

**Culture and Well-being Forum 2022**

# **CultureForHealth**

**Policy Roundtable & Study Visit**

**26-28th October 2022  
Cluj-Napoca, Romania**

Join us for the Culture and Well-being Forum 2022, which is dedicated this year to the CultureForHealth initiative! Although in 2019 the World Health Organization has published a report with evidence on the role of the arts in improving health, this evidence is not yet widely known and followed up on policy level in most countries.

Through a series of Roundtables we aim to bring together policy makers, practitioners and researchers from all around Europe to discuss the opportunities for joint policy and action among the health, cultural and social sectors. Following the CultureForHealth policy workshops from Denmark and Italy, the event is facilitating cross-sectoral and trans-European cooperation aiming to generate knowledge and compile policy guidelines on how to enhance well-being through culture.

The event consists of three days of policy dialogue, roundtables, workshops and conversations around inspiring case studies. It includes two days of public conference sessions and a one day ideathon where invited experts will draft recommendations for policies at local, national and EU level on how to harness the power of the arts to more effectively address global health and social challenges. The working sessions are based on the findings of the "CultureForHealth Scoping review of culture, well-being, and health interventions and their evidence, impacts, challenges and policy recommendations for Europe" to be officially launched on November 16th 2022.

The event will take place in Cluj-Napoca, Romania and it is planned for in-person participation.

*CultureForHealth responds to the objective of the Preparatory Action – Bottom-Up Policy Development for Culture & Well-being in the EU. The project has the ambition to trigger a true policy change in EU, regional and local levels - bringing closer together the health, cultural and social policies. CultureForHealth is a project co-funded by the European Commission with partners all over Europe, consisting of Culture Action Europe, Trans Europe Halles, Central Denmark Region, The Northern Dimension Partnership for Culture, Centrul Cultural Clujean, and Društvo Asociacija.*

*The Culture and Well-being Forum is an annual event dedicated to inspiring conversations about policies, research and good practices at the intersection of arts, health and well-being, organised by the Cluj Cultural Centre since 2018.*

**To register, please fill in the form in this link:**

**<https://forms.gle/MwM5m3rwWyBXEKjE9>**

*For any questions, please contact us:*

*Claudia Cacovean, Cluj Cultural Centre, [claudia@cccluj.ro](mailto:claudia@cccluj.ro)*

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# **CultureForHealth**

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## **Programme**

As of 26/09/2022

### **Wednesday, 26 October**

**CultureForHealth Ideathon. Culture-based solutions for global health and social challenges**

By invitation only

### **Thursday, 27 October**

@Art Museum, Piața Unirii 30, Toniza Room

public event

Moderator: Niels Riegholt, Danish Centre for Arts & Interculture, Director, CAE Board Member

9.30-10.00 *Welcome drinks*

#### **10.00-10.45 Welcome and Introduction**

##### **Welcome messages**(20 min)

Monica Urian, European Commission, Policy Officer

Nils Fietje, WHO Regional Office for Europe, Technical Officer

Emil Boc, Mayor of Cluj-Napoca, Romania (TBC)

##### **Introduction (25 min)**

*Culture for Health project* - Kornelia Kiss, Culture Action Europe, Projects and Operations Director, Belgium

*Presentation of the CultureForHealth Scoping Review and Policy Recommendations* - Mafalda Dâmaso, Erasmus University Rotterdam, Lecturer in Cultural Industries and Policy, UK/Netherlands and Rarița Zbranca, Cluj Cultural Centre, Programme Director, Romania

#### **10.45-12.30 Culture and Health Policy Dialogue**

##### **Case studies:**

*Singing for maternal mental health pilot projects in Romania and Denmark*, World Health Organization, Cluj Cultural Centre, and Central Denmark Region

*Museums for Dementia* - The Old Town in Aarhus, Denmark

**With:** Hanna Ugron, Cluj Cultural Centre, Project Manager, Romania;  
Louise Frøkjær Carstens, Central Denmark Region; Oana Blaga,  
Babeş-Bolyai University, Public Health Researcher, Romania a.o.

**Reflections:**

Daniel Buda, MEP, Romania (TBC)

Mircea Hava, MEP, Romania (TBC)

Siegfried Mureşan, MEP, Romania (TBC)

Anca Dana Buzoianu, Iuliu Haţieganu University of Medicine and  
Pharmacy, Rector, Romania (TBC)

Daniel David, Babeş-Bolyai University, Rector, Romania (TBC)

Prof. Dr. Claudia Gherman, Manager of the Cluj County Hospital,  
Romania (TBC)

Barbara Bulc, Botnar Foundation, Switzerland (TBC)

*12.30-13.30 Lunch&Networking*

**13.30-14.30 How to programme culture for health and well-being interventions? Workshops**

**Museums, Libraries and Well-being**

Inga Surgunte, Skaidrs, Northern Dimension Partnership on Culture,  
Latvia

**Music and Health**

*Singing for maternal mental health & Live music in intensive wards,*  
Mikkel Ottow, Central Denmark Region, Special Advisor, Denmark

**Creative Activities and Social Inclusion**

Carmen Valero - Red Noses Clowndoctor International, Programme  
Manager Advocacy and Strategic Partnerships, Austria

*14.30-15.00 Coffee&Tea Break*

**15.00-16.00 Frameworks and Tools for Measuring Cultural Impacts on Well-being**

*UNESCO Culture 2030 Indicators* - SDG 3, Norbert Petrovici, Babeş-Bolyai University, The Interdisciplinary Centre for Data Science, Romania

*Measuring the Social Impact of Culture: Health and Well-being,* Sendy Ghirardi, Econcult, Research Center in Economics of Culture and Tourism, Faculty of Economics, University of Valencia, Research Fellow, Spain

Reflections: Robert Manchin, Europa Nova, President, Hungary

*15.50-16.15 Coffee&Tea Break*

## **16.15-17.30 Arts, Urban Design and Well-being Roundtable**

*Public Space and Well-being. Co-designing a space for art and well-being in the Onisifor Ghibu High School, Cluj-Napoca* - Jak Spencer, Urban Scale Interventions, Partner, UK/Spain

*Art and design in healthcare environments*, Pauliina Lapio, art & well-being specialist, consultant and coach, Finland

*Spaces for Social Inclusion - "Creative HOMEless"*, Indrė Juodikė, Chief specialist of investment projects of Panevėžys city Municipality, Lithuania

*Baukultur - the integrated challenge for urban policies*, Eugen Pănescu, Montag Studio, Founder, Romania

## **Friday, 28 October**

Calea Dorobanților 30-36

public event

Moderator: Niels Riegholt, Danish Centre for Arts & Interculture, Director, CAE Board Member

## **9.30-11.00 Work and Well-being Policy Dialogue**

### **Case studies:**

*BT Contemporary Art Programme*, Sergiu Mircea, Banca Transilvania, Executive Director - Marketing, Romania (TBC)

*Overcoming Burnout through Arts*, Diana Buluga, Create.Act.Enjoy, president, Romania

*Certificate Cultural Company*, Urška Jež, City of Women Association, president of the Managing Board, Slovenia

### **Reflections:**

Ovidiu Cîmpean, Ministry of Investments and European Projects, State Secretary (TBC)

Ugnė Grigaitė, Lisbon Institute of Global Mental Health, Fellow, Portugal/Lithuania

Răzvan Cherecheș, Babeș-Bolyai University, Department of Public Health, Faculty of Political, Administrative and Communication Sciences, Romania (TBC)

11.00-11.30 Coffee&Tea Break

## **11.30-13.00 Conclusions: Planning for well-being. Summary of policy proposals**

*Presenting the conclusions of the Ideathon*

Marius Ungureanu, Babeș-Bolyai University, Department of Public Health, Faculty of Political, Administrative and Communication Sciences, Romania

Monica Urian, European Commission, Policy Officer