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***COUNCIL OF EUROPE FRAMEWORK CONVENTION ON THE
VALUE OF CULTURAL HERITAGE FOR SOCIETY***

(FARO CONVENTION)



Council of Europe - European Union Joint Project
The Faro Way: enhanced participation in cultural heritage

Final Conference
**“The Faro Convention: a democratic approach to
cultural heritage”**

3-4 December 2021, Lisbon, Portugal

Organised in collaboration with



LIST OF SPEAKERS



SPEAKER

Mr Paulo Ferreira da Costa

Anthropologist since 2015 and currently Director of the National Museum of Ethnology / Popular Art Museum. He worked for the National Museum of Ethnology between 1993 and 2001 and was Director of the Inventory Service of the Portuguese Museum Institute between 2002 and 2007; he was Director of the Department of Intangible Heritage at the Museum and Conservation Institute between 2007 and 2012; and Head of the Division of Immovable, Moveable and Intangible Heritage of the Directorate-General for Cultural Heritage between 2012 and 2014.



SPEAKER

Mr Matjaž Gruden is Director of Democratic Participation at the Council of Europe, which includes Council of Europe activities and programmes in the area of education, including education for democratic citizenship, youth cooperation, culture and cultural heritage, landscape and biodiversity. The Directorate also includes the Platform for the protection of Journalists, the Eurimages film fund and the North-South Centre for Global Interdependence and Solidarity. Matjaž Gruden previously served as Director of Policy Planning, Deputy Director of the Private Office of the Secretary General, political adviser and speechwriter for the Secretary General and President of the Parliamentary Assembly of the Council of Europe. Prior to his career at the Council of Europe, he was a diplomat at the Slovenian Ministry of Foreign Affairs, posted in Brussels. He holds a law degree from the Law Faculty of the University of Ljubljana, as well as a post-graduate degree in EU law from the College of Europe in Bruges, Belgium.



SPEAKER

Ms Themis Christophidou is the Director-General for Education, Youth, Sport and Culture of the European Commission, since March 2018. She is a civil engineer with 35 years of experience in private and public sector management. After having worked in the private sector for 15 years, she joined the European Commission in 2001. During the last 20 years she has held various positions, including in the Directorate-General for Regional and Urban Policy, as Head of Cabinet of the Commissioner for Maritime Affairs and Fisheries and as Head of Cabinet of the Commissioner for Humanitarian Aid and Crisis Management. Themis Christophidou is an alumna of the civil engineering faculty of the Metsovio Polytechnic University of Athens. Born in Famagusta, Cyprus, she is trilingual, fluent in Greek, French, English.

SPEAKER



Ms Ângela Ferreira was born in Lisbon in 1975. She holds a Post Graduate Degree in Local Government Law from Faculdade de Direito da Universidade de Lisboa; Graduated in Urban Management Architecture from Faculdade de Arquitectura da Universidade Técnica de Lisboa. In Lisbon Municipality, she worked in the Departments of Urban Information and Municipal Planning (1999-2002), and later coordinated the technical teams which worked on Lisbon's Municipal Spatial Planning Masterplan (2003). In Loures Municipality, she worked in the Department of Urban Planning and Management, acting as Technical Advisor to the Director of the Urban Management Department, Technical Advisor to the City Councillor, Project Manager for the Municipal

Master Plan, and Head of City Planning, Spatial Planning and Urban Rehabilitation Division (2002-2013). She was Office Member of the Councilwoman for Education of the Lisbon Municipality (2014) and Head of the Social and Educational Division of the Department of Education of the Lisbon Municipality (2014). Also, she was Director of the Structuring Projects Department of the City Planning Municipal Directorate of the Lisbon Municipality (2015) and Chief of Staff for the Deputy Minister and Secretary of State for Administrative Modernization in the Government 2015–2018. Ângela Ferreira was Member of the Government, first as Deputy Minister and Secretary of State for Internal Affairs (2007), and later as Deputy Minister of Culture and Secretary of State for Cultural Heritage (2018–currently).

SPEAKER



Mr Guilherme d'Oliveira Martins

Trustee at the Calouste Gulbenkian Foundation and President of the Grand Council of the National Centre of Culture; Chairman of the Fiscal Board of Caixa Geral de Depósitos, S.A. He holds a University degree and a Masters degree in Law. He is University Guest Tenured Professor; Doctorate Honoris Causa from the Lusíada University, the Open University and the Higher Institute of Social and Political Sciences (ISCSIP) and a Corresponding Member of the Brazilian Academy of Letters — Chair 20. He was President of the Portuguese Court of Audit (2005-2015) and held the following positions in the Government of Portugal: Secretary of State for Education Administration (1995-1999), Minister of Education (1999-2000), Minister to the Presidency (2000-2002) and Minister of Finance (2001-2002). He was President of SEDES — Association for Economic and Social Development (1985-1995) and Vice-President of the UNESCO National Commission (1988-1994). He was Chair of the Steering Committee of the Council of Europe that drafted the Faro Convention on the Value of Cultural Heritage in Contemporary Society (Faro, (Portugal) 27 October 2005). He was President of EUROSAL — European Organisation of Supreme Audit Institutions (2011-2014) and President of the

Council for Corruption Prevention (2008-2015). Also, he was National Coordinator of the European Year of Cultural Heritage 2018.



SPEAKER and ORGANISER

Mr Francesc Pla Castellort is an economist by training and an Andorran citizen that, 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. He joined in 2017 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.

SPEAKER



Ms Teresa Marecos has a degree in Art History of Art and Heritage from FLUL the University of Lisbon, and she also has a post-graduate degree and a Master's degree in Art, Conservation and Restoration. For over a decade, she was part of a multidisciplinary team in the Palácio Foz that developed several actions to disseminate the mobile cultural heritage of monuments under the care of the Portuguese Museums Institute. At the same time, she was selected as a trainer to join the Culture – Employment Program team. From 2015 to 2020, she was jury member in the National Evaluation Commission of Portugal, within the scope of the Ibero-American Education and Museums project. More recently, in 2020, she was assigned by the Director General for Cultural Heritage of Portugal to work with Office of Cultural Strategy, Planning and Assessment (GEPAC) team, alongside members of other cultural facilities, to outline the construction of strategic and operational indicators, actions and goals with the aim at promoting and providing equal opportunities in childhood and adolescence, through cultural initiatives and practices, with the goal to development of healthy generations, within the scope of the National Strategy for the Rights of the Child (ENDC). Currently, among other projects, she has been developing, alongside Palácio Nacional da Ajuda's Educational Service Team, several cultural education initiatives and practices aimed at amongst other things, the creation and strengthening of ties between the monument and the local community.

SPEAKER



Mr Ed Carroll (Kaunas, Lithuania) is a community artist, researcher and co-founder of the Žemuju Šančių bendruomenė – a community association that is a member of the Faro Convention Network (FCN). His ambition, whether with the community where he lives or with the FCN, is to achieve what an old Portuguese saying proffers: “a network of vibrant strings makes radiant knots”.

<https://sanciubendruomene.lt/en/bendruomenes/zsb/>

SPEAKER



Dr. Simona Pinton, Ph.D. in international law University of Padua, LL.M University of Berkeley, California, JD University of Ferrara, is a senior researcher and lecturer in international law, international and European law on cultural heritage, international criminal law, and human rights. She taught at Ca' Foscari, where she is still associate at the Center Study on Human Rights. She is also serving as a researcher at the Venice Foundation for Peace Research on issues dealing with redress to victims of genocide and other gross human rights violations in international law. At the same Foundation she is part of the research group on “the safeguarding of heritage and cultural identity/diversity in armed conflicts”, also encouraging a bottom-up implementation of the CoE Faro Convention via the cooperation with local heritage communities. She is a member of Faro Venezia and of the working group on cultural heritage of the Italian Society of International Law. Since 2000 she is consultant for NGOs with projects on education and cultural heritage, children and women's rights, health and community development. She is currently Regional Coordinator for Europe, Mena, and North Asia of the Cadre of Technical Advisers, at the Rotary Foundation.



SPEAKER

Mr Prosper Wanner, Engineer, co-operative manager, anthropologist Phd student on a research contract in partnership with the University of Paris, Laboratory of Digital Anthropology, on the issues of digital tourism with regards to cultural rights and cooperative economy. Manager of the residents' cooperative Hôtel du Nord in Marseilles and co-founder of the association Faro Venezia. Member of the Faro Convention Network



SPEAKER and ORGANISER

Ms Jovana Poznan is 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 aiming at promoting the principles of the Council of Europe *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.



SPEAKER

Mr Ángel Portolés Górriz coordinates the accompaniment of projects in rural areas of the University Extension Program - PEU of the Jaume I University of Castelló (Spain) and coordinates the network of heritage communities of the Patrimoni - PEU project of the same university. Member of the Faro Convention Network of the Council of Europe on behalf of the Jaume I University. Portolés accompanies participatory processes based on the knowledge and socialization of cultural heritage and investigates the creation, development and interactions of heritage communities (Phd in progress). In 2018, he coordinated the collaborative project "People, places, stories - #peopleplacesstories" in the framework of the Faro Convention Network of the Council of Europe (activity recognized for the European Year of Cultural Heritage). In 2020, Portolés participated in the Heritage Education Plan of the Community of Madrid (Spain) as an independent expert and he contributed to the publication *How to educate on heritage* with the chapter "People as protagonists. Ten keys to achieve citizen participation."



SPEAKER

Ms Lúcia Saldanha is an engineer and cultural manager. Since 1985, she developed her professional activity in the practice of cultural engineering in integrated projects, in the field of safeguarding and enhancing cultural heritage, building cultural infrastructure and exercising cultural and urban management. She works at the National Museum of Contemporary Art (Lisbon). Design, implementation and coordination of the national network [Portugal entre Patrimónios]. Since October 2018, this project promotes a collaborative culture, sharing experiences and interaction between 72 partners. She represented Portugal in the EU OMC Group for Sustainable Cultural Tourism and is part of the multidisciplinary technical team of the REVIVE Program.



SPEAKER

Mr Adrien Minaire has a Master's degree in project management. He started his career in recruitment and then moved into HR projects. A reorientation allowed him to specialise in video game production management. After 6 months in a mobile video game studio, he joined Succubus as a product owner two years ago. He is the management and communication link between Succubus' management, clients, production team and providers, on all the serious games.



SPEAKER

Mr Piet Jaspert has a PHD in Political and Social Sciences (Ghent 1972) and got an Eisenhower Exchange Fellowship in 1990 . He has been teaching languages, opening and running the Cultural Center in Hasselt, managing the Communication and Marketing of KBC Bank and Insurance. For ten years he has been President of the Jury for ethical practices in Advertising. He held many volunteer positions. The Flemish Government has called upon him to take on national tasks, such as the Presidency of the Youth Council, the Advisory board for Theater and the Government's Agency Tourism Vlaanderen. Thirty years ago, he was one of the three founders of Open Monuments Day in Flanders. He is still involved in social and cultural organisations as Klarafestival, Concertgebouw Brugge, Kom op tegen Kanker. He has been Board Member of Europa Nostra for 9 years and is since 2015 Vice-President. He is particularly involved in EU heritage policy affairs, European Cultural Heritage Awards and the 7ME (the seven most endangered sites) program.

SPEAKER



Mr Tiago Sigorelho, born in 1975, has a degree in corporate communication from Instituto Superior de Comunicação Empresarial. His first 15 years of experience were connected to the telecommunications sector. In 1998 he started to work in Telecel and was the key manager of the Vodafone rebranding three years after. Later on, went to Portugal Telecom, the largest telecommunications company at the time, where he became Strategic Branding Director for all the operations in the group, national and internationally. In 2014 he was the founder of Gerador, a non-profit organization dedicated to fostering Portuguese culture. He is, since then, the president of Gerador. Lately, his main focus has been the relationship between culture and education, as well as the development of information tools

and data analysis systems that enable the cultural communities to thrive. In the last 10 years he has been invited regularly to teach in a diverse set of schools and universities all over the country.

SPEAKER



Mr Tamás SZCS is currently Director for Culture, Creativity and Sport in DG EAC. He has been a senior official of the European Commission since May 2004, joining as Head of Cabinet for two consecutive Commissioners in the Prodi and Barroso Commissions. He was then appointed as Director for Strategy in DG Communication, before taking up the EC Head of Representation post in Hungary in 2010. Mr Szűcs also fulfilled several senior positions as a career diplomat in the MFA between 1992 – 2004. He was the coordinator of Hungary's Accession Negotiations directly assisting the chief negotiator, and became the first HU "Antici" official. He also assisted directly the Government's Member in the European Convention and held a horizontal responsibility to follow the EU institutional reform process as well as the Agenda 2000

package preparations at the time. In addition to earning a Doctorate in Legal and Political Sciences as well as an MA in Aesthetics at the Eötvös Lóránd University in Budapest, he also obtained postgraduate degrees with distinct scholarships at the University of Oxford in the UK, including the Certificate of the University's and the UK Foreign Office's joint Foreign Service Programme. More recently (2016 – 2017) he was a visiting EU Fellow at the European University Institute in Florence. T Szucs remains a prominent author and editor of several books and specialist publications on European integration as well as an alumni of the Salzburg Seminar, the Alpbach Forum, the EUI and the HU branch of the Oxford Society. Married with three small children.

SPEAKER



Ms Kathrin Merkle heads the Culture and Cultural Heritage Division of the Directorate of Democratic Participation at the Council of Europe and as Secretary to the Steering Committee for Culture, Heritage and Landscape, coordinates the intergovernmental work of 50 states party to the European Cultural Convention. She oversees the work on Culture and Democracy Indicators, Culture and Digitisation/ AI, Freedom of Expression of the Arts and Culture and the Council of Europe's heritage standards, including the Faro and Nicosia Conventions and the European Cultural Heritage Strategy for the 21st century. Trained as a sociologist and political scientist, Kathrin worked for UNESCO Statistics before joining the Council of Europe in 1993. More recently, she studied Public Sector Modernisation and Internet Governance issues and remains curious about ancient, contemporary and future cultures, and how everything is interrelated.

SPEAKER



Ms Rita Jerónimo holds a degree in Social Anthropology, a Master's degree in Anthropology in Heritage and Identities and has completed the academic part of the PhD in Anthropology: Cultural Policies and Images and Museology. She worked for the Cultural Heritage area of the Municipality of Odivelas and was on secondment at the Regional Directorate for Culture of Lisbon and Tagus Valley. She participated in and coordinated several heritage and museology projects, has been involved, as a teacher, in numerous sessions/courses on Intangible Cultural Heritage; joined the office of the Minister of Culture as a Specialist Technician in Museums and Cultural Heritage; wrote

several scientific articles on Anthropology and intangible cultural heritage and is currently Deputy Director-General of Cultural Heritage for Museums, Palaces and Monuments.

NATIONAL PROJECTS TO BE PRESENTED DURING THE 4 THEMATIC SESSIONS

1) O Meu Palácio

O Meu Palácio! is a project that intends to open the doors of Palácio Nacional da Ajuda to the population of the Ajuda neighborhoods, in particular to the residents of the 2 de Maio, Casalinho and Rio Seco neighborhoods, in an innovative project of social inclusion and community development based on the arts, culture and education and the enhancement of cultural heritage.

Counteracting the poverty cycle of these families is the purpose that gave rise to this initiative. In this framework, fostering academic success, employability and civic participation are the goals to be achieved, through continued work that encourages mutual knowledge and collaboration.

More than opening the doors of the monument to the community, the aim is to effectively involve the population in the creation of an Artistic and Cultural Program for the Ajuda Community.

Guided tours, art workshops and community theater, learning meetings, chess and other games, theater performances, music workshops, sewing and wardrobe creation workshops, repair and maintenance workshops for old buildings and other employability workshops, these are some of the activities to be promoted, designed to generate proximity to the monument and strengthen community ties.

To reinforce this approach, a pool of Palace mediators/ambassadors will be created, seeking to strengthen the notion that O Meu Palácio! is a palace from my neighborhood, a palace for everyone!

O Meu Palácio! is based on a collaboration formalized through a written agreement celebrated between Yellow Cusca – Associação Cultural (official promoter of the project), Direção Geral do Património Cultural (Portuguese Government Agency of Cultural Heritage), through the participation of Palácio Nacional da Ajuda and Junta de Freguesia da Ajuda (Ajuda's Parish Council).

This project is part of an application approved by the Lisbon 2020 Operational Program, within the scope of Portugal 2020 and with FEDER funding, with a budget of around 118,000€ for a period of three years (2021-2023), within the framework of the DLBC Network Contest Lisbon – Innovative and/or Experimental projects in the social area.

O Meu Palácio! articulates and integrates the cultural and artistic dynamism promoted in Ajuda by Cusca, with the educational experience and other resources of Palácio Nacional da Ajuda and with the work developed within the Social Commission of Junta de Freguesia da Ajuda.

2) Portugal entre Patrimónios

According to the challenge of the European Year of Cultural Heritage 2018 and the EU Agenda 2030 proposal for sustainable development, MNAC (Museu Nacional de Arte Contemporânea) created the project Portugal entre Patrimónios [PeP] centred on the relevance of the arts and artistic practices for sustainable community building, and sustainable cultural tourism.

[PeP] has gradually defined a fil of action, a base of models and contemporary themes, to experiences with multiple combinations. The relationships/partnerships and the experiences, more than the boundaries between knowledge and operation areas, gave coherence to the whole. Of the initial 15 partners, it quickly became a larger network (more than sixty) and the project grew through various adaptations.

With the attention focused on the different cultural practices and infrastructures dispersed in the national territory, the project paved the way for new experiences, allowing a broader perception of contemporary artistic, cultural heritage and community realities. The cycle CO-LABORAR, think tanks / networking - 2018-2021, had 7 themes, 7 meetings, 7 dates, 7 locations: ATTENTION (30 October 2018, Lisbon); GEOGRAPHY and UTOPIA (25 February 2019, Porto); ART and CREATION (15 May 2019, Loulé); COLLABORATION and INTEGRATED GOVERNANCE (July 2019, Évora); SUSTAINABILITY (October 2019, Matosinhos); SOCIAL MARKETING AND CHANGE (January 2020, Coimbra) and INTERGENERATIONAL HERITAGE (June 2021, Porto). In addition to the CO-LABORAR cycle, with the partners, MNAC develops exhibition projects, traveling exhibitions, world cafes, interviews, and ID: Public Space (it is an opportunity to address a series of issues through the digital collection of testimonies, using different forms of expression and sampling).

MNAC validated the initial proposal to generate a national network that brings together cultural centers, museums, associations, academies, festivals, municipalities, schools, universities, foundations, institutes and theaters. This year [PeP] turns 3 years old. Continuing to be a COMPLEX AND COLLABORATIVE SYSTEM, and an EXPLORATORY DYNAMIC.

Website: www.portugalentrepatrimonios.gov.pt

3) Gerador

Gerador is a Portuguese independent platform for journalism, culture and education. Our educational project is divided into three fundamental areas: Teaching, Research and Sustainability. For our Teaching projects, we invite professionals that we admire to share their knowledge with everyone in our courses and workshops, creating a learning space with a methodology that is participative and practice-oriented. In the area of Research, we study society with a set of tools, such as the yearly Barómetro Gerador Qmetrics, which is the first opinion study to be conducted in Portugal regarding the perception that people have of their relationship with culture. Furthermore, we conduct other studies dedicated to topics such as sustainability, journalism and the interior of the country, which result in regular publications. Within the topic of sustainability, we have recently initiated a project called Sobressalto, in a partnership with Associação ZERO, through which we create solutions to

sensitize people regarding climate change issues and support other cultural institutions in their green transition.

We understand culture broadly, as an expression of human activity. And that's why we create, organize and produce initiatives that seem to us fundamental for a free and progressive society. Every day we involve people and organizations in countless projects, from smaller-scale cultural events to nation-wide conferences.

Lastly, we do slow journalism as a counterpoint to the urgency of the times that surround us. We publish a quarterly magazine and try to take full advantage of the digital advantages on our website and social media to make information accessible to everyone.

Every day we ask ourselves how we can bring information, culture and education to everyone, expanding audiences and breaking down barriers of all kinds. We believe that these three areas are a fundamental asset of a country and an essential factor for full citizenship.

VISITS TO CULTURAL HERITAGE INITIATIVES IN LISBON, 4 DECEMBER

1) Museu Nacional do Azulejo

The Museu Nacional do Azulejo (MNAz) and the Parish Council of Penha de França have organized a cooperation project for painting a community panel of azulejos that will be, in the future, presented in a public space wall in the oriental area of the city of Lisbon.

For this project the Museum and the Parish Council made an open call for the community participation, inviting them to come to the museum to paint some azulejos. But there was a tricky surprise. Each person painted according with the process known as *cadavre exquis*, meaning that they couldn't see what was being painted in the other azulejos of the pannel, but only the border area that interconnected them.

Phase 1 of the project has ended; now we want to open it to a wider participation of the community, enlarging the current 130 pieces panel to a more extended area.

2) Manicómio

Manicómio is a coworking space for artistic creation and innovation that has been open to the public since 2018 at Beato, in Lisbon. It has multiple projects related to art, creativity, social transformation and mental health.

At the heart of the project are artists and creatives with mental illness who are stigmatised by society. It is the first studio and gallery of Outsider Art in Portugal where resident artists with mental illness have a workspace and artistic freedom, free materials and artistic representation in sales and exhibitions. It is also the first creative design and communication agency in the world with mentally ill creatives. With an approach focused on equity and human rights, Manicómio works with the artistic community, civil society, companies and institutions to combat stigma and generate new products and services with impact and value.

3) Hub Criativo do Beato

Hub Criativo do Beato is an urban operation in the eastern riverside of Lisbon, initiated by the Municipality of Lisbon and conducted by Startup Lisboa, which consists of the reuse of an old military manufacturing area (Military Maintenance), with approximately 32,000 m², through a urban rehabilitation project. The impact of this urban rehabilitation operation, which has reuse as a principle, extends to the entire community of Beato, the population in general and the inhabitants of the surrounding urban areas, promoting a new local, social and economic dynamic, and providing young entrepreneurs, researchers, artists a new space for starting and developing activities.

Contrary to what has been current practice in urban spaces with these characteristics - disaffected spaces of use, military, industrial, hospital spaces, etc., which no longer have their initial active functions - and which are demolished to give rise to new types of occupation, the operation of the Beato Creative Hub maintains the morphology and architectural occupation of this space, adapting existing buildings to new functions. Among them, the musealization of an important part of the industrial area stands out, a project that is managed by EGEAC, and which will constitute an important element for the reinforcement of the identity of this place in the context of the city of Lisbon. The rehabilitated space will be destined to the installation of a diversified set of emerging activities -incubators, co-works, Fab-labs, co-living, Startups, research and development spaces, creative industries, museum space, commerce - having as objectives, among others, promote innovation and creativity, generate wealth and employment, promote urban rehabilitation valuing the urban heritage and urban landscape, contribute to an environmentally sustainable and efficient city in the way it uses resources, encouraging the use of renewable resources, a correct waste management and increasing urban resilience and creating an efficient, participatory and financially sustainable model of government.

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