V+O Communication, S&B Industrial Minerals and Alpha TV, as well as at the Hellenic Foundation of European & Foreign Policy (ELIAMEP) and Harvard University. He has also worked as an independent strategy, public affairs, and communication consultant. His work has received several awards in Greece and abroad. Mr Yatromanolakis holds a BA in Political Science & International Relations from Panteion University (Athens) and a Master in Public Policy from Harvard University's John F. Kennedy School of Government.



Bruno FAVEL

Head of the Department of European and International Affairs at the General Directorate of Heritage, Ministry of Culture of France

Bruno Favel is the Head of the Department of European and International Affairs at the General Directorate of Heritage (DGP) of the Ministry of Culture of France. He is also Secretary General of the France-UNESCO Convention. He coordinates European and international policy in 4 areas: museums, heritage, architecture and archives, in conjunction with international and European organizations and all national and international partners.

A specialist in geopolitics, he is an Officer of Arts and Letters, Knight of the National Order of Merit, Grand Cross of the Royal Order Muniseraphon (Cambodia), Medal of Honor of the French National Commission to UNESCO, Grand Cross of the Royal Order of Sahametrei (Cambodia) and Honorary President of the Steering Committee for Culture, Heritage and Landscape (CDCPP) of the Council of Europe.

In 2018, he was appointed National Coordinator of the European Year of Cultural Heritage in France. He was notably a member of the International Silk Roads Committee (UNESCO), President of the New Technologies Committee of the Council of Europe, President of the Steering Committee for Heritage and Landscape of the Council of Europe (CDCPP), Director of the French Cultural Center in Salzburg and Upper Austria. Since the Paris Agreements in 1991, he has been fully involved in the preservation and conservation of the Angkor temples in Cambodia. Active at the founding conference in Tokyo in October 1993, he has participated for almost three decades in CIC meetings.



Sergio ORTEGA MUÑOZ

Head of the Heritage Protection and European Programmes Service, Ministry of Culture and Sport of Spain

Sergio Ortega Muñoz is Head of the Service for the Protection of Historical Heritage and European Programs at the General Subdirectorate for Management and Coordination of Cultural Assets of the Ministry of Culture and Sports of Spain.

Mr Ortega Muñoz graduated in Art History from the Complutense University of Madrid. Previously, he has worked at the Documentation Department of the National Museum of Roman Art of Mérida (2006-2007); at the Board of Qualification and Valuation of Cultural Assets of the Spanish Historical Heritage at the Ministry of Culture of Spain (2007-2011); at the Ministry of Education, Culture and Sports of Spain, coordinating cross-cutting issues of the General Directorate of Fine Arts and Cultural Assets, Archives and Libraries (2011-2014); and in the area of UNESCO Conventions at the Sub-Directorate General for the Protection of Historical Heritage (2014-2020).



Luca BRUSCHI

Director, Via Francigena, Cultural Route of the Council of Europe

Luca Bruschi is the Director of the European Association of the Via Francigena Ways (AEVF), network carrier association of the Via Francigena, certified Cultural Route of the Council of Europe.

Luca has a degree in Cultural Heritage and a Master in Tourism. For the past 17 years, he has been developing his career in the public sector working for the local and international development bodies in the field of tourism, culture and environment. He has been working on a wide range of international projects, establishing public-private partnerships, alliance and promoting cooperation.

He is particularly involved in international networking as, since 2005, he has been working as a Director of AEVF – which is a network of more than 200 European cities and regions. From 2011 to 2013 he worked for the Joint Programme European Commission/Council of Europe on Cultural Routes. He has walked many cultural and hiking routes in Europe: St. James Ways in Spain, Portugal and in France, Via Francigena, St. Stevenson Way, and Menalon Trail.



Amb. Lazăr COMĂNESCU

Secretary General, Permanent International Secretariat, Organization of the Black Sea Economic Cooperation (BSEC PERMIS)

Ambassador Lazăr Comănescu is the Secretary General of the Permanent International Secretariat of the Organization of the Black Sea Economic Cooperation (BSEC PERMIS), elected for a three-year term-in-office by the BSEC Council of Ministers of Foreign Affairs and assuming his duties on July 2021.

Ambassador Comănescu is a graduate of the Bucharest University of Economic Studies (BUES) and has a PhD in international economics from the same university. He worked, from 1972 to 1982, in the Romanian Ministry of Foreign Affairs (MFA, Department of International Economic Organizations) then, from 1982 to 1990 as a lecturer Professor at BUES. Returning to the MFA in early 1990, he became deputy head of the Mission of Romania to the European Community in Brussels until November 1994 after which, until March 1998, he served successively as director general and Secretary of State for European and Euro-Atlantic affairs in the MFA. From March 1998 to May 2001, he was Ambassador to NATO and from May 2001 to April 2008 Ambassador to the EU. In April to December 2008 he was Minister of Foreign Affairs, and from 2009 to 2015 Ambassador to Germany. Returning to Bucharest in February 2015, he served until mid-November as Diplomatic Adviser to the President of Romania and from November 2015 to January 2017 again as Minister of Foreign Affairs. Subsequently, until June 2020, he was Senior Adviser (foreign relations) with the Romanian Chamber of Commerce and Industry. Ambassador Comănescu has also been a member of the Scientific boards of two Romanian Think-Tanks: European Institute and New Strategy Center.

Ambassador Comănescu was awarded the Great Cross by the Order of Loyal Service in Romania, the Grosses Verdienstkreuz in Germany, and is an Officer of the Legion of Honour in France.

SESSION 2: Innovative Cultural Routes: Digital and user-centered

Keynote speech

Lorenzo CANTONI

Director of the Institute of Digital Technologies for Communication, Università della Svizzera Italiana, Switzerland

Lorenzo Cantoni graduated in Philosophy and holds a PhD in Education and Linguistics. He is professor at USI – Università della Svizzera Italiana (Lugano, Switzerland), Faculty of Communication, Culture and Society, where he is Director of the Institute of Digital Technologies for Communication.

His research interests are where communication, education and new media overlap, ranging from computer mediated communication to usability, from eLearning to eTourism and digital Fashion, from ICT4D to eGovernment.

He is chair-holder of the UNESCO chair in ICT to develop and promote sustainable tourism in World Heritage Sites, established at USI in 2013, and board member of WHES – World Heritage Experience Switzerland. He is USI's Pro-rector for Education and Students' experience; director of the Master in Digital Fashion Communication, done in collaboration with the Université Paris 1 Panthéon-Sorbonne; and vice-director of the Master in International Tourism. Prof. Cantoni has been Dean of the Faculty (2010-2014) and President of IFITT – International Federation for IT in Travel and Tourism (2014-January 2018).

Speakers

Mona HESS

Lead of the Chair of Digital Technologies in Heritage Conservation, University of Bamberg, Germany

Mona Hess is Full Professor, Lead of the research group and Chairholder of the chair for Digital Technologies in Heritage Conservation. She is also Program Director for the new M.Sc. in Digital Technologies in Heritage Conservation at the University of Bamberg, Germany. Moreover, she is a member of the 'Centre for Heritage Conservation Studies and Technologies' (KDWT, Kompetenzzentrum Denkmalwissenschaften und Denkmaltechnologien) at the University of Bamberg.

Mona Hess graduated in architecture (Dipl.-Ing. Univ.), heritage conservation (Master of Arts), and gained a doctorate in 3D imaging metrology for cultural heritage in the Engineering Faculty (PhD, University College London, UK). She keeps close ties to UCL as Honorary Senior Research Fellow for UCL Digital Humanities.

Prof. Hess has 16 years' experience in interdisciplinary research projects for 3D imaging and digital documentation for cultural heritage buildings and museum artefacts (e.g. EU-Cost action COSCH / Field Projects Department at The Getty Conservation Institute, L.A.). She has a track record of strong research and publications, and a particular interest in establishing digital methods and ICTs in heritage conservation, useful to the heritage professionals community and general public. Next to 3D survey and measurement, she and her research team are exploring intelligent modelling and automatization for point-cloud analysis, as well as H-BIM towards Smart City Models and mobile 3D scanning for Historic Gardens, and new developments in e-learning (for example in the cooperative project: VirScan3D – a laser scanner simulator for teaching environment).





Eithne OWENS

Creative Director, Event, United Kingdom

Eithne Owens is a Creative Director at Event Communications, a global experience design agency based in London. She has over 15 years' experience working with museums and heritage sites around the world, including Titanic Belfast, the Museum of Australian Democracy at Eureka, the Burrell Collection in Glasgow, Naturalis in Leiden, the Brú na Bóinne World Heritage Site and, most recently, the creation of the new Hans Christian Andersen Museum in Denmark.

Eithne took an unconventional route to experience design, with a background in literature and history, a formative experience of working in a museum café and time spent as a heritage educator. This all turned out to be excellent preparation for working with cultural organisations in the process of transformation.



Hendrik SÖDERLUND

Founder of Every Place has a Story, Ericsson, Sweden

Henrik Söderlund is the Founder of Every Place Has a Story (Ericsson). He has spent his 20+ year career in Transformation and Business Development roles across technology verticals, while establishing a track record for enhancing bottom line growth. His passion for museums has been a lifelong hobby as he is a history buff by nature and enjoys exploration of pivotal historical events.

This career track record and personal passion for History and Society are the genesis for "Every Place has a Story": a digital storytelling and Augmented Reality (AR) platform. The platform caters to both consumers and storytellers alike, enabling storytellers with easy to use step by step tutorials, effectively bridging the amateur and professional spheres; while simultaneously empowering consumers of stories to seamlessly find the stories most interesting to them.



Stefanie BISCHOF

Manager, The Hansa, Cultural Route of the Council of Europe

Stefanie has managed The Hansa, certified Cultural Route of the Council of Europe, since 2019. She coordinates a network of almost 200 Hanseatic cities in 16 European countries and supports the cities in their cooperation activities.

Stefanie has a professional background in communication and project management, and 15 years of experience from working in PR agencies and European cooperation programmes. She is based at the Hanseatic Office in Lübeck, Germany.



Natalia ARMIJOS VELASCO

Director General of Culture, Organisation of Ibero-American States (OEI)

Natalia Armijo Velasco is the the General Director of Culture of the Organization of Ibero-American States (OEI), a role she performs at the organisation's headquarters in the city of Madrid, Spain.

Originally from Ecuador, she is an economist at the Private Technical University of Loja and graduated also in Social Communication at the National University of Loja (Bachelor), Applied Political Studies (Master) and International Cooperation for Development (Master) at the Complutense University of Madrid (Spain). She has participated in various courses, seminars and workshops and has also been a guest speaker at various conferences, mainly in Ecuador.

From 2009 to August 2018, she was the Director and Permanent Representative of the National Office of the OEI in Ecuador. From October 2018 to December 2020, she served as General Director of Administration and Accounting of the OEI, and currently as General Director of Culture.



Efi KALAMPOUKIDOU

President of European Federation of Tourist Guide Associations (FEG)

Efi Kalampoukidou has been the elected President of the European Federation of Tourist Guide Associations (FEG) for the last 6 years. She is a certified tourist guide for Greece, as well as an accredited tourist guide trainer by the European Federation of Tourist Guide Associations (FEG) and by the World Federation of Tourist Guide Associations (WFTGA).

This is her 10th year of delivering knowledge and skills to potential and experienced tourist guides by training them in various countries on guiding techniques, communication skills, code of conduct and best practices on the guiding profession. She draws on her 32 years of experience to offer such guidance. She has created classroom and online training courses, participated in EU-funded projects, and completed several training courses, including 'T-GUIDE', 'Tourism for All', and 'Silk Road Tours'.

SESSION 3: Sustainable Cultural Routes: Inclusive and responsible

Keynote speeches



Mechtild RÖSSLER

Former Director of UNESCO World Heritage Centre

Mechtild Rössler was Director of the UNESCO World Heritage Center (Culture Sector) from 2015 to September 2021. Dr. Rössler is a specialist in cultural landscapes and has an MA (1984) in Cultural Geography from the University of Freiburg (Germany) and a PhD (1988) from the Faculty of Earth Sciences, University of Hamburg, with a thesis on the history of planning and regional development. She joined the Research Center of the “Cité des sciences et de l’Industrie” (Paris, France) in 1989 in a CNRS position and worked in 1990/91 as a visiting researcher at the University of California at Berkeley, United States, in the Department of Geography.

In 1991, she joined UNESCO in Paris in the Division of Ecological Sciences, working on biosphere reserves under the MAB program. In 1992 she was transferred to the UNESCO World Heritage Center as Program Specialist and was responsible for Natural Heritage and Cultural Landscapes. In July 2001, she became head of the Europe and North America Section in charge of half of all World Heritage sites. In December 1, 2010, she was appointed Head of the General Policy and Statutory Meetings Section at the UNESCO World Heritage Center, and in 2013 Deputy Director of the UNESCO World Center.

She has published 13 books, over 100 articles mainly on World Heritage, landscape issues and nature-culture interaction, and has contributed to the writing of three international journals.



Maria GRAVARI-BARBAS

Professor at Université Paris 1 Panthéon-Sorbonne and Director of the EIREST

Maria Gravari-Barbas is the Director of the EIREST, a multidisciplinary research team dedicated to tourism studies, with a focus on cultural heritage, development, and urban-tourism evolutions. Since 2009, she has been the Director of the UNESCO Chair of Paris 1 Panthéon-Sorbonne University and the coordinator of the UNITWIN network “Tourism, Culture, Development”.

From 2008 to 2017, Prof. Gravari-Barbas was the Director of the Institute for Research and High Studies on Tourism (Institut de Recherches et d’Etudes Supérieures du Tourisme, IREST) of Paris 1 Panthéon-Sorbonne University, and from 2017 to 2020 Vice Président for International Affairs at Paris 1 Panthéon-Sorbonne. She is the Chair of the Una Europa Sel- Steering Committee for Cultural Heritage. She has a degree in Architecture and Urban Design (University of Athens) and a PhD in Geography and Planning (Paris IV – Sorbonne). She was Fellow at the Urban Program of Johns Hopkins University, Baltimore, USA.

Speakers



Diane DODD

President, International Institute of Gastronomy, Culture, Arts and Tourism (IGCAT), Spain

Diane Dodd is President of the International Institute of Gastronomy, Culture, Arts and Tourism (IGCAT) and co-founder of the European Region of Gastronomy Award that has grown into a World Region of Gastronomy Platform. She is also Regional Adviser for the global network IFACCA (International Federation of Arts Councils and Cultural Agencies). She leads a course in Cultural Institutions and Policies for the International University of Catalonia in Barcelona (Spain), and a course on Events and Destination Management for the University College of Hospitality Management and Culinary Arts of Sant Pol de Mar (EUHTSTPol, Spain).

Together with experts from the growing World Platform of Regions of Gastronomy, Diane has pioneered the Young Chef Award, the Food Film Menu, the Local Food Gift Challenge and the Top Visitor Experience. Earlier in her career she founded ConnectCP – an international online database of experts on cultural policy, planning and research which gave international networking opportunities to more than 1,200 experts from 128 countries. She has been an independent evaluator for the Cultural Routes of the Council of Europe Programme and editor of a number of Cultural Policy and Cultural Management publications for the European Cultural Foundation (ECF). She provided expert advice to Plovdiv and Valletta in the preparation for their respective bids to be European Capital of Culture.



Francesc PLA CASTELLTORT

Directorate of Democratic Participation, Culture and Cultural Heritage Division, Council of Europe

Francesc Pla Castelltort is an economist by training and an Andorran citizen who, after working as civil servant in his homeland, joined the Council of Europe in 2002 and has served from 2005 to 2016 as Deputy Executive Secretary of the European and Mediterranean Major Hazards Open Partial Agreement (EUR-OPA) of the Council of Europe. In 2017 he joined the Culture and Heritage Division of the Council of Europe to deal more specifically with cultural heritage issues, and in particular the Faro Convention follow-up both in terms of promotion and implementation.



Jovana POZNAN

Directorate of Democratic Participation, Culture and Cultural Heritage Division, Council of Europe

Jovana Poznan has been a Project Assistant at the Culture and Cultural Heritage Division of the Directorate of Democratic Participation at the Council of Europe since 2019. She is currently working on The Faro Way: enhanced participation in cultural heritage - a Council of Europe/ European Commission Joint Project which seeks to promote the principles of the Framework Convention on the Value of Cultural Heritage for Society.

Previously, she worked in the sector of youth policy as a Project Officer at the International Youth Organisation for Ibero-America in Madrid, Spain. She was also part of the team of Serbian Permanent Mission to the European Union in Brussels and International and Security Affairs Center in Belgrade. She holds Master's Degrees in International Relations from the University of Kent and in European Law from the European University Center, University of Lorraine. Prior to this, she graduated in Political Science from University of Belgrade and University of Salamanca.



Meltem ÖNHON

EPA Bureau Member and Expert, General Directorate of Promotion, Ministry of Culture and Tourism of Turkey

Meltem Önhon is currently an Expert at the Ministry of Culture and Tourism of Turkey and a Coordinator of the Cultural Routes Programme of the Council of Europe. She has also been a Member of the Bureau of the Enlarged Partial Agreement (EPA) on Cultural Routes of the Council of Europe since April 2021.

With the Turkish Ministry, she has more than 20 years of experience in country branding and promotion, project management, advertising and PR campaigns, as well as coordination with the international organizations. She worked in different departments, such as External Relations Department, Promotion Department, and at the abroad offices of Madrid (2014-2016) Damascus (2009-2011). She also directed the New York Office (2003-2006).



Tatjana HORVATIĆ

Head of Movable, Ethnographic and Intangible Cultural Heritage Office, Directorate for the Protection of Cultural Heritage, Ministry of Culture and Media of Croatia

Tatjana Horvatić is Head of the Office for Movable, Ethnographic and Intangible Cultural Heritage at the Ministry of Culture and Media headquarters in Zagreb.

Ms Horvatić graduated in Art History and Russian Language and Literature from the Faculty of Humanities and Social Studies at the University of Zagreb. From 2001 to 2018, she worked in the Conservational Department for the Karlovac County, gaining valuable hands-on experience as conservator for both immovable and movable cultural heritage. In 2018, following her strong interest and specialization in the field of ethnology, she became the Head of Office for Movable, Ethnographic and Intangible Cultural Heritage at the Ministry of Culture and Media of Croatia. She represents the Ministry in several inter-departmental working groups focusing on sustainable development, cultural tourism and agriculture, contributing to the preservation, research and promotion of intangible cultural heritage.



Vlasta KLARIĆ

EUSAIR Facility Point Thematic Expert and TSG Pillar 4 Deputy Coordinator, Ministry of Tourism and Sports of Croatia

Vlasta Klarić is an Expert in tourism, project management, tourism education, cultural tourism, and Cultural Routes at the Ministry of Tourism and Sports of Croatia as the EUSAIR Facility Point Thematic Expert and TSG Pillar 4 Deputy Coordinator. She is a Member of the Scientific Council for Tourism and Space of the Croatian Academy of Arts and Sciences.

She acted as the General Secretary to UNPAH, the Croatian Association of Independent Travel Agencies, managing and coordinating national projects, events and conferences. Acting as senior lecturer at Libertas International University, she lectures cultural tourism and cultural heritage for tourism. Vlasta Klarić was also the President of the National Partnership for Cultural Tourism of the Croatian Ministry of Tourism, and is now an active member. Engaged with NGO associations, she was Vice President of Interpret Croatia – Croatian Association for Heritage Interpretation, Vice President to MultiCulTour Association, Member of the Steering Committee of the Phoenician's Cultural Route, and Member of the Scientific Committee of the Roman Emperors' Route.



Miguel Ángel MARTÍN RAMOS

President of the European Routes of Emperor Charles V, Cultural Route of the Council of Europe

Miguel Ángel Martín Ramos is Head for European Affairs and Brussels Delegation of the European and Ibero-American Academy of Yuste Foundation. Since 2000, he has also been responsible for cultural, education, youth, equal opportunities, citizenship and social policies in the Regional Office of Extremadura in Brussels.

He graduated in business administration, marketing and international relations. For the Yuste Foundation, Miguel Ángel directs and coordinates the organisation of European and international exhibitions, concerts, summer courses, seminars, forums, congresses, debates, publications. He also coordinates European academic research projects and the European Award Carlos V. He is also responsible for international relations of the Foundation and the relations with the European Union Institutions. He represents the Yuste Foundation at the European Foundation Centre, the European Disability Forum, the European Policy Centre, the European Group on Active Citizenship, the United Nation Alliance of Civilizations initiative, and at the European Platform of the Civil Society for Access to Culture.

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