



culture / futures
Transitions to an Ecological Age

A global eco-leadership network for cultural actors and cities:
Inspiration, networking, innovation and collaboration

INVITATION

**30th May 2011
Conference**

Eco-Leadership by Cultural Institutions

Venue: Sao Paulo Cultural Centre

31st May 2011

Workshops for cultural managers and practitioners

Venues: Goethe Institute, British Council & Centro Cultural da Espanha em São Paulo

Organized by Culture|Futures and the City of Sao Paulo in cooperation with C40 cities, EUNIC Brazil, Danish Cultural Institute, Spanish Culture Centre/AECID, British Council, Goethe Institute, Crie Futuros, Arup and other partners at the occasion of the World Summit of the Large Cities Climate Leadership Group (C40)



CENTRO CULTURAL DA ESPANHA...SP



ARUP



Conference Program

Eco-Leadership by Cultural Institutions

May 30th , Cultural Centre of Sao Paulo

Aims and objectives

The overall aim is to foster cultural actions for the transition to an Ecological Age by 2050.

The objectives are:

1. To inspire cultural institutions in Sao Paulo to consider new eco-social practices and leadership.
2. To provide international mutual inspiration and exchange on the vision of an Ecological Age and how cultural institutions in their normal own practice can provide eco-leadership.
3. To mark the initiation of a new global network for large cultural institutions on eco-leadership.

Program

MC: Wellington

8:45 – 9:15 Arrivals and registration

9:15 – 9:30 General explanation about Culture|Futures, the conference & workshop programs and the whole process

- Olaf Gerlach-Hansen, Director of Culture|Futures.

9:30 – 10:00: Opening Address

- EUNIC President Ana Paula Laborinho
- Ministry of Culture Secretary Marta Porto
- City of Sao Paulo Cultural Secretary CALIL

10:00 – 11:30: Global Key Notes on Connecting Culture and Ecology

- **Mark Watts**, Arup (expected): International key note on **Entering an Ecological Age**. Mark Watts is managing the C40 team in Arup, advising cities around the world on sustainable urban development. His presentation is based on a research done on what the global transition to an ecological age, will require for cities around the world.
- **Lala Dehenzelin**: South-South key note on the **Creative Economy and sustainability**. Lala Dehenzelin is UNDP Special Advisor on the Creative Economy



South – South Programme, founder of Cries Futuros and has a background in arts and culture.

- Q & A

11:30 – 12:30: Lowering carbon and ecological footprint and benefitting from it

Moderator: **Ricardo Voltolini** (tbc)

- **Justine Simons**, Head of Culture, Greater London Authority: **The creative industries green programme in the context of the London Mayor's Cultural Strategy**. The experience of working with the creative sector to lower carbon footprint through goals, practical guides, tips etc. So far with sub-sectors of music, visual arts, film, theatre and now fashion and others coming.
- **Danilo Santos de Miranda**, Director SESC Sao Paulo (tbc): The experience of SESC Sao Paulo on lowering carbon and ecological footprint in their centres.
- Q & A / dialogue with audience on greening cultural sector based on experiences of institutions in different disciplines.

LUNCH: 12:30 – 14.00

14:00 – 15:00: Re-thinking culture/nature and communication with audiences

Moderator: **Paulina Chamorro** (Eldorado) ou **Denis Russo** (Revista VEJA)(tbc)

- **Janek Müller**, fmr. theatre director, current curatorial team-member and dramatic adviser for the **Über Lebenskunst** festival. Über Lebenskunst is a project initiated by the German Federal Cultural Foundation in cooperation with the Haus der Kulturen der Welt, Berlin.
- **Ana Dip**, Somos um Só Project
- Q & A/dialogue with panel from Sao Paulo/international persons on connecting cultural content and communication with ecology

15:00 – 16:30: Culture – Ecology and Community

Moderator: **Felipe Chaimovich**, curator from MAM (tbc)

- **Philip Vencken**, architect advising founder of Cradle to Cradle, Baumgartner. Introduction on applying **cradle to cradle approach to city/community development**. Dutch cities are now leading this worldwide.
- **Hernani Dias**, artist, founder of “**re:farm the city**”. Refarm the city (aka re:farm) is a collective project started and led by Hernani Dias with the purpose of developing open source software and hardware tools for urban farmers. Its now linking groups in Barcelona, Lisboa, Buenos Aires, New York and Beijing.
- Q&A/dialogue with panel from SP/int' on how culture can be part of community, city, regional or sector greening programs

16:30 – 17:30: Closing panel on the power of culture for green growth

- Apresentacao dos workshops – MC
- **Olaf Gerlach-Hansen** – Presenting CF global eco-leadership network for cultural institutions and cities
- **Eduardo Jorge, Secretaria do Verde** (tbc)
- **Ricardo Resende, Director of Cultural Center of Sao Paulo**

17:30 – 19.00 Reception and social networking