

Location:	Hans-Otto-Theater	Reithalle	Fabrik	T-Werk	Kunstraum	Fluxus	Waschhaus
DO 26.11.	MAIN PANEL CLIMATE, CRISIS & CULTURE	A. GREEN CULTURAL MANAGEMENT	B. DIGITAL TRANSFORMATION	C. WORK CLIMATE & RECRUITING	D. CULTURAL FACILITIES	E. RURAL AREAS	WORKSHOP CULTURAL DEVELOPMENT
Topic Partner							
Moderation	Stephan Abarbanell	Dr. Annett Baumast	Holger Kurtz	Prof. Dr. Oliver Scheytt	Dr. Pablo v. Frankenberg	Claudia Kühn	Dr. Eckhard Braun
8:00 — 9:00	Check-In						
9:00 — 9:45	Opening Session   Moderation: Andrea Thilo   Hans-Conrad Walter, Causales GmbH, Managing Partner Noosha Auel, Councillor Education, Culture, Youth and Sport of the State Capital Potsdam Dr. Manja Schüle, Minister for Science, Research and Culture of the State of Brandenburg Keynote: Robert Habeck, Federal President of the Green Party						
10:00 — 10:45	<b>Challenge Climate Change!</b> Dr. Robert Habeck, Federal President of Green Party Prof. Dr. Dr. Hans Joachim Schellnhuber, Director Emeritus of the Potsdam Institute for Climate Impact Research Dr. Sabine Schormann, Documenta, General Director	<b>Inspiring cultural leadership for a sustainable future (tbc)</b> Alison Tickell, Julie's Bicycle, Founder	<b>Technology as foundation for a sustainable digital transformation in the areas of arts and culture</b> Timo Deiner, SAP Deutschland SE & Co KG, Innovation Guy, Office of the CTO DE	<b>The Role of Recruitment For a Functioning Work Climate (Conversation)</b> Jasmin Vogel, Kulturforum Witten, CEO   Dr. Henning Mohr: Cultural-political society e.V., Head of Institute	<b>Impacts of climate change on historic buildings and interior conditions</b> Dr. Johanna Leissner, Fraunhofer-Gesellschaft / Forschungsallianz Kulturerbe (German Research Alliance Cultural Heritage), Scientific representative	<b>Off to the country! – Opportunities and challenges for art and culture in rural areas</b> Brigitte Faber-Schmidt, Cultural Region Brandenburg, Managing Director	<b>Welcome</b> Noosha Auel, Councillor Education, Culture, Youth and Sport of the State Capital Potsdam  <b>Introduction</b> Dr. Birgit-Katharine Seemann, Municipality Potsdam, Head of the Department of Culture and Museum
10:45 — 11:00	Pause						
11:00 — 11:30	<b>Sustainable Cultural Transformation</b> Dr. Stephan Muschick, innogy Stiftung, Managing Director Michelle Müntefering (requested), Minister of State for International Cultural Policy at the Federal Foreign Office Dr. Stefan Körner, Stiftung Fürst-Pückler-Museum Park & Schloss Branitz, CEO	<b>Best Practice &amp; experiments: New networks as bridges to a climate-neutral future for culture and the media</b> Jacob Bilabel, Head of Network Sustainability in Culture and Media	<b>Extended Theatre : How digital transformation can transform performing arts ecosystem</b> Jonathan Thonon, Théâtre de Liège, European Project Director	<b>Can Culture Change Communities?</b> Neil Peterson, Inside Track, Managing Director	<b>Enabling Cities and Landscapes To Develop Towards a Better Future</b> MVRDV Representative, designated Director Satellite MVRDV Office in Berlin	<b>Reviving rural areas through culture – Galway2020 and its challenges</b> Marilyn Gaughan-Reddan, European Capital of Culture, Galway 2020, Head of Programme	<b>Input</b> Prof. Dr. Hans-Peter Noll, Foundation Zollverein, CEO
11:30 — 11:45	Pause						
11:45 — 12:15	<b>Sustainability from strategy to implementation, the case of the Lyon Opera</b> Thierry Leonardi, Independent consultant, representing Lyon Opera	<b>Digital visitor guides in culture: participation for (literally) everyone</b> Antonia Simon, Business Development Culture Jasdan Joerges, Managing Director MicroMovie Media GmbH	<b>Recruitment in the Digital Age – An Introduction</b> Dirk Schütz, KM Kulturmanagement Network GmbH, Managing Director	<b>Digital Twin Technology Vision Natural History Museum</b> Richard Hinton, Natural History Museum London, Head of Enterprise Architecture and Planning	<b>Reinvent the middle</b> Gerrit Cohlke, Neue Auftraggeber, Head of regional development	<b>Workshop</b> Development of a charter as a green cultural location	
12:15 — 12:30	Pause						
12:30 — 13:00	<b>Green New Culture Deal</b> Erhard Grundl, Member of the Bundestag, Cultural Policies Spokesman for the Green Party Bettina Jahnke, Hans Otto Theater, Artistic Director Noosha Auel, Councillor Education, Culture, Youth and Sport of the State Capital Potsdam	<b>Sustainable music: the challenges for the classical music world</b> Fredrik Österling, Helsingborg Symphony Orchestra	<b>Home Delivery – cultural reach out in times of societal change</b> Roland Haring, Ars Electronica, Technical Director	<b>Recruitment: Events and Sustainability (Conversation)</b> Adrienne Boros, Berlin International Film Festival, Administration Manager Solveig Eckert, Salzburger Festspiele, Head of HR	<b>ufaFabrik Berlin – environmentally friendly and jointly operated since 1979</b> Frido Hinde, Internationales Kulturzentrum ufaFabrik e.V., Managing Director	<b>A free theater, away from metropolises, in the middle of nature</b> Tobias Morgenstern, Theater am Rand, Artistic Director	
13:00 — 14:00	Lunch break						
	MAIN PANEL DEMOCRACY & CULTURE	F. FUNDING PROGRAMS	G. GREEN MARKETING	H. TICKETING & CUSTOMER RELATION	I. SUSTAINABLE CULTURAL TOURISM	J. OUTREACH	WORKSHOP CULTURAL DEVELOPMENT
Topic Partner							
Moderation	Peter Grabowski	Lea Stöver	Henry Brinker	Anna Kleeblatt	Lara Buschmann	Ivana Scharf	Markus Exner
14:00 — 14:45	<b>Focus variety – how democratic are our cultural institutions?</b> Prof. Dr. Oliver Scheytt, KULTUREXPERTEN and KULTURPERSONAL GmbH, Managing Director Heike Bohmann, Musikfestspiele Sanssouci and Nikolaisaal Potsdam gGmbH, Managing Director Prof. Dr. Hermann Parzinger, Prussian Cultural Heritage Foundation, President	<b>CREATIVE EUROPE – What's next? (tbc)</b> Walter Zampieri, European Commission, Head of Culture Policy and Intercultural Dialogue	<b>The emperor's green clothes - about credibility and green washing</b> Marcus Bartelt, buerobartelt concepts, Owner	<b>(tba)</b> Prof. Dr. Helmut Hasenkox, emschertainment GmbH, Managing Director	<b>Smart and resilient – Sustainable destination management</b> Prof. Dr. Hartmut Rein, Eberswalde University for Sustainable Development, Director ZENAT	<b>A way to more diversity in cultural institutions: Outreach</b> Dagmar Wunderlich, Freelance cultural and media manager	<b>Welcome</b> Dr. Manja Schüle, Minister for Science, Research and Culture of the State of Brandenburg  <b>Introduction</b> Samo Darian, TRAFÖ – Models for changing culture, program manager
14:45 — 15:00	Pause						
15:00 — 15:30	<b>Dare more democracy</b> Prof. Dr. Ulrike Guérot, Political scientist & publicist Julia Wissert, Theater Dortmund, Artistic Director Dr. Michael Merschmeier, Der Theaterverlag, Publisher	<b>Cultural Funding in times of Corona</b> André Wilkens, European Cultural Foundation, Director	<b>Communicate sustainability in the cultural field</b> Jakob Christof Kunzmann, Bertelsmann Foundation, Project Manager	<b>Trends in European ticketing – What are the learnings from Covid19</b> Dr. Klaus Zemke, Ticketmaster Germany, General Manager	<b>Cultural tourism in Brandenburg – a contribution for more sustainability?</b> Dieter Hütte, TMB Tourismus-Marketing Brandenburg GmbH, Managing Director	<b>Civic spirit, curiosity and devotion, facing the future at Manchester Museum</b> Esme Ward, Museum Manchester, Director	<b>Input</b> Dr. Uwe Koch, Ministry for Science, Research and Culture of the State of Brandenburg, Cultural Development Lausitz
15:30 — 15:45	Pause						
15:45 — 16:15	<b>Culture and Climate - How to fund both (tbc)</b> Alison Tickell, Julie's Bicycle, Founder	<b>Sustainable event management– walk your talk</b> Isolde Magin-Konietzka, German Council for Sustainable Development, Consultant for sustainable event management	<b>Successful CRM – how to compete in the relationship dimension</b> Helen Dunnett, Helen Dunnett, HD Consulting, Director	<b>Dubrovnik – Respect the City</b> Ana Hrnica, Dubrovnik Tourism Board, Director	<b>2020 culture@home: When your audience stays at home ...</b> Winfried Hanuschik, Crescendo, Publisher	<b>Workshop</b> Development of recommendations for action for rural areas	
16:15 — 16:30	Pause						
16:30 — 17:00	<b>Diversity Matters</b> Prof. Dr. Stephan Weber (angefragt), Museum für Islamische Kunst, Direktor Sandrine Micossé-Aikins, Diversity Art Culture, Leitung Shermin Langhoff (angefragt), Maxim Gorki Theater, Künstlerische Leitung	<b>Subsidy programs and public consultancy offers to reduce the carbon footprint of cultural facilities</b> Bert Tschirner, WFBB Brandenburg Energy Agency, Team Leader	<b>Sustainable advertising – in printing!</b> Max Arnold, ARNOLD group, Managing Director	<b>Discussion: Application and ticket sales taking into account "climate neutral, digital, democratic, participative"</b>   Panelists: Cultural professionals, representatives of the advertising industry ticket industry	<b>Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions</b> Manos Vougioukas, European Cultural Tourism Network ECTN, Secretary-General	<b>Concerts with audio guide, sign language and in the dark</b> Auli Eberle, Nikolaisaal Potsdam, Hearing Mediation and Music Culture Education	
17:00 — 1:00	AWARD CEREMONY OF THE EUROPEAN CULTURAL BRAND AWARD AT THE NIKOLAISAAAL INCL. AFTER-AWARD-PARTY						

SCHIFFBAUER GASSE POTSDAM

EUROPE'S LEADING CULTURE CONGRESS

KLIMANEUTRAL. DEMOKRATISCH. PARTIZIPATIV.

# KULTUR INVEST! KONGRESS

25.–27. November 2020

PROGRAM OVERVIEW

MAIN FOUNDER

PREMIUM PARTNER

CONTACT

Causales – Gesellschaft für Kulturmarketing und Kultursponsoring mbH  
 Bötzowstraße 25  
 10407 Berlin, Germany  
 Telefon: +49 (0)30.53 214 391  
 Fax: +49(0)30.53 21 5337  
 www.kulturmarken.de

Key:

Lecture in English otherwise German

Translated simultaneously either to English or German

Location:	Hans-Otto-Theater	Reithalle	Fabrik	T-Werk	Kunstraum	Fluxus	Waschhaus	
FR 27.11.	MAIN PANEL PARTICIPATION & CULTURE	K. SUSTAINABLE PARTNERSHIPS	L. TRANSFORMATION & INNOVATION	M. DIGITAL SOLUTIONS	N. CLIMATE AS ARTISTIC CONTENT?	O. URBAN CULTURE	WORKSHOP GREEN NEW DEAL	
Topic Partner	TAGESSPIEGEL	Deutsche Post DHL Group	KULTURPOLITISCHE GESELLSCHAFT E.V.	publicplan.	INNOGY STIFTUNG	MONHEIMER KULTURWERKE	ECBN	
Moderation	Stefan-Andreas Casdorff	Fritz Lietsch	Christina Barandun	Dr. Kiyomi v. Frankenberg	Elke Buhr	Bernadette Spinnen	Bernd Fesel	
9:00 — 10:00	Check-In							
10:00 — 10:45	<b>Culture for everyone. Or: culture of everyone?</b> Esme Ward, Manchester Museum, Director Gabriele Landwehr, former Head of Goethe-Institut Abu Dhabi Jochen Sandig, Ludwigsburger Schlossfestspiele, Artistic Director	<b>Between Corona and other challenges: Trends and developments in entrepreneurial cultural promotion in Germany</b> Dr. Franziska Nentwig, Association of Arts and Culture of the German Economy at the Federation of German Industries e.V., Managing Director	<b>Innovations in cultural institutions</b> Dr. Henning Mohr, Head of Institute for Cultural Policy of the Cultural-political society e.V.	<b>Digital sustainability: How administrations and cultural institutions benefit from open source applications</b> Dr. Christian Knebel, publicplan GmbH, Managing Director	<b>We Made it All Up – Resilient Cultural Strategies</b> Ian Garrett, Centre for Sustainable Practice in the Arts, Director	<b>New construction of a multi-line house in times of Fridays for Future, Corona and the desire for sustainability</b> Martin Witkowski, Monheimer Kulturwerke, Managing Director	<b>Input</b> European Green Deal: starting point for a sustainable cultural policy? Dr. Ralf Weiß, REFLEXIVO Büro für Innovation und Wandel, Managing Director	
10:45 — 11:00	Pause							
11:00 — 11:30	<b>Courageously sustainable! What is cultural funding doing for an environmentally friendly future?</b> Prof. Dr. Markus Hilgert, Secretary General of the Cultural Foundation of the States   Dr. Christian Ehler, Member of the European Parliament   Clemens Pflanz, European Cultural and Creative Industries Alliance, Vice-Chairman   Edilia Gänz, Fedora, Director	<b>Neighborhood becomes partnership – Best Practice of a long-term and diverse sponsorship partnership</b> Bettina Reinhart, Theaterhaus Stuttgart e.V., Administrative management, Mercedes-Benz bank representative	<b>Design Thinking - an approach for creative work &amp; entrepreneurship</b> Sabrina Meyfeld, Founder & Coach	<b>Building a digital society for all – lessons from e-Estonia</b> Anett Numa, e-Estonia, Digital Transformation Adviser	<b>The climate crisis as a complexity problem and cooperation mandate</b> N.N., Institute for Advanced Sustainability Studies (IASS), Research Group Leader	<b>Culture rebranding of (micro)destinations: Case study Novi Sad – European Capital of Culture</b> Nemanja Milenković, Foundation Novi Sad 2021, CEO		
11:30 — 11:45	Pause							
11:45 — 12:15	<b>“We have an appointment with Bayer!”</b>  <b>Solidarity through living together – Urban space as a guarantee for tolerance and participation?</b> Leoluca Orlando, Mayor of Palermo Hedwig Fijen, Manifesta, Director Mike Schubert, Mayor of Potsdam	<b>Philips and Rijksmuseum: a sustainable and viable partnership</b> Hanneke Beynen, Rijksmuseum Amsterdam, Corporate Sponsorships Nathalie Lam, Philips, Head of Global Sponsorship	<b>On the (Im-)Possibility of Managing Co-Creation</b> Christian Holst, University of Lüneburg, Program Coordinator	<b>Citizen-friendly digital administrative services</b> Prof. Dr. Andreas Meyer-Falcke, CIO of the State of North Rhine-Westphalia	<b>WORLD CLIMATE THEATER and CLIMATE POP UP THEATER – How climate theater can connect people</b> Natalie Driemeyer, Hans Otto Theater, Dramaturge		<b>Cultural policy concepts</b> Dr. Birgit-Katharine Seemann, Municipality Potsdam, Head of the Department of Culture and Museum	<b>Workshop &amp; Discussion</b> Walter Zampieri, European Commission, Head of Culture Policy and Intercultural Dialogue Johanna Leissner, Fraunhofer-Gesellschaft/ Forschungsallianz Kulturerbe (German Research Alliance Cultural Heritage), Scientific representative Christian Steinau, Ludwig-Maximilians-Universität München, Research Associate etc.
12:15 — 12:30	Pause							
12:30 — 13:00	<b>New relationship formula: 5 x E = N</b> Clemens Pflanz, European Cultural and Creative Industries Alliance, Vice-Chairman	<b>Change Now! A DIY Toolkit for Cultural Institutions</b> Jérémie McGowan, Designer	<b>Learning administration: Escaping the complexity with data and standards</b> Thomas Heilmann, Member of the Bundestag (Digital Agenda Committee)	<b>ruangrupas documenta fifteen – on lumbung and sustainability</b> Dr. Sabine Schormann, documenta und Museum Fridericianum gGmbH, General Director	<b>The Art of the Future – The municipal strategy of a sustainable culture in Dresden</b> Juliane Moschell, City of Dresden, Head of Department Culture and Communication			
13:00 — 14:00	Lunch break							
14:00 — 15:30	<p>FINAL DEBATE</p> <p>HOW INNOVATION-FRIENDLY IS THE EUROPEAN CULTURAL MARKET? THE CHALLENGE OF CLIMATE, DEMOCRATIZATION, PARTICIPATION</p> <p>MODERATION: PETER GRABOWSKI, THE CULTURAL-POLITICAL REPORTER</p> <p>MARIYA GABRIEL (REQUESTED)   EU-KOMMISSARIN FÜR INNOVATION, JUGEND UND KULTUR   EUROPEAN COMMISSIONER FOR INNOVATION, RESEARCH, CULTURE, EDUCATION AND YOUTH</p> <p>MICHELLE MÜNTEFERING (REQUESTED), MINISTER OF STATE FOR CULTURAL AFFAIRS AT THE FEDERAL FOREIGN OFFICE</p> <p>ERHARD GRUNDL, MEMBER OF THE BUNDESTAG, CULTURAL POLICIES SPOKESMAN FOR THE GREEN PARTY</p> <p>BERND FESEL, EUROPEAN CREATIVE BUSINESS NETWORK, MANAGING DIRECTOR</p>							

Information

All participants, speakers and partners are cordially invited to the **Opening Party** on November 25th in the Barberini Museum.

When you are **accredited on the morning** of the first day of the Congress, you will receive your congress folder including further information.

After the Opening Session you are invited to move freely between the parallel theme forums. Please allow **approx. 5 minutes** to reach the halls on foot.

The entire Main Panel will be translated simultaneously. In addition, some lectures and discussions will also be translated simultaneously.

The **congress center** with accreditation, catering, exhibitors and information center is located in the Schinkelhalle.



Shuttle Bus Service

As a participant of the 12th CultureInvest! Congress, the Opening Party and the Award Ceremony, we offer a free shuttle service from selected hotels in Potsdam to the Congress locations. More information at [www.cultural-brands.com](http://www.cultural-brands.com)

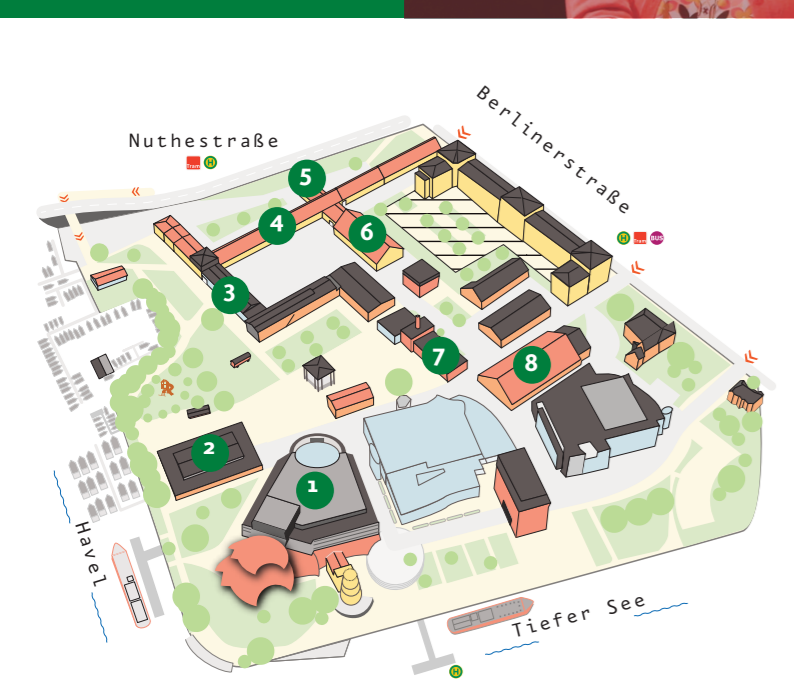


Congress App

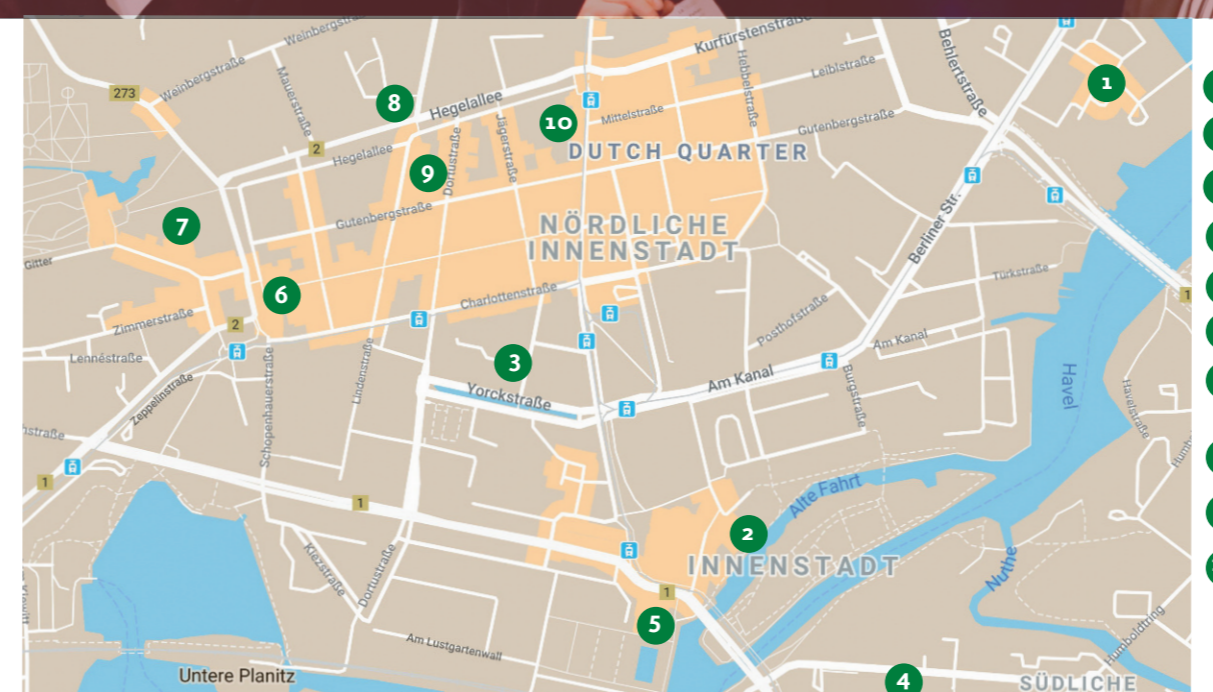


Would you like to compile your own congress program digitally, get in contact with other congress participants and be informed about changes to the congress program?

Download the new congress app!



- 1 Hans Otto Theater  
Check-In, Opening Session, Main Panels, Final Debate
- 2 Fabrik  
Tracks
- 3 Fluxus +  
Tracks
- 4 T-Werk  
Tracks
- 5 Kunsthau  
Tracks, relaxation room »Zwischenraum«
- 6 Schinkelhalle  
Check-In, Catering, Exhibition
- 7 Waschhaus  
Workshops
- 8 Reithalle  
Tracks



- 1 Schiffbauergasse
- 2 Museum Barberini
- 3 Nikolaisaal Potsdam
- 4 B&B Hotel Potsdam
- 5 Mercure Hotel
- 6 Hotel am Brandenburger Tor
- 7 MAXX by Steigenberger Sanssouci Potsdam
- 8 Potsdam Hotel Am Jägertor
- 9 Altstadt Hotel Potsdam
- 10 NH Hotel Potsdam



[www.kulturmarken.de](http://www.kulturmarken.de)  
[www.cultural-brands.com](http://www.cultural-brands.com)

For a culture-friendly climate and a climate-friendly culture