



GOVERNO DE
PORTUGAL

SECRETÁRIO DE ESTADO
DA CULTURA

GABINETE DE ESTRATÉGIA,
PLANEAMENTO E AVALIAÇÃO
CULTURAIS

CULTURE 2020

**Knowledge for Growth:
understanding and
measuring culture's
impacts**

**Salão Nobre do Teatro
Nacional D. Maria II**

30th January



CULTURA 2020



CULTURE 2020 Studies for Culture Knowledge for Growth: understanding and measuring Culture's impacts

30th January

- 09:00 Arrival of the participants – welcome coffee
- 09:45 Measuring and monitoring culture direct and indirect impacts: a transversal issue for the Culture 2020 plan of Studies for Culture
- *Mapping and comparing the Portuguese agents and structures with other European ones, SWOT analysis of the current conditions for cultural operators.* Instituto de Ciências Sociais – Universidade de Lisboa, ISCTE – Instituto Universitário de Lisboa, Faculdade de Letras – Universidade do Porto
 - *Financial Instruments for cultural and creative sectors and cultural heritage.* We Consultants
 - *European Territorial Cultural Cooperation.* Núcleo de Investigação de Políticas Económicas – Universidade do Minho
 - *Culture in the two last European structural funds cycles - lessons for the next one.* Instituto de Geografia e Ordenamento do Território – Universidade de Lisboa
 - *Culture and Development* – Gabinete de Análise Económica da Universidade Nova de Lisboa
 - *Culture, education and employment.* Centro de Estudos Sociais – Universidade de Coimbra
 - *The impact of culture and creativity on the internationalization of the Portuguese Economy.* Augusto Mateus & Associados
 - *Cultural Heritage and regional development.* Universidade do Algarve
 - *E-cohesion.* Centro de Estudos de Desenvolvimento Rural e Urbano
- 12:30 Discussion over lunch
- 14:00 **From accounting to accountability – Culture at the crossroad of a changing social and economic paradigm**
- Opening Remarks* Jorge Barreto Xavier, Secretary of State for Culture, Sergio Arzeni – Organisation for Economic Co-operation and Development
- 14:30 Satellite accounts for Culture:
- *The Satellite account for Culture: exploring a concept* , Kimmo Aulake – Ministry of Culture, Finland
 - *The Portuguese Satellite account for Culture feasibility study – preliminary remarks*, Carlos Coimbra, Portuguese National Institute for Statistics (INE)
- 15:00 Case Studies:
- *Finish Satellite account for Culture* – Finish National Institute for Statistics - Katri Soinne
 - *Spanish Satellite account for Culture* - Subdirección General de Estadística y Estudios, Ministerio de Educación, Cultura y Deporte - Noemí Villazan Pellejero
- 15:30 Cultural and Creative Industries - Composite Indicators
European Commission, Joint Research Centre, Institute for Security and Protection of the Citizen
Dorota Wesiak-Bialowolska, Patrícia de Almeida

- 15:45 Propositions for Culture 2020:
- *Outputs of Culture: accounting for the immaterial?* – José Tavares
 - *Synergies for Culture: the multiplier effects* – Augusto Mateus
 - *Accountability for Culture: financial instruments for a new economic approach* – Nuno Vitorino
- 16:30 Discussion
- 17:00 Coffee Break
- 17:30 Closing remarks:
Artur Rosa Pires, Universidade de Aveiro
Isabel Câmara Pestana, Instituto Financeiro do Desenvolvimento Regional