

# ROCK Open Knowledge Week CULTURAL HERITAGE LEADING URBAN FUTURES

27-30 October 2020

REGISTER: [ROCKPROJECT.EU](https://rockproject.eu)



Co-funded by the Horizon 2020 Framework Programme of the European Union



# ROCK

## Extended Programme

### Tuesday 27th October

09.00 – 09.50	<b>Opening</b> Pamela Lama, ROCK Project Coordinator, City of Bologna Cristina Garzillo, ICLEI Europe Matteo Lepore, Deputy Mayor to Culture, City Promotion, Sport and Civic Imagination, City of Bologna  <b>Keynote presentation</b> Prof. Giovanni Leoni, Department of Architecture, University of Bologna
09.50 – 10.00	Break
10.00 – 10.50	<b>ROCK CityTalks: Experiences and Breakthroughs</b> <b>Developing iconic urban actions in the ROCK replicator cities</b>  Moderator: Valentina Gianfrate, University of Bologna  <ul style="list-style-type: none"><li>• <i>Toni Masevski, City of Skopje</i></li><li>• <i>Francesco Volta, City of Bologna</i></li><li>• <i>Maria Ana Silva Dias, City of Lisbon</i></li></ul>
10.50 – 11.00	Break
11.00 – 11.45	<b>Campfire session</b> <b>Stories of change by Skopje, Bologna, Lisbon</b> Moderator: Valentina Gianfrate, University of Bologna  <b>Reflections from the European Commission</b> Giulia Facelli, Policy Officer, DG R&I Christophe Coudun, Senior Project Adviser, EASME
11.45 – 12.00	Break
12.00 – 12.30	<b>ROCKnROLL Networking</b> Meet other conference participants in random one-to-one virtual meetups
Ongoing	<b>ROCK Exhibition</b> Visit the virtual booths of ROCK partners presenting technological solutions and discover relevant EU projects focusing on cultural heritage.

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## Wednesday 28th October

09.00 – 10.15	<b>ROCK CityTalks: Experiences and Breakthroughs</b> <b>Soft tools for citizen engagement in culture &amp; heritage</b>  Moderator: Miruna Draghia, Urbasofia  <ul style="list-style-type: none"><li>• <i>George Stefas (TBC), City of Athens</i></li><li>• <i>Ovidiu Cîmpean and Dalila Ciuclan, City of Cluj-Napoca</i></li><li>• <i>Suzanne Jameson, City of Liverpool</i></li></ul>
10.15 – 10.30	Break
10.30 – 11.10	<b>ROCK CityTalks: Experiences and Breakthroughs</b> <b>Advanced tools for smart culture and heritage</b>  Moderator: Pietro Elisei, Urbasofia  <ul style="list-style-type: none"><li>• <i>Dalia Bardauskiene, City of Vilnius</i></li><li>• <i>Marianne Willemsen, City of Eindhoven</i></li></ul>
11.10 – 11.45	<b>Campfire session</b> <b>Stories of change by Athens, Cluj-Napoca, Liverpool, Vilnius and Eindhoven</b>  Moderator: Cécile Houpert, Eurocities
Ongoing	<b>ROCK Exhibition</b>  Visit the virtual booths of ROCK partners presenting technological solutions and discover relevant EU projects focusing on cultural heritage.

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## Thursday 29th October

09.00 – 10.15	<b>ROCK CityTalks: Experiences and Breakthroughs</b> <b>Monitoring tools for heritage areas regeneration</b>  Moderator: Miruna Draghia, Urbasofia <ul style="list-style-type: none"><li>• <i>Erica Albarello , City of Turin</i></li><li>• <i>Richard Nordier and Céline Lyoën, City of Lyon</i></li></ul>
10.15 – 10.30	Break
10.30 – 11.15	<b>Campfire session</b> <b>Stories of change by Turin and Lyon</b>  Moderator: Cécile Houpert, Eurocities
11.15 – 11.30	Break
11.30 – 12.00	<b>Keynote Interview</b> Lia Ghilardi, Founder of Noema Consulting and City Mapping Interviewer: Stephania Xydia, ICLEI
12.00 – 12.30	<b>ROCKnRoll Networking</b> Meet other conference participants in random one-to-one virtual meetups
Ongoing	<b>ROCK Exhibition</b> Visit the virtual booths of ROCK partners presenting technological solutions and discover relevant EU projects focusing on cultural heritage.

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## Friday 30th October

### ROCK Online Thematic Seminars

Take part in the thematic online seminars bringing together academic experts, city representatives and local stakeholders to discuss theory and practice on the three ROCK pillars: Accessibility, Sustainability and New Collaborations.

09.30 – 10.50	<b>Accessibility of cultural heritage</b> Coordinated by the University of Bologna
11.00 – 12.20	<b>Cultural heritage &amp; sustainability</b> Coordinated by the Institute of Social Sciences, University of Lisbon
12.30 – 13.50	<b>Cultural heritage innovative partnerships</b> Coordinated by the Faculty of Architecture, Ss. Cyril and Methodius University, Skopje
14.00 – 15.00	Break
Ongoing	<b>ROCK Exhibition</b> Visit the virtual booths of ROCK partners presenting technological solutions and discover relevant EU projects focusing on cultural heritage.

### ROCK Open Knowledge Sessions

Watch parallel teaser presentations of key ROCK outputs and join the Q&A between researchers and audience

15.00 – 15.25	Better informing European policies: The power and value of European projects  Cécile Houpert & Julie Hervé (EUROCITIES)  Sandra Gizdulich (Urban Agenda for the EU)	ROCK Policy Recommendations on Cultural Heritage Valorization  Sylvia Amann (TASO)	The role of Cultural & Creative enterprises in Heritage-led urban regeneration in the post COVID-19 era  Patrizia Asproni & Stefano Cozzolino (Confindustria)  [pre-recorded session]
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<p>15.30 – 15.55</p>	<p>Governance Toolkits and Financial Schemes for implementation of Heritage-led regeneration projects</p> <p>Emanuela Gasca (Fondazione Fitzcarraldo)</p>	<p>Linking Cultural Heritage to Smart Specialisation Strategies</p> <p>Miguel Rivas (TASO)</p>	<p>Leave a trace not a footprint: A guide for cities to address environmental impact of cultural events</p> <p>Lucy Latham (Julie's Bicycle)</p>
<p>16.00 – 16.10</p>	<p>Break</p>		
<p>16.10 – 17.00</p>	<p><b>Closing</b></p> <p>Pamela Lama, ROCK Project Coordinator, City of Bologna Valentina Orioli, Vice Mayor, City of Bologna</p> <p><b>Music Performance</b></p> <p>in collaboration with the Teatro Comunale di Bologna</p>		