



EUROCITIES CULTURE FORUM

Parallel workshop: what happens when cities and universities work together to shape local cultural policies?

Friday 11 October 2019, 15.00-16.30

The Keys and the Mortarboards: what happens when cities and universities work together to shape local cultural policies.

Objectives of the workshop:

Share knowledge and practices linked to the collaboration between municipalities and local universities and what it brings to city development.

Context:

Today, a university is very much a part of the city it's in, and universities and cities can work together to build a better urban future. Both are locally rooted, globally aware, responsive and pragmatic, willing to work with communities to transform themselves and their environment.

If cities are taking on a far more important role as breeding grounds for new ideas and generators of wealth, locally rooted universities have an increasingly important role to play in their community and in all aspects of the city's economic and social evolution. Universities have the power to create exciting, connected and inclusive cities and influence the development agenda of cities in which they reside. Local authorities recognise this influence, competence and role, and partner with their local universities through shared spaces, partnerships, university-led public symposia, grassroots projects and media conversations.

In planning for the future city, universities and city leaders need to work together. As cities stand at the fore-front of innovation in policy making and shoulder more responsibilities when it comes to global challenges, universities can support them by being their partners, their think tanks, their talent suppliers, and their knowledge producers.

In this workshop, we will discuss:

- Why are cities and universities so deeply connected at local level?
- What is their potential for collaboration and how do they work together?
- What can universities bring to city development? And how?
- How can universities feed into the [cultural] policies of municipalities?

We will look at different examples of effective and fruitful collaborations between local authorities and universities. Leeds City Council and University of Leeds will kick off the discussion on why and how their partnership has developed, is implemented and which benefits it created for both institutions and citizens. We will then compare with other European case studies and discuss what can the university bring to city development:

- Leeds City Council and University of Leeds will focus on two local examples: the Leeds 2023 bid, the new [Centre for Cultural Value](#) and a research project done on culture and social inclusion in the city centre outskirts (with the Donut Group, a group of cultural organisations outside of Leeds city centre). Presented by Sue Hayton, University of Leeds.
- The University of Bologna was founded in 1088 and is today the oldest university in Europe. The University and Comune di Bologna have a long history of collaboration, and both institutions have been working together on culture, cultural heritage and urban regeneration for a long time. This cooperation has been reinforced thanks to the [ROCK](#) EU-funded project which is coordinated by both institutions together. ROCK in Bologna mostly focuses on the Zamboni area, the historical university district placed at the heart of the cultural city centre. Presented by Martina Massari, University of Bologna.
- Smart institutions make smart cities: Eindhoven University of Technology (TU/e) is a research university specializing in engineering science and technology. The university is using the city of Eindhoven as a playground for testing smart solutions developed in its wall. Eindhoven citizens are testers and actors of this giant urban Living Lab and benefit from most of the innovative solutions that come out of it. Presented by Gamze Dane, Technical University of Eindhoven.

Structure of the workshop:

Moderators: Cécile Houpert, EUROCITIES; Sue Hayton, University of Leeds

15.00	Welcome and round of introductions from participants <ul style="list-style-type: none"> • Explaining the motivations behind the workshop, clearing up the specific objectives of the workshop and giving participants a brief overview of the session's agenda.
15.05	Introducing the workshop focus by Cécile Houpert, EUROCITIES <ul style="list-style-type: none"> • context, main trends and findings from the research so far • introducing the workshop questions
15.10	Kick off presentation from Leeds by Sue Hayton
15.25	Comparative cases: discussion between the universities of Leeds; Bologna; Eindhoven, completed with other examples from the audience
15.45	Q&A: Clearing up doubts for an in-depth understanding of the cases
16.00	Collaborative reflection to extract key learnings based on the extrapolation of the cases to different local contexts <ul style="list-style-type: none"> • Which elements are essential to achieve the expected impacts in different local contexts? • Which cooperation/partnerships aspects would be useful to implement in my city? • Which are the targets and goals of the collaboration? • What would be challenging in implementing such partnership in my city and how to overcome it?
16.20	Sharing lessons learned, conclusion and closing of the workshop

