



# FORUM • KULTUR UND ÖKONOMIE FORUM • CULTURE ET ÉCONOMIE

Systemcheck! –  
Wie fördern wir Nachhaltigkeit?  
Wie fördern wir nachhaltig?

Check du système! –  
Comment promouvoir la durabilité?  
Comment promouvoir durablement?

**Bluefactory, Fribourg**  
**22 June 2023**

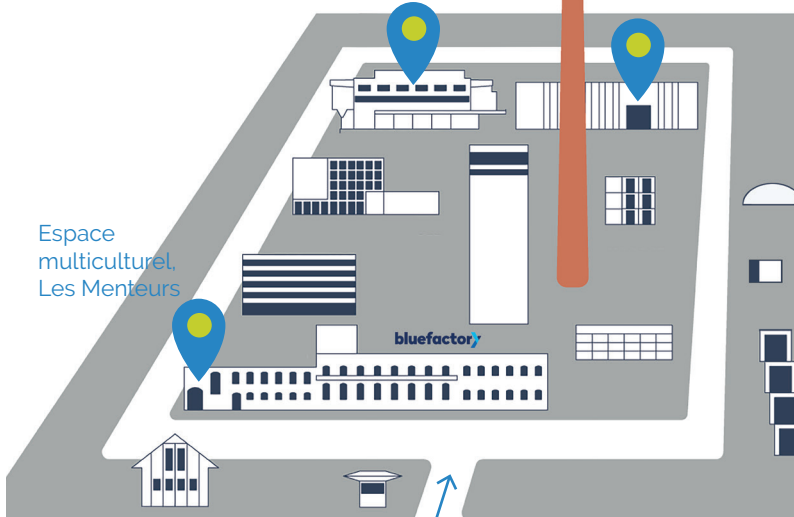


## Bluefactory Fribourg

Unlearning Center  
Markt der Möglichkeiten/  
Marché des possibilités

Halle Bleue  
Entrance/Plenum  
Atelier A–D

Espace  
multiculturel,  
Les Menteurs



Arrival from the train station



Detailed information in German und French  
at [www.kulturundoeconomie.ch](http://www.kulturundoeconomie.ch):

## Programme

- 09.00** **Arrival**  
Coffee and croissants  
♥ Halle Bleue
- 09.30** **Kick-Off**  
Opening keynote with Michelle Dickson and Felix Dresewski  
♥ Halle Bleue
- 10.30 – 12.15** **Markt der Möglichkeiten/Marché des possibilités**  
Station trail – free floating, follow your interests  
♥ Unlearning Center
- 10.45** **Atelier der Zukunft/Atelier du futur – Round 1**  
Workshop according to personal allocation  
♥ Halle Bleue; Atelier A–D
- 11.55** **In Conversation**  
with Natacha Roos, Head of Culture, City of Fribourg  
♥ Halle Bleue
- 12.15** **Lunch break**  
Flying Lunch (outside in good weather)
- 13.15** **Coffee & Talk**  
1:1 exchange – registered participants are assigned to each other as conversation duos  
♥ Free floating
- 13.50** **In Conversation**  
With Ondine Riesen, Co-Founder Ting  
♥ Halle Bleue
- 14.15 – 17.15** **Markt der Möglichkeiten/Marché des possibilités**  
Station trail – free floating, follow your interests  
♥ Unlearning Center
- 14.30** **Atelier der Zukunft/Atelier du futur – Round 2**  
Workshop according to personal allocation  
♥ Halle Bleue; Atelier A–D
- 15.40** **In Conversation**  
with Murielle Perritaz, Co-Director Culture, City of Zurich  
♥ Halle Bleue
- 16.15** **Atelier der Zukunft/Atelier du futur – Round 3**  
Workshop according to personal allocation  
♥ Halle Bleue; Atelier A–D
- 17.30** **Summary & Outlook**  
♥ Halle Bleue
- 18.00 – 21.00** **Soirée Conviviale**  
Apéro Riche and welcoming address by Laurent Dietrich, Vice Mayor  
♥ Espace multiculturel, Les Menteurs



# Markt der Möglichkeiten/Marché des possibilités

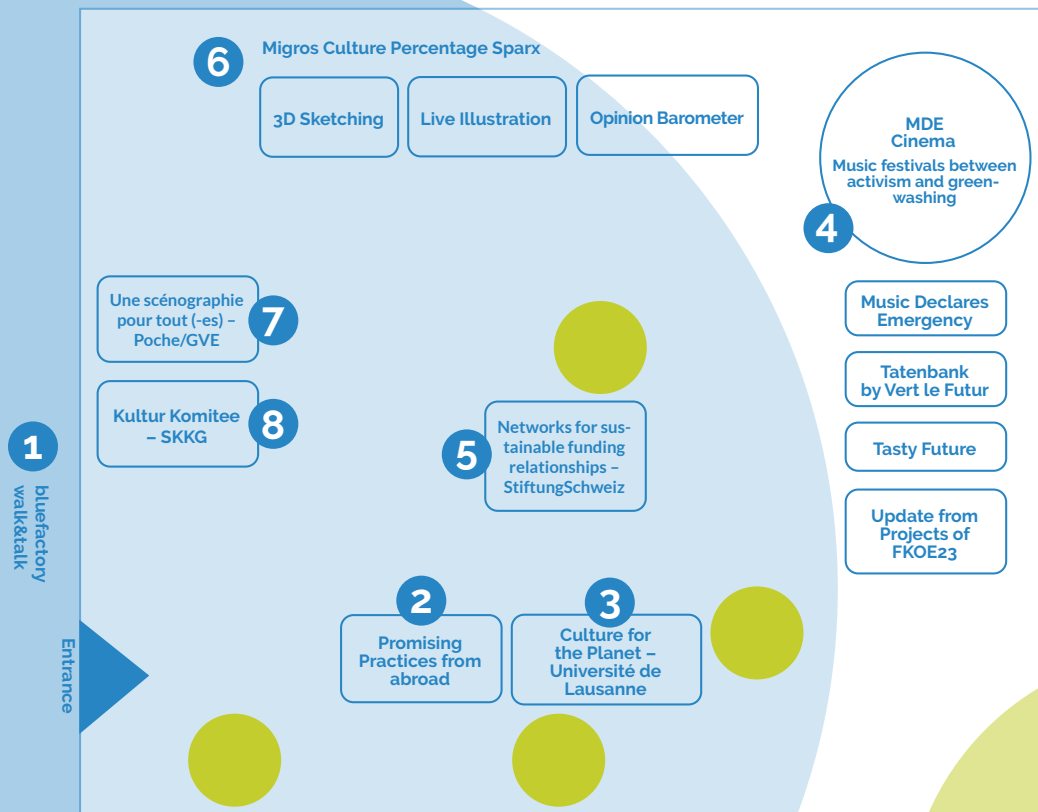
 **Unlearning Center**

**Opening hours** 10.30–12.15 and 14.15–17.15

**Free floating** each and everyone according to their own interests

**Please note** specific starting times for the walk and the cinema

How do we promote sustainability? – The station trail will provide inspiration from all four dimensions of sustainability: experience interactively, benefit from Promising Practices, build prototypes, experience a tour of sustainable projects of the bluefactory, watch a film and exchange ideas.



- 1 bluefactory walk&talk – Martin Schick**  
The former Cardinal brewery in the heart of the city of Fribourg has opened up to a broad population in recent years and is now a laboratory-like pulsating innovation quarter. Culture (in its expanded understanding) plays an important role in this ecosystem, driving and binding at the same time. Thus, the bluefactory project becomes an example of an institution's daring to expand and set itself up transversally. A walk through the bluefactory micro-universe with Martin Schick reveals opportunities, obstacles and perspectives.  
**Starting times: 10.45 / 11.45 / 14.30 / 15.30 / 16.30 (duration 30 minutes)**
- 2 Promising Practices from abroad**  
Inspiration and facts & figures from other countries, cities and alliances – for the various dimensions of sustainability, always in connection with art and culture.
- 3 Culture for the Planet – Université de Lausanne**  
What does sustainability mean for the cultural sector and where does the sector stand? How can we measure it? Through interviews and a global survey of over 200 institutions, a team at the University of Lausanne has developed „The Sustainability Star“: a model which identifies leverage points and priorities for cultural institutions and their governing bodies, thus facilitating their transition.
- 4 Cinema & Insights – MDE, Tatenbank & Tasty Future**  
The bridge to last year's conference and the development perspective: projects from the ideas workshop 2023 show what has been achieved in a year and what perhaps has not – new insights as an add-on.  
**MDE Cinema – Music festivals between activism and green-washing**  
Where does the Swiss music industry stand in terms of sustainability? The NGO Music Declares Emergency shows its new film about the current sustainability measures of the music festivals in Switzerland and presents a corresponding study on the climate impact of the music festival landscape.  
**Screening: 10.45 / 11.45 / 14.30 / 15.30 / 16.30 (duration 30 minutes)**  
**Tatenbank by Vert le Futur**  
The action platform for a more sustainable culture, has been online since autumn 2022. How it came about, what highlights and challenges we have experienced, what vision of the future we share and what we understand by sustainable financing, you can find out with Laura Giudici and Stefanie Pizarro. Test the Tatenbank live and share your impressions with us: It is a collaborative multi-functional project and an eswp, „eternal sustainable work in progress“.  
**Tasty Future**  
Tasty Future supports museums, theatres, cinemas, festivals and other cultural venues in realigning their catering operations and catering concept – as environmentally friendly as possible, plant-based and with a foodwaste concept - in order to contribute to a climate-friendly and future-friendly food culture.
- 5 Networks for sustainable funding relationships – StiftungSchweiz**  
Sustainable funding relationships are key to the impact of a project or programme. However, because foundations usually support an initiative for a limited period of time, funding alliances are increasingly seen as an approach to bring stability to the work of the non-profit world. StiftungSchweiz has now launched a new service on a pilot basis that aims to strengthen philanthropy networks and facilitate digital exchange. We will show you the possibilities live and set up your networks on site. Come alone or bring your network right along; it only takes a few minutes to set up, the network will carry you – with a bit of luck – for half a lifetime.
- 6 Migros Culture Percentage Sparx 3D Sketching**  
What would utopian cultural funding or an optimal creative space for young artists look like? Inspired by this question, 3D sketching creates tangible models from ideas and wishes.  
**Live Illustration**  
What would you promote first if you could reinvent cultural funding? A button will be illustrated live for your answer. Take a look at the badges of the other visitors. What would your collective futuristic cultural funding look like?  
**Opinion Barometer**  
How do you see the funding landscape? Give your opinion and see in which direction the trend of the conferenc participants is moving.
- 7 Une scénographie pour tout (-es) – Poche/GVE**  
The VERT\_PILOTE project calls on the collective intelligence of set designers, technicians, spectators and theatre producers to think about more ethically, socially and ecologically sustainable sets. How can we create a set that can be used for all the theatre's shows, calling on the expertise of all the disciplines without limiting the creativity and opening up the imaginations of the audience? Come and share your tips and tricks, your mistakes and errors, your disappointments and your dazzling experiences on today's stages, so that we can write a repertoire of good ideas for tomorrow's set design!
- 8 Kultur Komitee – SKKG**  
At the Kultur Komitee Winterthur, randomly drawn Winterthur residents decide each year on CHF 400,000 in project funding. Find out more about participatory grantmaking and our concrete process. And we find out: Who should decide on the allocation of cultural funding according to the conference participants?