



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

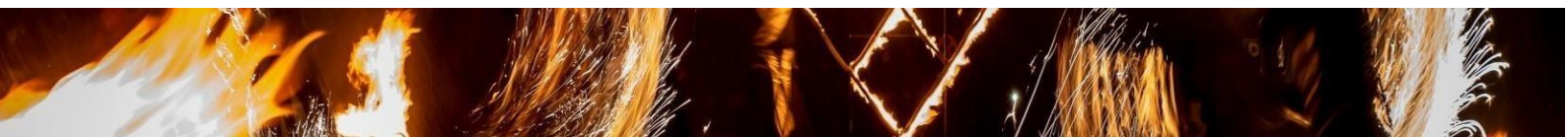
Lecturer dr. Živilė Černiauskienė

Lecturer Otilija Miseckaitė

PhD student Brigita Medveckienė

PhD student Aušra Rudinskienė

PhD student Kęstutis Žiūra



## Conference Programme

### Wednesday, 5 October 2022

UNeECC Board Meeting

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### Thursday, 6 October 2022

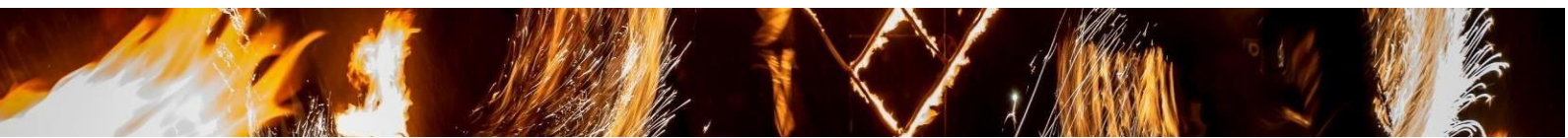
8:00–9:00 Registration. LOCAL – Academic community center initiative  
9:00–10:50 Opening and Plenary Session  
10:50–11:20 Coffee break. LOCAL – Academic community center initiative  
11:20–13:00 Session I  
13:00–14:00 Lunch  
14:00–15:30 Session II  
15:30–16:00 Coffee Break and Poster Session  
16:00–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

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### 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

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## 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, 2<sup>nd</sup> floor)

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

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

11.20-13.00 **Session I**  
(Room 505 of Central Building, 5<sup>th</sup> 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**

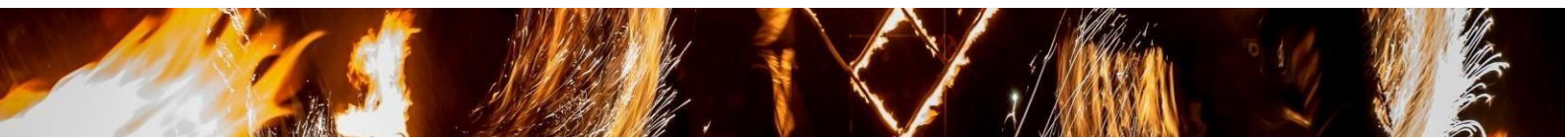
YI-DE LIU

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



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**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

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13.00-14.00 **Lunch**  
(Lobby of Central Building, 5<sup>th</sup> floor)

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14.00-15.30 **Session II**  
(Room 505 of Central Building, 5<sup>th</sup> 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

**How European Capital of Culture Tartu 2024 is doing a revolution in environmentally friendly culture management in Estonia**

TRIIN PIKK

European Capital of Culture Tartu 2024, Estonia

**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**

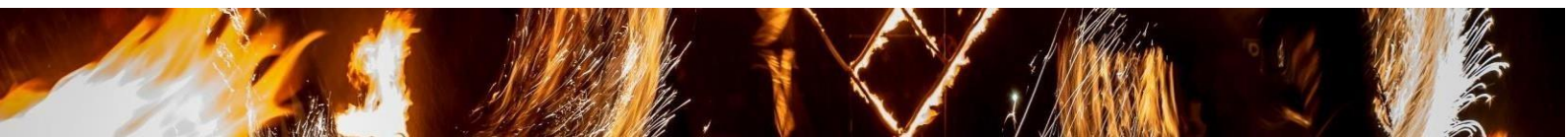
LÁSZLÓ IMRE KOMLÓSI, MÁRIA ERZSÉBET KERESZTES

Széchenyi István -University of Győr, Hungary

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

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**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

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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?**

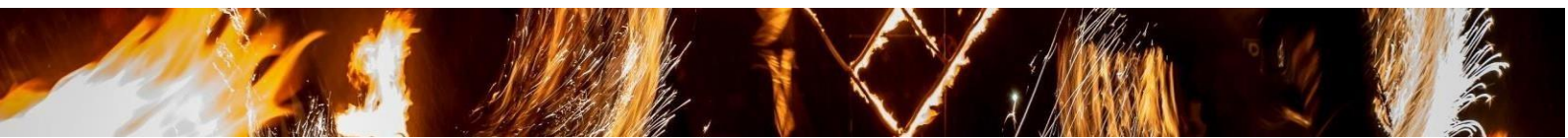
**EKATERINA MAKRIKCIENE, ROBERTAS KALVAITIS**

Vytautas Magnus University, Lithuania

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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 – Moxxy Hotel, Maironio str. 19, Kaunas – and VMU AA)

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## 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

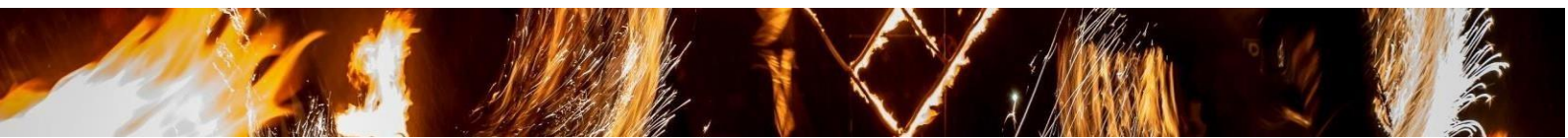
Dr. Edit Kovari, UNeECC General Secretary

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



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## 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.

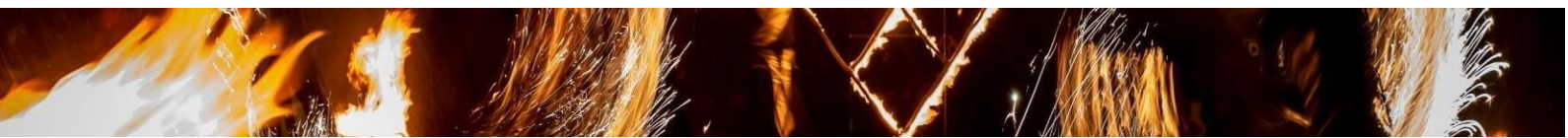
VMU Agriculture Academy – for those passionate about nature and technology.

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](mailto:uneecc@vdu.lt)

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

## Address:

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

