



MASTER IN
CULTURAL MANAGEMENT



conservatorio
scuola universitaria di musica



Certificate of Advanced Studies (CAS)

CULTURAL POLICIES

Strategies, policies, and practices for sustainable development

SUPSI

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CULTURAL POLICIES

Strategies, policies, and practices for sustainable development

Scientific Advisor: Professor Franco Bianchini - Associate Director Centre for Cultural Value (Leeds, UK).

Cultural organisations and institutions have to manage complexity as never before. Social transformations, climate change, rising inequality, artificial intelligence, and digitalization are shaping new contexts and challenging the role of culture in our communities. The ability to assess our changing environment, predict future scenarios, manage digital transformation, and create links with policies involving multiple stakeholders will be crucial competencies required for cultural professionals in the very near future.

WHAT YOU WILL GET

The *Certificate of Advanced Studies (CAS) in Cultural Policies* takes participants through a three-month journey to rethink their role as cultural professionals and lead their organisations towards change and sustainable development.

Starting from the evolution of cultural policies in Europe and beyond, the *CAS in Cultural Policies* delves deep into topics such as:

- the creative and cultural sectors between public policies and private investments;
- new paradigms of cultural production and consumption;
- smart cities, creative cities, and culture-led urban regeneration;
- artificial intelligence and digital transformation;
- the role of cultural heritage in sustainable development and the evolution of the concept of sustainability (Agenda 2030);
- social innovation and accessibility;
- the challenge of evaluating cultural projects and policies;
- cultural planning;
- evolving business models;
- adaptive change-making and strategic planning.

Providing a rooted understanding of the latest trends and their implications for your job and organisation, the *CAS in Cultural Policies* will enable you to:

- know how to use new methodologies and approaches to analyse and assess the environment you are working in;
- understand cultural policy paradigms and better deal with stakeholders at different levels;
- challenge your organisations' business model and manage complexity.

STRUCTURE

Delivered online and in English, the course articulates eight learning modules with 84 hours of training sessions overall. Each learning module articulates three sessions of 3,5 hours, from Thursday to Saturday, every other week.

Calendar:

– from Thursday 24th February 2022 to Saturday 11th June 2022

Schedule:

– Thursday and Friday 3.30 pm - 7.00 pm

– Saturday 9.30 am - 1.00 pm

Candidates have full access to a digital platform with an updated library and research material.

FACULTY

The *Certificate of Advanced Studies (CAS) in Cultural Policies* is promoted by Conservatorio della Svizzera italiana (Lugano, Switzerland) with the scientific collaboration of Fondazione Fitzcarraldo (Turin, Italy).

The course's Scientific Advisor is Professor Franco Bianchini - Associate Director Centre for Cultural Value (Leeds, UK). Amongst the many academics and other experts involved, our faculty includes Luca Dal Pozzolo - Director Osservatorio Culturale del Piemonte (Turin, Italy) and Member of the Scientific Committee of the Osservatorio Culturale del Ticino (Lugano, Switzerland), Alessandra Gariboldi - President Fondazione Fitzcarraldo (Turin, Italy), Charles Landry - inventor of the concept of 'Creative Cities', Fellow at the Robert Bosch Academy (Berlin, Germany).

FEES

The total cost of the course is CHF 4'000. It includes:

- CHF 2'750 (enrolment fee plus first payment) at the confirmation of enrolment;
- CHF 1'250 (second payment plus exam fee and certification) in April 2022.

APPLICATION

Application deadline: Tuesday 18th January 2022.

ADMISSION PROCEDURES

Minimum of three years work experience, good knowledge of the English language.

Candidates are invited to submit an application by filling the online form at www.conservatorio.ch/cas-in-cultural-policies. The number of students in this class is limited to 25 (applications will be processed in order of appearance).

ASSESSMENT AND EVALUATION

Learning modules include lectures, seminars, team workshops, and mentoring sessions.

At the end of the programme, participants obtain certification upon passing an evaluation test. The course leads to the acquisition of 15 ECTS credits. The certification is awarded once the costs have all been paid.

CERTIFICATION

The *Certificate of Advanced Studies in Cultural Policies* degree is awarded by the University of Music of the Conservatorio della Svizzera italiana, a state-recognised university school affiliated to the University of Applied Sciences and Arts of Southern Switzerland (SUPSI). The titles that it awards are recognised by the Federal Government according to the law (LPSU, 30 September 2011).

Combined with two other CAS plus a final thesis, this certification leads to the *Master of Advanced Studies in Cultural Management* degree (www.conservatorio.ch/mas-in-cultural-management).



Chiara Tinonin

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