

OPEN GREEN *culture*

FROM CREATIVE VISION
TO SYSTEMIC CHANGE

How cultural and
creative sectors can
drive, shape and scale
the green transition?

17TH SEPTEMBER | HNK 2 | 9:30 - 17:00

PROGRAMME

introduction

Culture and creativity play a crucial role in shaping mindsets, values and behaviours in response to today's environmental challenges. GreenCultureCon positions culture not merely as a sector adapting to sustainability policies, but as a powerful driver of awareness, participation and societal transformation. By exploring concrete practices, tools, policies and cross-sector collaboration, the conference highlights how cultural and creative sectors can inspire responsibility, influence public discourse and mobilise communities towards a more sustainable future.

The programme is organised around three interconnected pillars:

ADVOCATE – exploring policies, funding frameworks and institutional support mechanisms that enable the green transition in the cultural and creative sectors

IMPACT – showcasing tools, methodologies and good practices that help cultural organisations translate sustainability ambitions into concrete action

INVOLVE – examining how culture can engage communities, connect with other sectors and inspire participation, awareness and behavioural change

Across keynote lectures, panel discussions, presentations, workshops and site visits, participants will have the opportunity to explore both strategic perspectives and hands-on approaches, connect with peers and gain practical knowledge for their own work and organisations.

PROGRAMME | 09:30 – 13:00

OPENING

*ARTISTIC SHOWCASE | Do Plants Dream of Tomorrow? i
Igor Eškinja, Drugo More*

9:30AM – 9:40AM

OPENING & WELCOME WORDS

Nina Obuljen Koržinek | Minister of Culture and Media

9:40AM – 9:45AM

*ARTISTIC SHOWCASE | Wake up to disappear.. i
Natalia Wilk, Art4Sea*

9:45AM – 10:00AM

KEYNOTE | Why greening culture matters now? |

Gwendolenn Sharp | Director, The Green Room (FR)
*Digital and Ecological Transitions: Reshaping Cultural
Practices and Cooperation*

CULTURE ADVOCATE

POLICIES, FUNDING AND INSTITUTIONAL SUPPORT

10:00AM – 10:40AM

PRESENTATION | Presentation of tools and data for greener
cultural practice: OMC report Creative shifts & Perform Europe
tools |

Jelena Panić Grazio, Ministry of culture and media (HR)
Joris Janssens, IDEA consult / Perform Europe (BE)

10:40AM – 11:00AM

VIDEO & PRESENTATION | Starts Water Challenges |

**Rui Monteiro | Strategy & Impact Lead, Rio Neiva -
Environmental NGO (PT)**
*Currents of Collaboration: S+T+ARTS AQUA MOTION in
Esposende*

11:00AM – 11:30AM

BREAK

*ARTISTIC SHOWCASE | iSLAND PULSE |
Ilvan Marušić Klif (HR) & Francisca Rocha Goncalves
(PT), LAB852*

PROGRAMME
agenda

11:30AM – 12:05PM

PANEL DISCUSSION | Culture as a driver of change |

Fátima São Simão | cultural economist (PT)

Nejc Trampuž | new media artist (SI)

Tereza Teklić & Davorka Begović | KONTEJNER (HR)

CULTURE IMPACT

*TRANSFORMING PRACTICES THROUGH KNOWLEDGE,
TOOLS AND COLLABORATION*

12:05PM – 12:40PM

ROUNDTABLE | Good practice examples |

Brigitta Kovács & Gergely Talló | Workshop Foundation (HU)

Mario Gigović | Croatian National Theatre in Zagreb (HR)

Trish Lambe | Photo Museum Ireland (IE)

12:40PM – 13:00PM

CLOSING KEYNOTE | How culture can involve, impact and
advocate for greener planet? |

Rob van Wegen | Sustainability Coordinator, ESNS (NL)

Placing climate in your cultural organisation

13:00PM – 14:00PM

BREAK

CULTURE INVOLVE

*ENGAGING COMMUNITIES AND CREATING COLLECTIVE
ACTION*

14:00PM – 16:30PM

*INTERACTIVE WORKSHOPS / LECTURES / KNOWLEDGE
IN PRACTICE / STUDY VISITS*

PROGRAMME
agenda

PROGRAMME

workshops | lectures | study visit

CULTURE INVOLVE

INTERACTIVE WORKSHOPS / LECTURES / KNOWLEDGE IN PRACTICE / STUDY VISITS

SCHEDULE 14:00 – 16:30

ADVOCATE	IMPACT	INVOLVE
Digital Transformation and Ecological Responsibility in Cultural Practices Gwendolenn Sharp, The Green Room LOCATION HNK2	Reviving Heritage: From Cultural Legacy to Green Transition Laboratory Marina Batinić, CHC-prostor LOCATION HNK2	From Reintroduction to Imagination: How Culture Helped Save the Dinaric Lynx prof. Magda Sindičić, Faculty of Veterinary Medicine University of Zagreb LOCATION HNK2
Futureproof: The Art of Making Choices Rob van Wegen, ESNS LOCATION HNK2	CNT Tour: Behind the Scenes – Sustainable Stage Production at HNK Andrea Lipej, HNK ZAGREB LOCATION HNK2	Communicating for Good: Inspired by Culture Iva Kaligarić, Señor LOCATION HNK2
Small Green Towns For a Big Green Europe (GREEN EUROPE) Snježana Horvatin, Klanjac Cultural Centre LOCATION HNK2	Landing Zones – Ecologies of Attention Ivana Meštrov, Umjetnički paviljon LOCATION HNK2 & nature	Sound Walk through Cvjetno Naselje Hrvošlava Brkušić / Davorka Begović, Kontejner LOCATION KONTEJNER, Cvjetno naselje



NINA OBULJEN KORŽINEK
MINISTER OF CULTURE AND MEDIA

WELCOMED
words

Europe is navigating a period of profound environmental, social and geopolitical change. In this context, culture has a vital role to play – not only as part of the response, but as a force that shapes how we understand, imagine and navigate change.

Building on the vision of the Culture Compass for Europe and the Creative Shifts OMC report, this conference invites us to reflect on the role of culture in the ecological transition. Responding to the climate and biodiversity crises requires more than technological and policy solutions. It requires a shift in how we think, live and relate to our planet.

The cultural and creative sectors are uniquely positioned to contribute to this shift. Through their ability to shape narratives, spark imagination, foster participation and influence behaviour, they can help create the conditions for meaningful and lasting change.

GreenCultureCon brings together cultural practitioners, policymakers and changemakers to explore how culture can contribute to a more sustainable future – not simply by responding to change, but by helping to shape it.

DO PLANTS DREAM OF FUTURE?

DRUGO MORE

IGOR EŠKINJA

CROATIAN VISUAL
ARTIST



Do Plants Dream of Tomorrow? is an installation by Croatian artist Igor Eškinja, produced and curated by Drugo more in 2020. The work explores plant life inhabiting abandoned industrial areas of Rijeka. By collecting plant samples from these sites and transforming them into ornamental patterns, Eškinja creates a spatial environment that tells the story of vegetation thriving in places once shaped by human activity. Developed in collaboration with biologists from the Natural History Museum, the project explores plants as colonizers, migrants, and opportunistic species, revealing their patterns of growth, adaptation, and survival.

Igor Eškinja is a multimedia artist whose practice explores perception, space, and the construction of reality through drawing, photography, objects, installations, and spatial interventions. Working with simple and often ephemeral materials, he transforms exhibition spaces and invites new ways of seeing and interpreting. His work has been presented internationally, including at Manifesta 7, the Ljubljana Biennial of Graphic Arts, MAC/VAL in Paris, and the Ural Industrial Biennial. He lives and works in Rijeka.

WAKE UP TO DISAPPEAR... ART4SEA

NATALIA WILK
POLISH DANCER



“Wake up to disappear...” by Natalia Wilk is a silent underwater performance filmed while freediving among the marine landscapes of Ustica. The work explores belonging, empathy, and ecological interconnectedness as the human body merges with the rhythms of the sea. It was created within Art4Sea, a three-year Creative Europe project that brought together artists, scientists, and island communities across the Mediterranean islands of Alonissos, Gozo, and Ustica. Through an international open call, the project supported the creation of 24 new artworks, using artistic practice to promote Ocean Literacy, raise awareness of the challenges facing the ocean, and inspire a renewed relationship between people and the sea. Wilk’s film reflects this shared vision, transforming ecological reflection into a poetic underwater experience.

Natalia Wilk is a Polish dancer, freediver, and WATSU practitioner based in Germany. She developed an underwater movement practice combining freediving and dance, and creates underwater dance films while teaching freediving and water dance. A four-time national freediving record holder, she has represented the Polish Freediving Team at World Championships.

ISLAND PULSE

LAB852



IVAN MARUŠIĆ KLIF

CROATIAN MULTIMEDIA
EXPERIMENTAL, AND
MEDIA ARTIST

FRANCISCA ROCHA GONCALVES

PORTUGUESE ARTIST AND
INTERDISCIPLINARY
RESEARCHER

„Island Pulse is an immersive audiovisual installation inspired by the invisible rhythms of island-trapped waves (ITWs), an oceanographic phenomenon that reveals hidden dynamics within coastal ecosystems. Based on scientific data collected around the island of Lastovo in the Adriatic Sea, the work transforms thermocline oscillations, wave propagation patterns, and biological signals into immersive sound and data-driven visuals.

Developed from research led by Dr Zrinka Ljubešić, the installation brings together the artistic practices of Ivan Marušić Klif, a multimedia artist working with interactive installations, robotics, and video, and Francisca Rocha Gonçalves, an interdisciplinary researcher and artist working at the intersection of sound, science, and environmental activism. Island Pulse turns scientific data into an invitation to attune to the subtle rhythms and temporalities shaping our ecosystems, largely unnoticed.

WHY GREENING CULTURE MATTERS NOW

DIGITAL AND
ECOLOGICAL
TRANSITIONS:
RESHAPING
CULTURAL
PRACTICES AND
COOPERATION



GWENDOLENN SHARP

DIRECTOR, THE GREEN ROOM

Cultural and creative sectors are currently facing a double transformation with the acceleration of digitalisation and AI and the necessity to operate within ecological limits. Rather than addressing sustainability as a technical adjustment, this keynote will explore how digital and ecological transitions are reshaping cultural production, cooperation models, circulation of works and artists and the democratic role of cultural spaces.

The keynote addresses: opportunities and risks of digital tools and AI for sustainability, environmental impacts of digital infrastructures, transformation of professional practices and international cooperation and the role of culture in shaping collective narratives and democratic dialogue around transitions. The objective of the keynote is to provide an inspiring and accessible framework to open some discussions and connect artistic, institutional and policy perspectives.

Gwendolenn Sharp is the founder of The Green Room (2016), a non-profit organisation developing strategies for environmental and social change in the music sector. She is an author, lecturer and regular jury member, with experience in project design, international cooperation and developing tailor-made sustainability tools. Gwendolenn has worked with cultural institutions, festivals and environmental NGOs in Poland, France and Tunisia. She is a Keychange alumna (2022) and Villa Albertine Resident (2023), where she conducted research on low-carbon touring and sustainability in the US.

OPENING KEYNOTE



CULTURE

advocate

ADVOCATE focuses on practical tools, strategic documents and recommendations that can help us collectively drive meaningful change towards more sustainable policies and, ultimately, a more sustainable society.



PRESENTATION OF TOOLS AND DATA FOR GREENER CULTURAL

This session presents practical tools and policy recommendations that support more sustainable approaches to international cultural cooperation.

Drawing on the Perform Europe Toolbox and the Open Method of Coordination (OMC) report *Creative Shifts: Empowering Culture for Sustainable Living*, the discussion will explore how cultural professionals and policymakers can rethink touring, mobility and cultural practice through the lens of environmental sustainability.

The session brings together **Jelena Panić Grazio**, Croatian member of the OMC expert group, and **Joris Janssens** (IDEA Consult), who contributed to the development of the Perform Europe tools and recommendations, to present key findings, practical resources and policy perspectives for greener cultural practice.

OPEN METHOD OF COORDINATION (OMC) REPORT

CREATIVE SHIFTS: EMPOWERING CULTURE FOR
SUSTAINABLE LIVING



JELENA PANIĆ GRAZIO

CROATIAN MINISTRY OF CULTURE
AND MEDIA

Jelena Panić Grazio, PhD, is a cultural policy expert and Sector Adviser in the Directorate for the Development of Culture and the Arts at the Ministry of Culture and Media of the Republic of Croatia. With extensive experience across cultural, educational, and media institutions in Croatia and Slovenia, her work has focused on publishing, translation, music programmes, and cultural policy development.

Holding a PhD in Musicology from the University of Ljubljana, Jelena contributes to the development and implementation of cultural policies and cooperation with organisations and institutions in the performing arts sector. From 2024 to 2025, she represented Croatia in the EU Open Method of Coordination (OMC) Working Group on Promoting the Green Transition of the Cultural and Creative Sectors, contributing to the final report Creative Shifts: Empowering Culture for Sustainable Living.

PERFORM EUROPE TOOLBOX



**JORIS
JANSSENS**

IDEA CONSULT

Joris Janssens, PhD, is a cultural researcher and strategist with extensive experience in qualitative and quantitative research, cultural policy, and international cooperation. He works with governments, cultural organisations, and networks at local, national, and international levels, supporting content-driven development and strategic processes.

He has advised cities including Leuven, Ghent, and Antwerp on cultural strategy and infrastructure and conducted research for the Flemish Department of Culture, Youth and Media. At the international level, his work focuses on sustainable international collaboration, networking, and mobility in the arts. He is the author of (Re)framing the International (2018) and has contributed to initiatives including Perform Europe, RESHAPE, and Rewiring the Network (IETM), as well as working as an expert and advisor for a range of European cultural organisations and networks.



PERFORM EUROPE CORNER

MEET JORIS DURING THE BREAK AND EXPLORE THE
PERFORM EUROPE TOOLBOX.

CURRENTS OF COLLABORATION: S+T+ARTS AQUA MOTION IN ESPOSENDE

RUI MONTEIRO

STRATEGY & IMPACT
LEAD, RIO NEIVA –
ENVIRONMENTAL NGO



This presentation introduces S+T+ARTS, the European Commission's programme bridging Science, Technology, and the Arts, and AQUA MOTION, its water-focused strand. Using the case of Esposende, Portugal—a territory where the Neiva and Cávado rivers meet the Atlantic—it explores how a European programme was adapted to address local water governance challenges.

The presentation follows the process of hosting three artistic residencies, each responding to a locally defined challenge at the intersection of water, ecology, and community life. Beyond the artistic outcomes, it reflects on why a local environmental NGO chose to engage with an arts-and-science programme, and how European instruments can support responses to territorial challenges that are scientifically grounded, artistically compelling, and rooted in place.

Rui Monteiro, PhD, is a design strategist and systems thinker working at the intersection of design, policy, sustainability, and culture. At Rio Neiva – Environmental NGO, he develops projects that translate European initiatives, including the New European Bauhaus and EU Missions, into locally rooted action, working closely with communities, local authorities, and research institutions.

Rui also teaches design for participation and futures thinking at the Faculty of Fine Arts of the University of Porto and serves as an expert evaluator for European programmes, including the New European Bauhaus Prizes, where he has chaired the jury. His work connects people, knowledge, and place to support systemic and participatory approaches to territorial transformation.

video presentation

AQUA MOTION

CULTURE AS A DRIVER OF CHANGE

Arts and culture are increasingly recognised as important drivers of environmental and social transformation.

Bringing together three speakers from different parts of the cultural and creative sectors, this panel explores how cultural practices can contribute to more sustainable ways of living, working and engaging with the places we inhabit. Representing diverse perspectives across the cultural and creative sectors, **Fátima São Simão (PT)**, **Nejc Trampuž (SI)**, and **Tereza Teklić (HR)** will discuss how their respective fields — from cultural economics and the audiovisual sector to music and interdisciplinary artistic practices — can contribute to ecological transition, strengthen community resilience, and inspire more sustainable, place-based approaches to cultural production and development.

MODERATOR: MATEJA LAZAR, CREATIVE EUROPE DESK SLOVENIA

ADVOCATE

discussion panel



FÁTIMA SÃO SIMÃO
CULTURAL ECONOMIST

Fátima São Simão is a cultural economist and strategist with more than 20 years of experience in cultural development, sustainability, and community-led approaches to culture. Her work focuses on connecting culture, creativity, and local development, with particular attention to rural and peripheral territories.

She has worked across cultural organisations, creative initiatives, and European cooperation projects, including CRAB – Creative Habitat, Bem Comum, and Deriva, and served as Development Director of UPTec Creative Center. Through her work with MOOT and other European initiatives, she supports organisations and communities in developing more sustainable, collaborative, and place-based approaches to culture.



NEJC TRAMPUŽ
NEW MEDIA ARTIST

Necj Trampuž is a Slovenian new media artist exploring the intersections of technology, ecology and speculative futures. Working with AI, interactive media and digital storytelling, he examines how technology shapes our understanding of environmental and social change. His internationally recognised works include Solandium 2063, an award-winning solarpunk video game, Another Future Entirely, and Rooted in Code, Slovenia's first AI-generated short film. His practice uses art to imagine alternative futures, question technological developments and open new perspectives on sustainable coexistence. Through speculative and immersive approaches, Trampuž invites audiences to reflect on how culture can help us navigate—and shape—the environmental and technological transformations ahead.



TEREZA TEKLIĆ & DAVORKA BEGOVIĆ

KONTEJNER

Tereza Teklić, art historian and curator, and Davorka Begović, musicologist and concert promoter, serve as Director and Deputy Director of KONTEJNER, a Zagreb based non-profit organisation and curatorial collective. Since 2002, KONTEJNER has been engaged in curatorial work, organization of art festivals, public cultural events, artwork production, educational programmes, publishing, and social theory. The organisation's main field of interest is progressive contemporary intermedia art, sound art, and experimental music, with special emphasis on projects investigating the role and meaning of science, technology, and the body in our society. Through its different programme formats and activities, KONTEJNER addresses relevant and current phenomena, provocative and intriguing subjects as well as those perceived by the society as taboos.



CULTURE

impact

IMPACT explores practices that leave a lasting mark on both our external and inner environments, highlighting the profound impact culture can have in shaping a better society and a more sustainable future.

GOOD PRACTICE EXAMPLES

The Creative Europe programme supports projects that address environmental sustainability in diverse and innovative ways.

This session showcases inspiring examples of good practice from across Europe, demonstrating how cultural organisations integrate greening into artistic work, organisational development and international cooperation.

Through projects from the performing arts, visual arts and other cultural fields, the panel will explore practical approaches to building a more sustainable cultural sector and inspire new ideas for future action.

**MODERATOR: MARKO BOKO, EUROPEAN
PARLIAMENT OFFICE IN CROATIA, ZAGREB.**



BRIGITTA KOVÁCS & GERGELY TALLÓ

WORKSHOP FOUNDATION

Brigitta Kovács and Gergely Talló work with Workshop Foundation, a Budapest-based organisation that has been supporting independent artists and shaping the Hungarian contemporary dance scene for more than three decades. Through education, production support, mentoring, residencies and international collaboration, the Foundation provides space for artistic development, experimentation and exchange. Working with nearly 200 Hungarian and international artists each year, Workshop Foundation has built a strong reputation through its co-productions, residency and educational programmes, as well as its active participation in international networks. Its approach is grounded in long-term partnerships, interdisciplinary thinking and a commitment to dialogue and artistic process.

Since 2000, Gergely has led the organisation as its director, while Brigitta coordinates its international development and European projects, strengthening connections between artists, organisations and partners across Europe.

MARIO GIGOVIĆ

CROATIAN NATIONAL
THEATRE IN ZAGREB



Mario Gigović, MBA, is Director of the Creative Production Office at the Croatian National Theatre in Zagreb. A creative producer and consultant, he works across the fields of culture, arts, tourism and education, combining production expertise with strategic and organisational development. He holds a degree in Production from the Academy of Dramatic Art at the University of Zagreb and an MBA from Cotrugli Business School. Since joining the Croatian National Theatre in the 2022/2023 season, he has contributed to the development of production and organisational processes. Since 2024, he has led the Creative Production Office, focusing on audience development, strategic positioning and new communication and production initiatives.



TRISH LAMBE

PHOTO MUSEUM IRELAND

Trish Lambe is Artistic Director/CEO at Photo Museum Ireland, the national centre for photography and Ireland's first accredited contemporary photography museum. Her curatorial practice focuses on contemporary photography and its social and political dimensions, with extensive experience developing exhibitions, commissions and international partnerships. She oversees the museum's artistic programme and archive collections and has curated projects featuring leading Irish and international artists. Her work explores how photography and cultural institutions can engage audiences with social and environmental issues, offering new perspectives on sustainability and the role of culture in creating positive change.

HOW CULTURE CAN INVOLVE, IMPACT AND ADVOCATE FOR GREEN PLANET?

PLACING
CLIMATE IN
YOUR
CULTURAL
ORGANISATION



ROB VAN WEGEN

SUSTAINABILITY COORDINATOR, ESNS (EUROSONIC
NOORDERSLAG)

Sustainability is a broad and complex topic. It is increasingly present in public debate and political agendas, shaped by climate change, environmental challenges and growing public expectations. Yet for cultural organisations, it can also feel abstract, overwhelming or at odds with artistic and cultural ambitions. This closing keynote offers a practical way to navigate this complexity and make meaningful choices within our own work. It will explore how cultural organisations can find their own path towards sustainability — one that connects environmental responsibility with their values, ambitions and ways of working. Rather than offering a single solution, the keynote invites participants to consider what a futureproof cultural organisation could look like, and what choices can help us move towards it.

Rob van Wegen is a sustainability expert with a background in festival production and more than 20 years of experience in the festival industry. In recent years, he has focused on supporting the transition towards more sustainable practices in the cultural and music sectors. He has worked with Innofest, testing and implementing sustainable innovations at festivals, and served as Sustainability Coordinator at ESNS, where he developed programmes to embed sustainability into the organisation's operations and long-term strategy. Rob also develops practical tools, including a roadmap canvas, helping festivals and cultural organisations turn sustainability ambitions into concrete action plans. His work focuses on making sustainability practical, strategic and relevant to the realities of cultural organisations.

CLOSING
KEYNOTE



CULTURE

involve

INVOLVE focuses on active participation, practical learning and direct experience. Through workshops, lectures, study visits and artistic interventions, participants will explore different approaches to green culture and discover how sustainability can be translated into everyday cultural practice.



Lectures | Duration: 14:30 –16:00 |
Place: HNK2 | In Croatian |

MERGING CULTURE & OTHER SECTORS

Culture can play an important role in raising awareness of environmental challenges across different sectors. Through three presentations, this session will explore diverse examples of how cultural approaches have supported nature conservation through the LIFE programme, strengthened connections between communities through the CERV programme, and contributed to innovative communication strategies within the marketing sector.

**MODERATOR: ŽELJKA MARKULIN, GOVERNMENT OFFICE FOR
COOPERATION WITH NGOS & NATIONAL CONTACT POINT
FOR THE CERV PROGRAMME, CROATIA**

INVOLE
lectures

FROM REINTRODUCTION TO IMAGINATION: HOW CULTURE HELPED SAVE THE DINARIC LYNX



MAGDA SINDIČIĆ

FACULTY OF VETERINARY MEDICINE UNIVERSITY OF
ZAGREB

Conservation efforts are often driven by scientific research and technical solutions, but long-term success also depends on public understanding, trust and community involvement. This presentation explores how culture and creativity can help connect science, people and place in the protection of biodiversity.

Drawing on the LIFE Lynx project, an international initiative that helped prevent the extinction of the Eurasian lynx in the Dinaric Mountains and South-Eastern Alps, it will show how storytelling, artistic approaches and cultural activities can complement scientific research and conservation measures. The presentation will highlight how creative engagement can raise awareness, foster dialogue and build public support for environmental action, offering insights into how culture can become an active partner in biodiversity conservation.

Magda Sindičić, DVM, PhD, is an associate professor at the Faculty of Veterinary Medicine, University of Zagreb, specialising in wildlife conservation, management, and diseases, with particular expertise in large carnivores and the Eurasian lynx. She has participated in more than 30 national and international research and conservation projects, including as the Croatian coordinator of the LIFE project supporting the reinforcement and long-term conservation of the Dinaric-SE Alpine lynx population. Beyond her research, Professor Sindičić is actively engaged in science communication, student education, and public outreach, promoting awareness of biodiversity conservation and the importance of protecting wildlife and natural ecosystems.

COMMUNICATING FOR GOOD: INSPIRED BY CULTURE



IVA KALIGARIĆ
SEÑOR

Communicating sustainability can be as challenging as implementing it. Complex issues, competing priorities and information overload can make it difficult to engage audiences and inspire meaningful action. This presentation explores how culture, heritage and creative practices can help make sustainability more accessible, relevant and compelling.

Drawing on a range of case studies, it will show how marketing and communication strategies can turn complex environmental challenges into engaging narratives, connect with diverse audiences and encourage participation. The presentation will highlight how creativity can build trust, strengthen engagement and bring sustainability closer to everyday life, offering practical insights into how culture can inspire communication that informs, engages and motivates action.

Iva Kaligarić is a communications and branding expert with more than a decade of experience in advertising and strategic communications. Before co-founding Señor in 2013, she served as Director of Strategy and Business Development at one of Croatia's leading marketing agencies, where she led client service, media, and strategy teams and developed communication strategies for major Croatian and international brands. Her work has received numerous industry awards, including Effie, Eurobest, BalCannes, MIXX Europe, and IdejaX. Iva holds a master's degree in Destination Branding from the Faculty of Economics and Business, University of Zagreb, and is particularly recognised for her work on complex and socially responsible projects. In 2013, seeking new challenges, she co-founded Señor with the ambition of making people happy while creating a workplace where happiness and creativity can thrive.

SMALL GREEN TOWNS FOR A BIG GREEN EUROPE (GREEN EUROPE)



SNJEŽANA HORVATIN

KLANJEC CULTURAL CENTRE

Small Green Towns for a Big Green Europe (GREEN EUROPE) is a European Town Twinning project (*CERV programme*) led by the Town of Klanjec, bringing together citizens, local authorities and civil society organisations from 14 European countries. This presentation explores how the European Green Deal can be translated into meaningful action at local and community level.

Drawing on the project's activities, including workshops, debates, outdoor activities and the exchange of good practices, it will highlight the role of citizen participation, cross-sector cooperation and practical solutions in addressing environmental challenges. The presentation will show how European cooperation can empower smaller communities to turn shared environmental ambitions into concrete action, and how small towns and engaged citizens can contribute to a greener, more resilient and socially cohesive Europe.

Snježana Horvatin is a journalist and Director of the Klanjec Cultural Centre, with 35 years of experience in cultural management, programming, audience development, international cooperation, and cultural heritage promotion. Throughout her career, she has organised and coordinated more than 1,000 cultural programmes and developed numerous initiatives focused on engaging audiences and strengthening local cultural life.

Between 2014 and 2026, Snježana contributed to nine EU-funded projects within the Europe for Citizens and CERV programmes, helping to build an extensive European partnership network for the Town of Klanjec and its Cultural Centre. Her work combines cultural programming, European cooperation, and the preservation and promotion of Klanjec's cultural heritage.



Workshop | Duration: 14:00 -16:00 |
Place: HNK2 | In English |

DIGITAL TRANSFORMATION AND ECOLOGICAL RESPONSIBILITY IN CULTURAL PRACTICES

GWENDOLENN SHARP
THE GREEN ROOM

Led by Gwendolenn Sharp, Director of The Green Room, this interactive workshop explores the environmental impact of digital transformation in the cultural sector. Through examples, expert insights and discussion, participants will reflect on digital practices, hybrid formats, AI and online collaboration, while exploring more sustainable approaches to working with digital tools.

This interactive workshop explores the impact of digital transformation on cultural practices and its environmental implications. Focusing on online platforms, hybrid formats, remote collaboration and artificial intelligence, participants will examine both the opportunities and challenges that digital tools present from an ecological perspective. Through expert input, practical examples and group discussions, the session will encourage critical reflection on current practices and explore approaches to balancing digital innovation with environmental responsibility. Participants will gain insights into concepts such as digital sobriety, collaboration and more sustainable ways of working within the cultural sector.

FUTUREPROOF: THE ART OF MAKING CHOICES

ROB VAN WEGEN
ESNS (EUROSONIC NOORDERSLAG)

Led by Rob van Wegen, Sustainability Coordinator at ESNS, this interactive workshop explores how cultural organisations can integrate sustainability into their strategies, policies and everyday practices. Through exercises, discussion and peer exchange, participants will reflect on their current approaches and identify practical steps towards meaningful organisational change.

workshops
INVOLVING

REVIVING HERITAGE: FROM CULTURAL LEGACY TO GREEN TRANSITION LABORATORY

MARINA BATINIĆ
CHC PROSTOR SPLIT

Led by Marina Batinić, co-founder of CHC-Prostor, this interactive workshop explores how cultural heritage sites can become active spaces for sustainable and inclusive change. Introducing the REVIVE methodology, developed through a European cooperation project inspired by the New European Bauhaus, participants will explore practical approaches to engaging heritage as a resource for community development, sustainability and positive transformation.

Marina Batinić is a cultural manager and international cooperation specialist with academic backgrounds in art history, English language and literature, Mediterranean arts, and cultural heritage management. Her work focuses on cultural development, international collaboration and community-based approaches within the cultural and creative sectors. She has extensive experience coordinating international research and cooperation projects across Europe. Marina is a co-founder of Culture Hub Croatia – Platform for Education, Creativity and Development through Culture, which manages the creative hub PROSTOR in Split and supports local cultural and creative communities through participatory initiatives and collaborative projects. Combining heritage, international cooperation and community engagement, Marina explores how cultural spaces and historic sites can become catalysts for sustainable and inclusive local development.





Study visit | Duration: 14:30 -16:00 |
Place: HNK2 | In Croatian |

BEHIND THE SCENES: SUSTAINABLE STAGE PRODUCTION AT HNK ZG

ANDREA LIPEJ
CNT TOUR



Led by Andrea Lipej, Head of Stage Production at HNK Zagreb, this guided tour offers a behind-the-scenes look at the newly opened HNK2 stage and production workshops. Participants will explore how theatre productions are created across different departments, while discovering sustainable practices such as material reuse, waste reduction and responsible resource management in everyday theatre operations.

Andrea Lipej is an architect and theatre production professional. She graduated in Architecture and Urban Planning from the Faculty of Architecture in Zagreb and has been involved in theatre production since her student years. She joined the Croatian National Theatre in Zagreb in 2016, where she has held several production roles and currently serves as Head of Stage Production Workshops. Alongside her work at the theatre, Andrea is engaged in architectural projects and set design for smaller theatre productions.

INVOLVED
study visit

AUDIO WALK / ARTISTIC PRESENTATION

Duration: 14:30 –16:00 | Place: Kontejner,
Cvjetno naselje | In Croatian or English |

HRVOSLAVA BRKUŠIĆ: SOUND WALK THROUGH CVJETNO NASELJE



DAVORKA BEGOVIĆ KONTJENER

Created by artist Hrvoslava Brkušić, this guided sound walk invites participants to discover Cvjetno naselje through voices, memories, sounds and music collected with local residents. Combining archival research, oral histories and sound composition, the walk explores the connections between place, community and collective memory, revealing stories hidden within the everyday urban landscape.

Hrvoslava Brkušić is an artist, film editor and educator working across sound installations, live performance, film and video. She graduated in Film and Television Editing from the Academy of Dramatic Art in Zagreb and holds a Master's degree in New Media from the Academy of Fine Arts. Her artistic and film work has been presented at numerous festivals and exhibitions in Croatia and internationally. Through film education projects in Senegal, Burkina Faso and Palestine, she has developed a research interest in questions of access, representation, archival practices and the colonial gaze. Hrvoslava teaches at the Restart Documentary Film School and the Academy of Fine Arts, and is a member of the team behind the film laboratory Klubvizija in Zagreb.



PRACTICAL INFORMATION: PARTICIPANTS ARE KINDLY ASKED TO BRING A MOBILE PHONE WITH A FULLY CHARGED BATTERY AND COMPATIBLE HEADPHONES. **MEETING POINT:** IN FRONT OF THE CROATIAN NATIONAL THEATRE2 (HNK2 ZAGREB) AT 14:00. PARTICIPANTS MAY ALSO COME DIRECTLY TO KONTEJNER, ODRANSKA 1/1, 10000 ZAGREB.

INVOLVED audio walk

SPECIFIC SOUNDSCAPE EXPERIENCE /
ARTISTIC PRESENTATION |

Duration: 14:30 -16:00 | Place: HNK2 &
nature | In Croatian |

LANDING ZONES – ECOLOGIES OF ATTENTION



IVANA MEŠTROV ART PAVILION IN ZAGREB

Led by Ivana Meštrov, Art Pavilion in Zagreb, this audio walk and artistic presentation explores the connections between neurodiversity, ecology and cultural institutions. Inspired by the Landing Zones project, it invites participants to question established ideas of productivity, accessibility and participation, and to experience alternative ways of engaging through sound, reflection and slower, more inclusive practices.

Ivana Meštrov is an art historian, curator, and writer based in Zagreb. She works as a curator at the Art Pavilion in Zagreb and is one of the project leaders of Landing Zones, a Creative Europe cooperation project (2024–2026) that explores innovative approaches to audience engagement and cultural participation across Europe.



PRACTICAL INFORMATION: PARTICIPANTS ARE KINDLY ASKED TO BRING A MOBILE PHONE WITH A FULLY CHARGED BATTERY AND COMPATIBLE HEADPHONES. MEETING POINT: IN FRONT OF THE CROATIAN NATIONAL THEATRE2 (HNK2 ZAGREB) AT 14:00.

CREATIVE RECYCLING



GIVING MATERIALS FROM CULTURE A SECOND LIFE

Creative Recycling, an initiative of the Creative Europe Desk – Culture Croatia, gives materials from the cultural sector a new life through creativity, reuse and collaboration. This year, the initiative is part of GreenCultureCon: From Creative Vision to Systemic Change, connecting the conference's ideas with a tangible example of sustainability in practice.

At the heart of this year's project is our collaboration with Humana Nova Social Cooperative, a leading Croatian organisation working at the intersection of social inclusion, sustainable production and reuse. Together, we are transforming four large advertising banners that were displayed on cultural heritage buildings currently being restored following the devastating 2020 earthquakes into new, functional objects.

The banners come from the Museum of Arts and Crafts, Mimara Museum and the Croatian Conservation Institute, and originally marked the ongoing restoration of these major cultural institutions. Their second life therefore carries a story of its own: materials created to communicate the renewal of Zagreb's cultural heritage are now being reused in a new context. Among them is a banner featuring "Aaaaaaaaaaaaaaaaaa!!!", a monumental public-space intervention by Croatian artist Nora Turato, created for the 60th Zagreb Salon of Visual Arts.

Through our collaboration with Humana Nova, materials that have reached the end of their original purpose become resources for something new – demonstrating how culture, creativity, social enterprise and sustainability can come together to create lasting value.



CREATIVE RECYCLING CORNER | HUMANA NOVA

VISIT THE CREATIVE RECYCLING CORNER DURING THE BREAKS TO DISCOVER MORE ABOUT THE PROJECT – AND GIVE A DISCARDED BANNER A NEW LIFE.

GREEN culture

FROM CREATIVE VISION TO SYSTEMIC CHANGE

17 SEPTEMBER 2026 · ZAGREB

ORGANISED BY:



Sufinancira
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VLADA REPUBLIKE HRVATSKE
Ured za udruge

kulture



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UMJETNIČKI PAVILJON U ZAGREBU
ART PAVILION IN ZAGREB

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