

## Paper für special Session

### Governance of CCIs in Non-Urban Contexts – Cultural policy processes and the role of public authorities and stakeholders in shaping CCI governance.

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#### Title:

Shaping cultural policy in Europe's rural areas from the bottom up: Challenges and needs

#### Abstract

The comparative analysis of cultural policy in rural areas in Europe has revealed the following challenges: In the various regions, different cultural policy actors are responsible for cultural policy decision-making processes. These are often not known in the cultural scenes or cooperate little with each other. As a result, there is often neither a transparent governance structure nor are the objectives and strategies clearly communicated, which is a disadvantage for the development of CCIs structures in rural areas. Furthermore, with regard to European CCI strategies, it is challenging that concepts such as diversity, gender, innovation and culture are defined very differently in the various rural regions and that there are often misunderstandings between the top-down processes and the actors on the ground. The paper will present the results of the study, as well as needs and practices to address these. In addition to forms of cultural mapping, bottom-up strategies that involve the various stakeholders, but also provide space for the areas of tension between different definitions and concepts of diversity, gender and culture. In addition, formats such as 'Zukunftswertstatt' and 'Design Thinking' will be further developed for regional cultural policy processes in order to design development plans for the governance of CCIs in non-urban areas.

#### CV

Julius Heinicke is Professor and Holder of the UNESCO Chair in Cultural Policy at the University of Hildesheim and honorary professor at the University of Toronto, Canada and the University of the Arts Belgrade, Serbia. Currently, he leads Workpackages in the EU Horizon Research Projects IN SITU, D@rts and Intracomp. From 2017-2020, he was Professor in "Cultural Studies" at Coburg University and directed the Science and Culture Centre. After studying cultural and performance studies, he completed his PhD at the Humboldt University in Berlin on theatre, art and politics in Zimbabwe.

#### Current Publications

Heinicke, Julius: The Glocal Self: Cultural Policy Concepts Between Heritage and Future Using the Example of Berlin's Humboldt Forum

In: Wulf, Christoph (Ed.): Handbook on Intangible Cultural Practices as Global Strategies for the Future, Springer: 2024

Heinicke, Julius et al. (Hg) (2024): Handbuch Kulturpolitik, Springer: Wiesbaden.

Heinicke, Julius (2024): „Reconfiguring Postcolonial Cultural Policy“, in Igweonu, Kene: *Routledge Handbook of African Theatre and Performance*, London / New York: Routledge, Chapter 9.

Heinicke, Julius: „Creating Counter Public Sphere(s): Performances in Zimbabwe between Mugabe and Western NGOs”, in: Seda, Owen; Ravengai, Samuel (Ed.): *Theatre from Rhodesia to Zimbabwe*: Basingstoke: Plagrave MacMillan, 2022, 131-147.

Heinicke, Julius (Sub.-Ed.): *Applied Performance in Western Europe*, in: Prentki, Tim; Breed, Ananda (Ed.): *The Routledge Companion to Applied Performance Volume 1*. London / New York: Routledge, 2021.