



Tuesday 27th - Friday 30th October 2020

Final Programme

Register now to join us: www.rockproject.eu

Tuesday 27th October

09.00 – 09.50 CET



Opening & Keynote presentation

Welcome to the ROCK Open Knowledge Week! Join us to explore how ten ROCK cities collaborated with knowledge brokers and service providers, experimenting and advancing tools and approaches for sustainable, heritage-led urban regeneration. In his welcome note, Matteo Lepore, Deputy Mayor of the City of Bologna, discusses the potential of the cultural sector as a driver for recovery from the pandemic and in his keynote speech, Prof. Giovanni Leoni offers new pathways for heritage-led urban futures.

Speakers:

Pamela Lama, ROCK Project Coordinator, City of Bologna

Cristina Garzillo, ICLEI Europe

Prof. Giovanni Leoni, Department of Architecture, University of Bologna

09.50 – 10.00 CET BREAK

10.00 – 10.50 CET



ROCK CityTalks

Developing iconic urban actions in the ROCK replicator cities

Join this session to learn how the ROCK project supported the transformation of urban areas into cultural and sustainable neighbourhoods in the historic centres of Bologna, Lisbon and Skopje. Each city has worked on specific pilot areas, temporary projects and technological tools to monitor this transformation, using innovative governance models. Representatives of the three ROCK Replicator Cities share knowledge that emerged through experimentation and co-design, demonstrating actions that showcase local approaches to the ROCK project.

Speakers:

Toni Masevski, City of Skopje

Francesco Volta, City of Bologna

Alexandra Aníbal, City of Lisbon

Moderator:

Danila Longo, University of Bologna

10.50 – 11.00 CET BREAK

11.00 – 11.45 CET



Campfire session with Skopje, Bologna & Lisbon

Gather around the Campfire with representatives from the ROCK cities to learn about inspirations, learnings and transformative stories that emerged during the project. As the participating cities reflect on the futures of newly created synergies, this session offers insights into the exchange and mentoring process which was central to the ROCK project.

Speakers:

Toni Masevski, City of Skopje
Francesco Volta, City of Bologna
Alexandra Aníbal, City of Lisbon

Moderator:

Danila Longo, University of Bologna

Reflections from the European Commission

EU Commission officers join this dialogue, sharing new opportunities provided by Horizon Europe for the future of cultural policy and a green recovery for Europe.

Speakers:

Christophe Coudun, Senior Project Adviser, EASME
Giulia Facelli, Policy Officer, DG R&I

Moderator:

Cristina Garzillo, ICLEI Europe

11.45 – 12.00 CET BREAK

12.00 – 12.30



ROCKnROLL Networking

Meet other conference participants in random one-to-one virtual meetups.

[Ongoing]



ROCK Exhibition

Visit the virtual booths of ROCK partners presenting technological solutions and discover relevant EU projects focusing on cultural heritage.

ROCK Open Knowledge Week
**CULTURAL HERITAGE
LEADING URBAN
FUTURES**



**4 DAYS
10 CITIES
20+ SESSIONS
50 + SPEAKERS
350+ PARTICIPANTS**

Wednesday 28th October

09.00 – 10.15



ROCK CityTalks

Soft tools for citizen engagement in culture & heritage

The Impact Hub Athens presents how the story of the Kypseli market is reinventing the concept of the ancient Agora in a multicultural neighbourhood. The City of Cluj-Napoca shares the story of the Centre of Innovation and Civic Imagination, while the City of Liverpool showcases their experience with the citizen engagement programme.

Join this session to learn how the ROCK project enabled cities to test a variety of tools and technologies to enhance their local cultural heritage, both tangible and intangible. The ROCK project has provided soft tools for citizen engagement, while advancing technologies propelling cultural heritage into the world of smart cities. ROCK Role Model cities discuss how these tools have increased understanding of the perceptions, needs and requirements of citizens, starting a dialogue on what is local heritage and how to best preserve it.

Speakers:

Sophie Lamprou, Impact Hub Athens

Dalila Ciucan, City of Cluj-Napoca

Mark Kitts, City of Liverpool

Moderator:

Miruna Draghia, Urbasofia

10.15 – 10.30 CET BREAK

10.30 – 11.10 CET



ROCK CityTalks

Advanced tools for smart culture and heritage

How can cities use sensors and open data systems for better managing their cultural heritage areas and events? The City of Vilnius presents the application of neuro video analytics and the City of Eindhoven shares the story of the Eindhoven Living Lab.

Join this session to learn how the ROCK project enabled cities to test a variety of tools and technologies to enhance their local cultural heritage, both tangible and intangible. The ROCK project has provided soft tools for citizen engagement, while advancing technologies propelling cultural heritage into the world of smart cities. ROCK Role Model cities discuss how these tools have increased understanding of the perceptions, needs and requirements of citizens, starting a dialogue on what is local heritage and how to best preserve it.

Speakers:

Dalia Bardauskiene, City of Vilnius
Marianne Willemsen, City of Eindhoven

Moderator:

Pietro Elisei, Urbasofia

11.10 – 11.45 CET



Campfire session with Athens, Cluj-Napoca, Liverpool, Vilnius & Eindhoven

Gather around the Campfire with representatives from the ROCK cities to learn about inspirations, learnings and transformative stories that emerged during the project. As the participating cities reflect on the futures of newly created synergies, this session offers insights into the exchange and mentoring process which was central to the ROCK project.

Speakers:

George Stefas, City of Athens
Ovidiu Cîmpean, City of Cluj-Napoca
Mark Kitts, City of Liverpool
Rūta Matonienė, City of Vilnius
Marianne Willemsen, City of Eindhoven

Moderator:

Cécile Houpert, Eurocities

[Ongoing]



ROCK Exhibition

Visit the virtual booths of ROCK partners presenting technological solutions and discover relevant EU projects focusing on cultural heritage.

ROCK Open Knowledge Week
**CULTURAL HERITAGE
LEADING URBAN
FUTURES**



**4 DAYS
10 CITIES
20+ SESSIONS
50 + SPEAKERS
350+ PARTICIPANTS**

Thursday 29th October

09.00 – 10.15 CET



ROCK CityTalks

Monitoring tools for heritage areas regeneration

The City of Turin presents its experimentation with ROCK tools and technologies for monitoring urban heritage regeneration. The Lyon Urban Agency shares its experience in setting up participatory groups to better understand the new ways of living in Cultural Heritage areas, hence complementing the work of the Urban Observatory.

Cities participating in the ROCK project focused their efforts on specific local heritage sites or cultural events. ROCK Role Model cities used specific monitoring tools to transform and regenerate their urban identities, while also tackling new challenges. Listen to their stories and visit the ROCK Exhibition to discover more technological tools co-developed during the ROCK project.

Speakers:

Erica Albarello , City of Turin
Richard Nordier, Urban Development Agency of
the Great Lyon

Moderator:

Miruna Draghia, Urbasofia

10.15 – 10.30 CET BREAK

10.30 – 11.15 CET



Campfire session with Turin and Lyon

Gather around the Campfire with representatives from the ROCK cities to learn about inspirations, learnings and transformative stories that emerged during the project. As the participating cities reflect on the futures of newly created synergies, this session offers insights into the exchange and mentoring process which was central to the ROCK project.

Speakers:

Erica Albarello , City of Turin
Céline Lyoën, City of Lyon

Moderator:

Cécile Houpert, Eurocities

From research-action-research to integrated management plans

The University of Bologna presents the ROCK methodology implemented to develop the Integrated Management plan, an experimental tool with the aim to act as a strategic/operative structure with several levels of specificity for the Policy Makers. Lessons from the Pilot Plan of the city of Bologna are presented, as a starting point for replication in other cities.

Speakers:

Martina Massari, University of Bologna
Rossella Roversi, University of Bologna

11.15 – 11.30 CET BREAK

11.30 – 12.00 CET



Keynote Interview

“A city is more than a place in space. It is a drama in time”, Patrick Geddes argued. In this live interview, cultural planner and cultural regeneration expert, Lia Ghilardi, shares insights on the shifting roles of urban actors and the multi-faceted challenges faced by the cultural sector today.

Speaker:

Lia Ghilardi
Founder of Noema Culture and Place Mapping

Interviewer:

Stephania Xydia, ICLEI Europe

12.00 – 12.30 CET



ROCKnRoll Networking

Meet other conference participants in random one-to-one virtual meetups

[Ongoing]



ROCK Exhibition

Visit the virtual booths of ROCK partners presenting technological solutions and discover relevant EU projects focusing on cultural heritage.



Friday 30th October

09.30 – 10.50 CET



ROCK Online Thematic Seminar

Accessibility of cultural heritage

Progressive and radical change is happening around the issue of cultural heritage accessibility and access during recent years. The ROCK project has followed a specific approach to accessibility, which was applied in different European cities. Join this Online Seminar led by the University of Bologna, to hear representatives and local stakeholders from the ROCK cities of Lyon, Cluj and Bologna presenting the latest developments on the theory and practice of heritage accessibility. The panel will be followed by a Q&A session with the audience.

Speakers:

- Marco Lombardo,
Deputy Mayor for Economic activities,
Accessibility, European and International
Relations, City of Bologna
- Valentina Gianfrate, University of Bologna
- Mauro Bigi, Fondazione Innovazione Urbana
- Fabio Fornasari, Cavazza Institute Bologna
- Thierry Marsick, Director of Urban Lighting
Department at the City of Lyon
- Céline Lyoën, City of Lyon
- Oana Buzatu, City of Cluj-Napoca

Provocateur:

Francesc Aragall, Design for All Foundation

Moderator:

Saveria Boulanger, University of Bologna

11.00 – 12.20 CET



ROCK Online Thematic Seminar

Cultural heritage & sustainability

Join this Online Seminar led by the Institute of Social Sciences of the University of Lisbon, exploring three perspectives of sustainability: social, environmental and cultural. Each one of them is illustrated by

grassroot examples from Lisbon and other actions carried out in the ROCK cities of Vilnius and Turin. The panel will be followed by a Q&A session with the audience

Speakers:

- Roberto Falanga, University of Lisbon
- Gediminas Rutkauskas, Director of Vilnius Old Town Renewal Agency
- Chiara Lucchini, Torino Urban Lab
- Alexandra Aníbal, City of Lisbon
- Luís Matos & Margarida Marques, ONG Rés do Chão, Lisbon

Provocateur:

Raffaella Gueze, Department Urban Planning and Environment of the City of Bologna

Moderator:

Mafalda Nunes, University of Lisbon

12.30 – 13.50 CET



ROCK Online Thematic Seminar

Cultural heritage & innovative partnerships

Join this Online Seminar led by the Faculty of Architecture of the Ss. Cyril and Methodius University of Skopje, offering insights on the results of the ROCK project in the domain of co-creation, facilitation, and recognition of innovative partnerships. These are based on re-using cultural heritage as a resource and enabler of novel, creative urban policies and practices. Listen to academic experts, city representatives and local stakeholders from the ROCK cities of Skopje, Bologna and Eindhoven discussing the theory and practice of building multi-stakeholder partnerships for cultural heritage valorisation.

The panel will be followed by a Q&A session with the audience.

Speakers:

- Toni Masevski, Skopje Urban Living Lab
- Chiara Sponza, Fondazione Innovazione Urbana
- Marianne Willemsen, City of Eindhoven

Moderator:

Prof. Dr. Ognjen Marina, Faculty of Architecture, University “Ss. Cyril and Methodius” in Skopje

Provocateur:

Dr. Catherine Cullen, ROCK Multi Actor Board, Special Adviser on Culture in Sustainable Cities, UCLG Barcelona

[Ongoing]



ROCK Exhibition

Visit the virtual booths of ROCK partners presenting technological solutions and discover relevant EU projects focusing on cultural heritage.

15.00 – 15.25 CET



Open Knowledge Sessions_Round 1

1A

Better informing European policies: The power and value of European projects

Join this session led by [EUROCITIES](#), presenting the process of exchange created among European funded projects focusing on cultural heritage, the impacts it had and the results it created. Get the latest information on the EU Urban Agenda Partnership for Culture and Cultural Heritage which highlights cultural heritage as a vital resource and opportunity for urban development.

Speakers:

Julie Hervé (EUROCITIES)
Sandra Gizdulich
(Urban Agenda for the EU)

Moderator:

Cécile Houpert (EUROCITIES)

1B

ROCK Policy Recommendations on Cultural Heritage Valorization

Join this session to learn about key policy recommendations by [TASO](#), addressing regulatory issues and implementation frameworks at all administrative levels. The discussion will offer useful tools for those advocating for cultural heritage as a driver for sustainable and smart growth.

Speaker:

Sylvia Amann (TASO)

Moderator:

Martina Massari (UNIBO)

1C

The role of Cultural & Creative enterprises in the post COVID-19 era

The COVID-19 pandemic is expected to have significant and long-lasting repercussions, which will be felt across industry and society, and will influence future trends in the cultural sector. Join this pre-recorded session with experts from [Confindustria Servizi Innovativi e Tecnologici](#) sharing their research findings on how companies react to transformations in the context of urban regeneration.

Speakers:

Patrizia Asproni & Stefano Cozzolino (Confindustria Servizi Innovativi e Tecnologici)

Moderator:

Cristina Garzillo, ICLEI Europe



15.30 – 15.55 CET

Open Knowledge Sessions_Round 2

2A

Governance Toolkits and Financial Schemes for Heritage-led regeneration projects

Join this session led by [Fondazione Fitzcarraldo](#), offering guidelines and tools for heritage-led regeneration initiatives fostering economic growth and social inclusion. The discussion will address design methodologies for business models and financial schemes useful to place-based strategies for heritage-led regeneration processes.

Speaker:

Emanuela Gasca
(Fondazione Fitzcarraldo)

Moderator:

Rossela Roversi (UNIBO)

2B

Linking Cultural Heritage to Smart Specialisation Strategies

Join this session led by [TASO](#), linking cultural heritage with the Smart Specialisation Strategies (RIS3) developed at regional and national levels. The discussion will address ways for paving innovation-led pathways to cultural heritage as drivers of regional development and will highlight the potential role of cities as tier-one RIS3 actors.

Speaker:

Miguel Rivas (TASO)

Moderator:

Paolo Canonico (ART-ER)

2C

Leave a trace not a footprint: A guide for cities to address environmental impact of cultural events

Join this session led by [Julie's Bicycle](#), offering practical guidance on how to improve the environmental sustainability of outdoor cultural events in heritage cities. The discussion will address key impact areas and international best practices on circular and green approaches to event management.

Speaker:

Lucy Latham (Julie's Bicycle)

Moderator:

Saveria Boulanger (UNIBO)

16.00 – 16.30 CET

Closing Plenary

It's not over till it's over! This is your time to share feedback and receive information on future opportunities. The Vice Mayor of the City of Bologna, Valentina Orioli, makes a final reflection on the ROCK methodology for co-designing culturally vibrant and sustainable neighbourhoods in a circular and incremental way. A music performance in collaboration with the Teatro Comunale di Bologna brings the ROCK Open Knowledge Week to a closure, giving us inspiration for the next steps!

Speakers:

Valentina Orioli, Vice Mayor, City of Bologna

Pamela Lama, ROCK Project Coordinator, City of Bologna & Cristina Garzillo, ICLEI Europe

Music Performance

in collaboration with the Teatro Comunale di Bologna