

Proposal for a G20 network of Cultural Business Management Training institutions

The pandemic crisis has radically changed and it will continue to change the way we look at cultural heritage, leading to **increasing expectations on the role it can play in the society**: from asset to be protected, to agent of economic development, driver for growth and social cohesion.

The challenge of the recovery and renaissance of world economies will have to be based on two important elements: on the one hand, the ability to innovate, develop and design; on the other hand, the ability to manage and implement. Applied to the context of cultural heritage, this means innovation in the supply systems, effective operating models, new range of services by museums, theatres, libraries, archaeological parks, monuments, as well as new practices of conservation and protection.

To reach this transformation, **adequate competence in managing and organising resources are needed**, in order to generate programmes and actions that fit with the concepts of culture-driven development.

From this perspective, the issue of professional skills becomes central: organisational, creative, planning and budgeting skills, strategic vision and interpersonal skills **will be increasingly needed** to guide this process. Only new professional figures (culture managers), able to combine the organisational skills with a deep knowledge of the cultural contexts, as such with the paradigms of development, will be able to face the challenge.

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For some years now, **schools and agencies for training in the field of cultural heritage management** have been set up in various countries around the world. The panorama is diversified and includes public and private, academic and professional bodies with a national or local profile. These are recent experiences, with very different training programmes, for a field— cultural management - not yet standardised.

Today according to a research carried out by the Fondazione Scuola dei beni e delle attività culturali – the high school for training in the field of cultural management, funded by Italian Ministry of Culture - **there is no network** connecting these stakeholders.

These are the reasons why we intend to propose a **G20 network of Institutions active in the field of training in cultural business management**.

Such a network, would pursue the following aims:

- To set up an **information exchange** on models and successful experiences and to create a network of relationships in order to share practices and methods
- To encourage **the mobility of professionals** in the sector within a global perspective
- To share **research paths** on the theme of cultural business management
- To create a **structured framework for representation** of the requests of the training subjects in this field, in order to support international programmes

In conclusion, the network will help each participating Country in **strengthening the professional capacities for the management of cultural heritage, through exchange and sharing, in order to foster economic and social development**.

Italy intends to contribute to the process of setting up the network, by organising a project task force of G20 countries that will guide the work and lead - within a one-year period - to the establishment of the network.

The work will be conducted by Fondazione Scuola dei Beni e delle Attività Culturali in cooperation with Ministry of Culture Directorate General for Education and Research. The other schools of the Ministry (ICPAL – Central Institute for the restoration and conservation of archival and library heritage, ISCR – Central Institute for restoration, OPD – Opificio delle Pietre Dure) will contribute with their deep experience in the field of training.

The envisaged working phases are:

- **Phase 1 - Analysis:** activation of the G20 round table and detailed analysis of the training institutions of each Country. In this phase, analytic information about G20 countries schools and other institutions, operating in the field of cultural business management training, will be shared:

1.1 – sharing of information and identification of coherent and interested institutions

1.2 – survey on the institutions strategic and operating systems: areas of activity, provided courses and services, organizational and management models

1.3 - identification of opportunities and definition of the added values that the network can bring

- **Phase 2 - Design:** proposal of network activities and of the organisation and functioning model:

2.1 – definition of the network scope and activities

2.2 – definition of the organizational model

- **Phase 3 - Start:** formal constitution of the network and start of its functioning.