



# **Heritage of Knowledge and Sustainable Management for the Cultural Route of European Universities**

**Third Workshop: Wednesday, June 26<sup>th</sup> 2019,  
09.00-17.30**

**Bologna, Alma Mater Studiorum - University of Bologna  
Via Zamboni 31, Room of Ulysses**

9:00-9:15 Registration with coffee

9:15: Welcome address: Prorector Alessandra Scagliarini; prof. Valentina Orioli (Municipality of Bologna), Patrizia Battilani (Unibo-Cast)

9:45-11:15 **Session 1. Sustainable management for an academic heritage**

Introduction by *prof. Luca Zan* (Unibo)

In this session, we will enquire about the role of heritage management in a sustainability perspective. The way in which academic heritage is preserved, promoted and used is not neutral and depends on the characteristics of internal organizational processes and patterns relating to the given university. Since the role of cultural heritage in our society is not only impacting the economy, but also other social dimensions such as cultural capital, social responsibility and democracy, we will here enquire about the role of universities' museums, collections and building in a managerial and governance perspective supporting cultural Europeanisation.

Prof. Joanna Slaga (Jagiellonian University)  
Prof. Roberto Grandi (Unibo, Municipality of Bologna)  
Prof. Alain Duplouy (UP1)  
Annalisa Managlia (SMA, Unibo)  
Prof. Chiara Panciroli and Prof. Anita Macauda (Unibo)

## 11:15-12:45 Session 2. Heritage of knowledge: how can European Universities understand and develop their heritage built on knowledge?

Introduction by prof. *Maria Gravari Barbas* (UP1)

Heritage is conceptualised as ‘the meanings attached in the present to the past’, and is regarded as knowledge situated within a social, political and cultural context. Since the first “communities of practice” were set up, a fundamental element of the University is “civil knowledge”. This was a kind of network based on peer-to-peer collaborative activities aiming at strengthening not only members’ skills but also the capacities of the entire society (Snyder and Briggs, 2010, p. 5). Indeed, the concept “community of practice” (CoP) is commonly considered as the first knowledge known to human beings that was based on social structures, where place attachment and intangible heritage preservation provide an accountable link between the individual, the group, and place in the broader social order.

Prof. Roberto Balzani (SMA, Unibo)

Prof. Natalia Bahlawan (Jagiellonian University)

Prof. Carolina Rodriguez Lopez (Università Complutense Madrid)

Prof. Christine Beese (Freie Universität –Berlin)

Prof. Edward Hollis (University of Edinburgh)

12:45 – 13:45 Lunch

14:00-15.30 *European Universities Route: roadmap and next steps*

Maria Gravari Barbas (UP1), Luisella Pavan-Woolfe (Council of Europe), Alessia Mariotti (Unibo Cast), Patrizia Battilani (CAST, Unibo),

15,30-16,15 Brainstorming in two parallel workshops

Atelier 1- Sustainable management	Atelier 2- Heritage of knowledge and the European cultural routes
<b>Rapporteur:</b> Roberto Grandi (Unibo, Municipality of Bologna)	<b>Rapporteur:</b> Carolina Rodriguez Lopez (Università Complutense Madrid)
Annalisa Managlia (SMA, Unibo)	Roberto Balzani (Unibo, SMA)
Jan van der Berg (KU Leuven)	Alessia Mariotti (Unibo Cast)
Joanna Slaga (Jagiellonian University)	Chiara Panciroli (Unibo Cast)
Staff University Libraries (UP1)	Christine Beese (Freie Universität –Berlin)
Antonella Mascio (Unibo)	Dominique Vanneste (KU Leuven)
Elena Corradini (Unimore)	Natalia Bahlawan (Jagiellonian University)
Benedetta Castiglioni (Unipd)	Edward Hollis
Alain Dupouy (UP1)	Romeo Farinella (Unife)
Krzysztof Kowalski (Jagiellonian University)	
Giacomo Nerozzi (Staff University Libraries Unibo)	

16,15-17,00 Restitution of the Conclusion of the two workshops (Roberto Grandi (Unibo, Municipality of Bologna; Carolina Rodriguez Lopez , Università Complutense Madrid) ) and general discussion

17,15-18,45 Visit to Palazzo Poggi – Introduction by Fiorella Dallari (Unibo-Cast)