



VYTAUTAS MAGNUS
UNIVERSITY
AGRICULTURE
ACADEMY



University Network of the
European Capitals of Culture



CULTURE AND NATURE - PARTNERS IN DIALOGUE

PROGRAMME

5-7 October 2022

Vytautas Magnus University Agriculture Academy
Studentų str. 11, LT-53361 Akademija, Kaunas district,
Lithuania

Dear Conference Participants,

Since its foundation in 2006, UNeECC, the University Network of the European Capitals of Culture, has brought together established scholars, starting academics and PhD-students to participate in its Annual Conference, where they can exchange research insights on ECoC and European Culture(s) and engage in dialogue with ECoC organizers such as local authorities and artists. The conference is traditionally located in the European Capital of Culture of the year and is organized by the local UNeECC university member.

The involvement of Vytautas Magnus University in the European Capital of Culture Kaunas 2022 has inspired the university to host this year's UNeECC Annual Conference. By this international academic outreach, the university adds an extra dimension to their ECoC and as such consolidates the "town and gown collaboration", which UNeECC highly esteems in its members. Hence, we are grateful that the organizers offer this platform to the colleagues from all over Europe to get together again and follow up on research into ECoC and culture in the life of individual European citizens and society.

Taking into consideration the university organizers' expertise and academic interest, the UNeECC board and Vytautas Magnus University jointly decided on the innovative and topical theme 'Culture and Nature – Partners in Dialogue'. The lifescape of a city as human habitat necessitates both a nature preserving and culturally pleasing environment for the well-being of the citizens. Both parks and theaters, e.g., contribute to our enjoyment and allow for the individual to meet others, engage in dialogue and create a true community that cherishes its natural and cultural heritage.

To allow for academics and professionals from different disciplines to participate in the conference, the following tracks were defined: Culture, Science and Social Well-Being; Consciousness in Cultural Consumption; Sustainability as a Key for Bioeconomy Challenges; Nature and a new Cultural Mindset. After collecting conference presentations, the tracks were slightly adjusted to: European Capitals of Culture; Culture, Science & Social Well-being; Nature, Conscientiousness & Sustainability. This way colleagues from both alpha and beta sciences will find their place to partake in the cross-disciplinary discussions we hope to induce and promote in an international context.

We wish you the very fruitful work, interesting presentations and discussions during conference events and we are looking forward to seeing you in Kaunas, where Culture and Nature will come together!

Prof. dr. Flora Carriijn, President of UNeECC

**Prof. dr. Astrida Miceikienė, Chancellor of Vytautas Magnus University
Agriculture Academy**



Conference Chairs

Prof. dr. Flora Carriijn – President of University Network of the European Capitals of Culture (UNeECC)

Prof. dr. Astrida Miceikienė – Chancellor of the Vytautas Magnus University Agriculture Academy (VMU AA)

Scientific Committee

Chair: prof. dr. William John Chambers – Vice-President of UNeECC

Members:

Prof. dr. László Imre Komlósi – Vice-President of UNeECC

Assoc. prof. dr. Ovidiu Matiu – UNeECC Board Member

Prof. dr. Glen Farrugia – UNeECC Board Member

Prof. dr. Vilma Atkočiūnienė – Vytautas Magnus University Agriculture Academy

Organizing Committee

Chair: assoc. prof. dr. Edit Kóvári – General Secretary of UNeECC

Members:

Assist. prof. dr. Kamila Kaminska-Sztark – UNeECC Board Member

Local Organizing Committee

Chair – assoc. prof. dr. Rasa Pranskūnienė

Vice-Chair – Deimena Montvydaitė

Administrator of Conference – Erika Zabulionienė

Members:

Assoc. prof. dr. Anastasija Novikova

Assoc. prof. dr. Daiva Šileikienė

Lecturer dr. Živilė Černiauskienė

Lecturer Otilija Miseckaitė

PhD student Brigita Medveckienė

PhD student Aušra Rudinskienė

PhD student Kęstutis Žiūra



Conference Programme

Wednesday, 5 October 2022

UNeECC Board Meeting

Thursday, 6 October 2022

8:00–9:00 Registration. LOCAL – Academic community center initiative
9:00–10:50 Opening and Plenary Session
10:50–11:20 Coffee break. LOCAL – Academic community center initiative
11:20–13:00 Session I
13:00–14:00 Lunch
14:00–15:30 Session II
15:30–16:00 Coffee Break and Poster Session
16:00– 17:30 Session III
18:00–21:00 Gala Dinner

Friday, 7 October 2022

10:00–10:40 Session IV
10:40–12:00 Roundtable Discussion and Final Plenary Session
12:00–14:00 Lunch
14:00–16:00 Kaunas Visit
18:00–21:00 Nature Visit



Thursday, 6 October 2022

Vytautas Magnus University Agriculture Academy Central Building,
Studentų str. 11, Akademija, Kaunas district

8.00-9.00 **Registration of Participants**
LOCAL – Academic community center initiative. A fine example of how the local community supports the town's social and cultural life
(Lobby of Central Building, 2nd floor)

9.00-9.30 **Official Opening of the Conference**
(Hall of Central Building, 2nd floor)

9.30-10.50 **Plenary Presentations**
(Hall of Central Building, 2nd floor)



Through the Looking Glass - Nature in Art as Cultural Metaphor through the ages

Prof. dr. FLORA CARRIJN

President of UNeECC, University of Leuven, Belgium



Balatorium

CAN TOGAY

Chief Artistic and Creative Adviser, Veszprém-Balaton 2023, Hungary

10.50-11.20 **Coffee break**
LOCAL – Academic community center initiative. A fine example of how the local community supports the town's social and cultural life
(Lobby of Central Building, 2nd floor)

11.20-13.00 **Session I**
(Room 505 of Central Building, 5th floor)

Section: European Capitals of Culture

Moderator: Prof. dr. William John Chambers, Vice-President of UNeECC

Measuring the social impact of European Capital of Culture – case study of Esch2022

JACQUES MAQUET, LIDIA GRYSZKIEWICZ

Esch2022 ASBL, The Impact Lab, Luxembourg

European Capital of Culture and Transnational Networks

YI-DE LIU

National Taiwan Normal University, Taiwan

Human Nature and ECoC: Emotional intelligence and quality of Life within the university community in the preparation years of Veszpre-Balaton 2023 ECoC

EDIT KOVARI, HENRIETTA KÖDMÖNNÉ PETHÓ, ZSUZSANNA BANÁSZ

University of Pannonia, Hungary



Great Expectations – The relationship between local identity, quality of life and the impacts of the ECoC title in Veszprem

KATALIN LORINCZ, SZILVIA KÁNTOR, ÁGNES RAFFAY-DANYI

University of Pannonia, Hungary

Section: Culture, Science & Social Well-being

Moderator: Dr. Edit Kovari, UNeECC General Secretary

Cultural Heritage, Rural Tourism and Territorial Marketing: The Case of ‘Breakfast at Margina’

CORINA TURSIE

West University of Timisoara, Romania

13.00-14.00 **Lunch**
(Lobby of Central Building, 5th floor)

14.00-15.30 **Session II**
(Room 505 of Central Building, 5th floor)

Section: European Capitals of Culture

Moderator: Prof. dr. László Imre Komlósi, Vice-President of UNeECC

The UK’s City and Borough of Culture Programmes

WILLIAM CHAMBERS,

Liverpool Hope University, United Kingdom

European Capitals of Culture and Sustainable Tourism – challenges, trends and perspectives

IGOR MAVRIN

Academy of Arts and Culture in Osijek, University in Osijek, Croatia

Section: Nature, Conscientiousness & Sustainability

Moderator: Prof. dr. Vilma Atkočiūnienė, Vytautas Magnus University

Human Nature and Culture: sublimation and transformative cultural behavior via artistic co-creation

LÁSZLÓ IMRE KOMLÓSI, MÁRIA ERZSÉBET KERESZTES

Széchenyi István -University of Győr, Hungary

15.30-16.00 **Coffee break and Poster Presentations Session**
(Lobby of Central Building, 2nd floor)



Posters

The Role of Environmental Taxes in Bioeconomy Development: Cases of Lithuania and Georgia

ASTRIDA MICEIKIENĖ, VAZHA VERULIDZE

Vytautas Magnus University, Lithuania; Batumi Shota Rustaveli State University, Georgia

Measuring the social impact of European Capital of Culture – case study of Esch2022

JACQUES MAQUET, LIDIA GRYSZKIEWICZ

Esch2022 ASBL, The Impact Lab, Hungary

Placetelling: Culture and Nature Connection

ERIKA ZABULIONIENĖ, RASA PRANSKŪNIENĖ

Vytautas Magnus University, Lithuania

Sustainable biobusiness: what are key issues

JOLITA GREBLIKAITĖ, JUDITA ASTROVIENĖ

Vytautas Magnus University, Lithuania

Opportunities for Ecosystem Services in the Protected Areas in the Coastal-Rural Area of the Nemunas Delta and the Curonian Lagoon (Lithuania)

LINA MARCINKEVIČIŪTĖ, RASA PRANSKŪNIENĖ

Vytautas Magnus University, Lithuania

Through responsible tourism towards a green economy

DEIMENA MONTVYDAITĖ, DAIVA LABANAUSKAITĖ

Klaipeda University, Lithuania

Between Culture and Nature: Methodology of Interpretation of European Nature Heritage in Tourism

RASA PRANSKŪNIENĖ

Vytautas Magnus University, Lithuania

Socio-ecological systems approach for nature protection region sustainable governance: tourism instruments development imperative

RAIMONDS ERNSTEINS, KARLIS KONKOVŠ, RASA IKSTENA,

MARIS OZOLINS

University of Latvia, Latvia



16.00-17.30 **Session III**
(Room 505 of Central Building, 5th floor)

Section: Nature, Consciousness & Sustainability

Moderator: Prof. dr. Vilma Atkočiūnienė, Vytautas Magnus University

Digital Forms of Travelling for Sustainable Cultural Tourism and Education

DONATA BOCULLO

Vytautas Magnus University, Lithuania

Ecotourism Development Opportunities in Historical Lithuania Capital Kernave

DAIVA ŠILEIKIENĖ, AGATA KURLOVIČ, VILMA KALINOVIEŅĖ

University of Applied Social Sciences, Lithuania

Imbalance Between Nature's Provisions and Entrenched Cultural Patterns: dignity and cultural needs in impoverished communities.

RAFAEL ROBINA-RAIMEZ, LÁSZLÓ KOMLÓSI

University of Extremadura, Spain; Széchenyi István University, Hungary

Forests are not only wood: can we diversify the activities of State Forest Enterprise?

EKATERINA MAKRIKCIENE, ROBERTAS KALVAITIS

Vytautas Magnus University, Lithuania

18.00-21.00 **Gala Dinner**
(Raudondvaris Manor – Orangery; at 18:00 the bus is leaving from VMU AA Central Building, at 20:30 is leaving back from Raudondvaris to Kaunas city center – Moxy Hotel, Maironio str. 19, Kaunas – and VMU AA)



Friday, 7 October 2022

Vytautas Magnus University, Small Hall, S. Daukanto str. 28, Kaunas

10.00-10.40 **Session IV**

(Small Hall, S. Daukanto str. 28, Kaunas)

Section: Culture, Science & Social Well-being

Moderator: Dr. Edit Kovari, UNeECC General Secretary

Spontaneous Education Spaces and Ephemeral Spatial Experiments in Architectural Education. CSSWB?

NORA GECZY, LAYANE VIEIRA

University of Győr, Hungary

Nothing Special? A cutting edge co-creative regional development project in Hungary's Bakony Mountains

KATALIN LŐRINCZ, IZABELLA AGÁRDI, MARIANN SZABÓ

University of Pannonia, Hungary

10.40-12.00 **Roundtable Discussion and Final Plenary Session**

(Small Hall, S. Daukanto str. 28, Kaunas)

Moderator: Prof. dr. William John Chambers, Vice-President of UNeECC

Participants:

Prof. dr. Flora Carrjin, President of UNeECC, University of Leuven, Belgium

Can Togay, Chief Artistic and Creative Adviser, Veszprém-Balaton 2023, Hungary

Prof. dr. László Imre Komlósi, Vice-President of UNeECC

Prof. dr. Vilma Atkočiūnienė, Vytautas Magnus University

Lukas Alsys, Kaunas – European Capital of Culture 2022

Dr. Edit Kovari, UNeECC General Secretary

12.00-14.00 **Lunch**

(Restaurant "Fortas", K. Donelaičio str. 60, Kaunas)

14.00-16.30 **Cultural Program: Kaunas Visit**

Visiting the exhibition "That which we do not remember" by William Kentridge

Visiting "The learning garden of freedom" by Yoko Ono

18.00-21.00 **Cultural Evening: Nature Visit***

(Novaraistis; at 17:30 the bus takes participants from Kaunas city center – Moxy Hotel, Maironio str. 19, Kaunas, at 18:00 stops at VMU AA Central Building; at 20:30 is leaving back from Novaraistis to Kaunas city center and VMU AA)

*The visit will take place in nature, appropriate clothing is recommended



Organizers

Vytautas Magnus University Agriculture Academy

Vytautas Magnus University Agriculture Academy is where the knowledge about nature and technology is combined in order to step into a safer, cleaner, and greener future. Its community inspired by the sustainability ideas explores and discovers the possibilities to improve the world in a practical, meaningful, and innovative manner.

More transparent water, more sustainable cities, and prosperous bioeconomy are just a few of the goals that the minds of the Academy focused on practice are passionate about. There is the growing demand for specialists who understand the power of nature and technology in the aspiration for to create well-being – over 74% of the Agriculture Academy students become competitive labor market participants as early as during their university years.

Education at the Academy enables the students to gain knowledge from the leading experts in sustainability. 350th place among the top schools of higher education in agriculture according to the global ratings is the proof of the international profile of the research competence held by the Academy researchers. The Agriculture Academy provides all the possibilities to turn the aspiration towards a more sustainable world into prominent innovations and human reality.

The Agriculture Academy maintains regular relations with business and research institutes on all continents to enable the most empowering conditions for its student and researcher community for them to develop applied social, biological, and engineering innovations at 22 modern laboratories of the Academy. The demand for agricultural products is expected to grow by 60%, and every innovative idea counts.

VMU Agriculture Academy – for those passionate about nature and technology.

Website: <https://zua.vdu.lt/en/>

The University Network of the European Capitals of Culture, UNeECC

The general aim of UNeECC is: to ensure the recognition of the role and contribution of universities to the success of the cities conferred the title "European Capital of Culture", to provide the member universities with a possibility of a continuous and full participation in the European Capitals of Culture movement enhanced by "Universities of the Year", to foster inter-university cooperation to develop and reshape the universities regional position to create new activities for city and university collaboration.

Website: <https://uneecc.org/>





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UNeECC ANNUAL
CONFERENCE

5-7 OCTOBER 2022,
KAUNAS, LITHUANIA

Contacts:

Email: uneecc@vdu.lt

Conference website: <https://uneecc.vdu.lt/>

Address:

Vytautas Magnus University Agriculture Academy
Studentų str. 11, LT-53361 Akademija, Kaunas district, Lithuania

