

GREEN PHILANTHROPY Fundraising & Sustainability forum meeting

Gran Teatre del Liceu, Barcelona

27-29 September 2022

Programme

Tuesday 27 September

- 14.00 Registration opens at the Main Foyer, Refreshments
- 14.30 **Welcome by Valenti Oviedo (Liceu), Josep Sanfeliu (Asabys) and Opera Europa**
- 14.45 **Opportunities & lessons learned after the pandemic**
with Helena Roca (Barcelona) and Marisa Vázquez-Shelly (Madrid)
- 15.30 **Fundraising post-covid: A new outlook on Sponsors, Communications and Events**
with Tim Beernaert (Brussels), Anja Gossens (Berlin Staatsoper), Dominic Haddock
(English National Opera), Rosa Haker (Amsterdam), moderated by Lauri Pokkinen
- 16.30 **Break-out discussions**
- 17.30 End of afternoon sessions
- 19.00 ***Don Pasquale***, directed by Damiano Michieletto and conducted by Josep Pons, with
Carlos Chausson, Andrzej Filonczyk, Xavier Anduaga, Sara Blanch and David Cervera

Wednesday 28 September

- 09.30 Registration opens at the Main Foyer
- 10.00 **Keynote on sustainability in a company's vision by Hanna Berthaut (Landor & Fitch)**
- 10.30 **Opera is relevant: brand value and social responsibility**
with Cecilia Canemyr (Stockholm), Dan Cooperman (Opera America), Tony Followell
(TGR Arts), Steinunn Birna Ragnarsdóttir (Reykjavik), moderated by Edilia Gänz
(FEDORA)
- 11.45 Coffee break
- 12.15 **Sustainability in Opera: an introduction by Sophie Cornet (Brussels), followed by
break-out discussions**
- 13.30 Lunch at Mirror Hall
- 14.45 **Raising funds for sustainable projects: collaboration across departments**
with André Bücker and Maria Trump (Augsburg), Lena Jaksch and Linda Rullander
(Gothenburg), moderated by Anton Butter (Hannover)
- 16.00 Coffee break
- 16.30 **Case study: Teatro del Liceu's *La gata perduda* – funding an ambitious community
project, presented by Irene Calvis and Valenti Oviedo (Liceu)**
- 18.30 End of day's sessions
- 20.00 **Forum Dinner on the Theatre's terrace**

Thursday 29 September

- 09.30 **The institutional side: sustainability as a priority in public funding**
with Vassiliki Chatzipetrou (ReadLab / CANDIDE INTERNATIONAL), Josep Maria Masip
(Environmental department at Generalitat de Catalunya), Helena De Winter (Chapeau!
Culture Consulting Paris)
- 10.30 Coffee Break
- 11.00 **Collaborative projects on Sustainability:** workshop led by Helena De Winter
- 12.30 **Discussion on future meetings and World Opera Day,** led by Celia Grau and Susanna
Werger (Opera Europa)
- 13.00 End of forum

