

file Culture Conference
Florence,

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“Culture Counts”
A Conference to Address
The Financing, Resources, and Economics
of
Culture in Sustainable Development
Convened by the Government of Italy and the World Bank
in cooperation with the
United Nations Educational, Scientific and Cultural Organization
(09/20/99 #76)—(*) indicates invitation accepted

Monday Morning, October 4

PALAZZO VECCHIO
Salone dei Cinquecento

OPENING PLENARY

Welcoming

10:30 Mayor of Florence

President of the Regional Government of Tuscany

Opening Address

11:00 Lamberto Dini*
Minister of Foreign Affairs
Italy

11:30 James D. Wolfensohn*
President
The World Bank

Session I: Culture and Sustainable Development: Threats and Tensions

12:00-12:20 “*A Global Overview of Threats and Tensions*”
Hernan Crespo-Toral*
Assistant Director General
UNESCO

12:20-12:40 “*A Regional Perspective of Threats and Tensions*”
B.P. Singh*
Executive Director
The World Bank

12:40-13:00 “*Threats to Culture in Development: A National Perspective*”
Mohaned Abd El Baki Hermassi*
Minister of Culture
Tunisia

NOTE #1 Conference participants NOT engaged in Thematic Working Groups, on Wednesday, October 6, may wish to enroll in one of the Study Tours on Wednesday organized by the Regional Authorities of Tuscany. You must register on Monday, October 4 in the Cavaniglia Pavilion Reception Desk.

For those who are in Thematic Working Groups on Wednesday, October 6, excursion trips are available on **Thursday afternoon and Friday**. For these Study Tours please also enroll on Monday, October 4, in the Cavaniglia Pavilion Reception Desk...The Friday excursion will be to Assisi to visit the restoration work done on the monuments damaged by the earthquake. This has been organized by the Italian Ministry for Culture Heritage and Activities.

The availability of space for each tour is on a first come, first serve basis.

Monday Afternoon, October 4, 1999

13:00-15:00 **Lunch Available at the Fortezza Da Basso**

FORTEZZA DA BASSO

Cavaniglia Pavilion

Main Plenary Hall

Session II: The Role of Culture in Sustainable Development

15:00-17:30

Presiding Representative of the Government of France

15:10-15:35 *"Why Some are so Rich and Others so Poor: The Role of Culture"*
David S. Landes*
Professor Emeritus
Harvard University
United States

15:35-16:00 *"The Economic, Anthropological, and Social Perspective:
Culture and Sustainable Development in Central America"*
Mario Rietti*
President
COFINSA
Honduras

16:00-16:25 *"The Economic Dimensions of Culture: An Analytic Perspective"*
David Throsby*
Department of Economics
MacQuarie University
Australia

16:25-16:45 Break

16:45-17:10 *"The Economic Dimensions of Culture: An Analytical Perspective"*
Paul Streeten*
Boston University
United States

17:10 Juan Ignacio Vidarte*
Director General
Guggenheim Bilbao
Spain

19:00 The Inauguration of the New Special Illumination
of *Santa Maria Del Fiore*
Florence Cathedral

Palazzo Vecchio
Pre opening of the exhibition "Youth of Michelangelo "

Followed by a light buffet reception for conference participants and their partners

Tuesday Morning, October 5, 1999

FORTEZZA DA BASSO

Cavaniglia Pavilion

Main Plenary Hall

Session III: Policies for Culture in Sustainable Development

9:00-9:55 Chair Ion Caramitru*
 Minister of Culture
 Romania

Martine Tridde*
Secretary General
Paribas Foundation
Paris, France

Sheila Copps*
Minister of Culture
Ministry of Canadian Heritage
Canada

Kurt Biedenkopf*
Minister President
Saxony, Germany

Susan Waffa-Ogoo*
Secretary of State for Tourism and Culture
Banjul, The Gambia

Tuesday Morning October 5, continue

**FORTEZZA DA BASSO
Cavaniglia Pavilion
Main Plenary Hall**

**Session IV: Multilateral Development Banks:
Development Impact of Cultural Programs and Projects**

10:00-11:15	Chair Amato or Antonio Maria Costa* Secretary General European Bank for Reconstruction and Development Peter H. Sullivan* Vice President Asian Development Bank Henock Kifle* Director African Development Institute African Development Bank Eduardo Rojas* Principle Specialist Urban Development InterAmerican Development Bank
11:15 to 11:30	Break

Tuesday Morning, October 5, 1999 Continue

FORTEZZA DA BASSO

Cavaniglia Pavilion

Main Plenary Hall

Session V: Concurrent Roundtable A1

**Culture Bilateral Development Agencies: Development Impact of Programs and Projects on
Prototypes and Best Practice**

11:30-13:00

Chair Senator Rino Serri*
 Undersecretary of State
 Ministry of Foreign Affairs

Fulvio Massard*
Director
Administration and Finance Department
Member of the Directorate
Swiss Agency for Development and Cooperation (SDC)
Switzerland

Najah El-Attar*
Minister of Culture
Syria

Professor Michael Bohnet*
Director General
for Bilateral Operations
Federal Ministry for Economic Cooperation
and Development
Germany

Carlos A. Moneta*
Secretary
Latin American Economic System(SELA)

Tuesday Morning, October 5, 1999

FORTEZZA DA BASSO

Teatro Lorenese

**Session V: Concurrent Roundtable A2-
Resources for Culture in a Multicultural Society-Private Sector and Foundation Experience**

11:30-13:00

Chair Umberto Agnelli*
President
IFIL
Italy

Gianfranco Imperatori*
President
Mediocredito Centrale
Italy

Fields Wicker-Miurin*
A.T. Kearney Financial Institutions Group
United Kingdom

Mohamed Abdelilah Belghazi*
Museum Bleghazi
Rabat, Morocco

Margarita Guttman*
Instituto Internacional de Medio
Ambiente y Desarrollo (IIED)
Buenos Aires, Argentina

13:00

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Lunch
Fortezza da Basso

Tuesday Afternoon, October 5, 1999

FORTEZZA DA BASSO

Cavaniglia Pavilion

Main Plenary Hall

Session VI: Concurrent Roundtable B1
The Constraints on Resources for Culture in Developing Countries and Economies in Transition

15:00-16:15

Chair Victor Sa'Machado*
President
Gulbenkian Foundation
Portugal

Fahrudin Rizvanbegovic*
Federal Minister of Education, Science, Culture and Sport
Sarajevo

N'Goran Niamien*
Minister of Economy and Finance
Cote d'Ivoire

Makhtar Diouf*
Economist
Institute Cheick Anta Diop
Dakar, Senegal

Arjun Appadurai*
Anthropologist
India

Tuesday Afternoon, October 5, 1999

FORTEZZA DA BASSO

Teatro Lorenese

Session VI: Concurrent Roundtable B2

The Cultural Impact of Development on Civil Societies and Indigenous Culture

15:00-16:15

Chair Ian Johnson*

Vice President

Environmentally and Socially Sustainable Development

The World Bank

Mpho M. Malie*

Minister of Trade, Industry and Marketing

Lesotho

Stefano Bianca*

Aga Khan Trust for Culture

Jorge Uquillas*

Coordinator

Indigenous People

World Bank

16:15-16:30

Break

Tuesday Afternoon, October 5, 1999

FORTEZZA DA BASSO

CONCURRENT SEMINARS

16:30-18:30 *Investing in Culture: Making It Work*

Valuing Cultural Assets

Organizer ICCROM

Location

Teatro Lorenese

Measuring Culture and Development: Prospects and Limits in Constructing Cultural Indicators

Organizer UNESCO

Location

**Cavaniglia Pavilion
Plenary Hall**

Investing in the Tangibles and Intangibles in Intercultural Dialogue

Organizer UNESCO

Location

Volta Room

Call for a Culture and Environment Compact: The Quest for Sustainable Finance

Organizer IUCN and the Mountain Institute

Location

Cavaniglia Hall C

The World Bank's Approach to Culture and Sustainable Development: The Opportunities Ahead

Organizer The World Bank

Location

Cavaniglia Hall B

Private and Public Sector Partnership for Community Development.

Organizer The Government of Canada
and the Council of Europe

Location

Scherma Room

18:30 Opening of the Children's Art Exhibit, "Children Look to the Horizon."

18:30 Dinner Available at the Fortezza da Basso

20:00 Evening Lectures (Open to the Public)

The State of Knowledge in Cultural Management

Alessandro Bianchi -Italian Central Restoration Institute (ICR)

Angelo Guarino Italian National Research Council (CNR)

Location

Fortezza da Basso

**Cavaniglia Pavilion Plenary Hall
or Hall B**

Financing Art and Culture in the Renaissance in Florence:

The Medicis' Contribution

Anna Maria Petrioli Tofani, Director, Museo degli Uffizi

Location

Fortezza da Basso

**Cavaniglia Pavilion Hall B, or
Hall C, or the Teatro Lorenese**

Wednesday, October 6, 1999 – Fortezza Da Basso

PROGRAM FOR THEMATIC WORKING GROUPS SESSIONS

*The Working Groups are all to advance knowledge, capacities, economic analysis,
and the financing of culture and cultural heritage in sustainable development*

9:15-13:00	Working Group Sessions Begin (10:00-11:00 coffee is available in the courtyard.)
13:00-14:30	Lunch
14:30-16:00	In Session
16:00-16:30	Coffee Break
16:30	Attend Plenary

Each Thematic Working Group has been sponsored and autonomously organized by the identified organization or unit. (* equals working group confirmed). ("Closed" or "Open" indicate if the Working Group is open to the participants at the conference or only to the members of the Working Group)

**Thematic Working Group 1- 1. Cavaniglia Pavilion Plenary Hall, 2. Cavaniglia Hall B,
and 3. Cavaniglia Hall C- CLOSED**

Theme

Italian Bilateral Cooperation

Organizer

Minister Vincenzo Petrone, Director General for Development Cooperation, Ministry for Foreign Affairs

Thematic Working Group 2 Palazzina Lorenese Signorelli Room*- OPEN

Theme

Cathedrals for Environment. Financing Culture and Nature for Generation to Come.

Organizers

IUCN and the Mountain Institute

Maritta R. von Bieberstein Koch-Weser and D. Jane Pratt

Thematic Working Group 3 Palazzina Lorenese Sansovino Room* CLOSED

Theme

Cultural Economics, Identity and Poverty Reduction

Organizers:

The World Bank

Tia Duer, Mike Walton

Thematic Working Group 4 Palazzina Lorenese Bronzino Room* CLOSED

Theme

Culture and National Millennium Commissions

Organizers

The White House, U.S.A.

Ellen Lovell, Caroline J. Croft,

Thematic Working Group 5 Teatro Lorenese* CLOSED

Theme

Cultural Conservation in East Asia

Organizers

The World Bank (Asia)

Geoffrey Read

Thematic Working Group 6 Palazzina Lorenese Botticelli Room* OPEN

Theme

Sharing the Wealth: Improved Sustainability through Integrated Conservation Planning

Organizers

World Monuments Fund

Bonnie Burnham

Thematic Working Group 7 Volta Room* OPEN

Theme

Valuing heritage – Beyond Economics

Organizers

ICCROM

Marc Laenen

Thematic Working Group 8 Palazzina Lorenese Angelico Room* OPEN

Theme

Museums: Conservation and Management of Cultural Heritage

Organizers

CIVITA

Nicolo Savarese, Albino Ruberti

Thematic Working Group 9 Palazzina Lorenese Giotto Room*

Theme

Cultural Policy and Sustainable Development, a New Partnership

Organizers

Council of Europe

Vera Boltho

Thematic Working Group 10 Della Scherma*

Theme

Culture and Private Sector Support

Organizers

Arts and Business

Colin Tweedy

Thematic Working Group 11 Palazzina Lorenese Leonardo Room OPEN

Theme

Sustainable Development in Communication and Education: Pilot Projects and Case Studies

Organizers

Scuola Normale Superiore di Pisa, Soprintendenza Archeologica di Pompei, MEDICI Framework,
European Commission, Istituto Centrale per il Restauro

Thematic Working Group 12 Palazzina Lorenese *San Gallo Room OPEN**

Theme

Financing Cultural Site Management

Organizers

The World Bank

Arlene Fleming

Thematic Working Group 13 Palazzina Lorenese *Cellini Room* OPEN

Theme

Growth and Culture in Urban and Regional Proximity Organizers

Interarts Observatory

Eduard Delgado, Y.Raj Isar

Thematic Working Group 14 Palazzina Lorenese *Brunelleschi Room OPEN**

Theme

Strategies and Guidelines for Architectural Heritage: Technical and Financial Aspects

Organizers

ICOMOS

Giorgio Croci, Jean-Luis Luxen, J.M. Ballester

Thematic Working Group 15 Palazzina Lorenese *Ghiberti Room**

Theme

Supporting Cultural Enterprises for Local Development

Organizers

Ford Foundation

Damien Pwono

Thematic Working Group 16 Palazzina Lorenese *Verrocchio Room**

Theme

Archives and Sustainable Development

Organizers

The World Bank (Latin America)

Carolle Carr, Elisa Liberatori-Prati

Thematic Working Group 17 Palazzina Lorenese *Lippi Room OPEN**

Theme

Cultural Tourism and Development

Organizers

Touring Club

Armando Peres

NOTE Bilateral task force meetings may also be scheduled for this day, engaging the Government of Italy and the World Bank.

Wednesday Afternoon, October 6, 1999

FORTEZZA DA BASSO

Cavaniglia Pavilion

Main Plenary Hall

Session VII: Strategies to Support Culture in Sustainable Development

16:30-18:30 Presiding Franco Passacantando* (**)
Executive Director
The World Bank

Summary Presentations to the Plenary by the Thematic Working Groups on initiatives to advance knowledge, capacities, economic analysis, and the financing of culture and cultural heritage in sustainable development.)

18:30 Adjourn

19:00 Visit to the Uffizi Gallery, Vasari Corridor, and Palazzo Pitti
Followed by a light buffet reception at the Palazzo Pitti

** May be joined by a second Presiding Chair

Thursday Morning, October 7, 1999

FORTEZZA DA BASSO

Cavaniglia Pavilion

Main Plenary Hall

Session VIII: A Vision for the Future

- | | |
|------------|--|
| 9:00-9:20 | <p><i>"The Promise of the Work in Progress"</i>
<i>(The Summation Overview of the Thematic Working Groups Endeavors)</i>
Bonnie Burnham*
President
World Monuments Fund</p> |
| 9:20-9:40 | <p>Commentaries on the UNESCO/Government of Italy <i>Vision Paper</i></p> <p>Minister Gianfranco Facco Bonetti*
Director General
Cultural Relations
Ministry for Foreign Affairs</p> <p>Hernan Crespo-Toral*
Assistant Director General
UNESCO</p> |
| 9:40-9:50 | <p>Commentary on <i>Culture and Sustainable Development</i>- The World Bank
Ian Johnson*
Vice President
The World Bank</p> |
| 9:50-10:20 | <p>Audience Comments</p> |

Thursday Morning, October 7, 1999

FORTEZZA DA BASSO

Cavaniglia Pavilion

Main Plenary Hall

Session IX: Creating Capacity for Cultures in Sustainable Development

Closing Keynotes

10:20-12:30	Presiding	Senator Patrizia Toia* Undersecretary of State Ministry of Foreign Affairs Italy
10:30		Federico Mayor* Director General UNESCO
11:00		Hillary Rodham Clinton* First Lady The United States of America
11:30	Break	
11:45		<i>A Retrospective Summary</i> Ismail Serageldin* Vice President Special Programs The World Bank
12:10		<i>Closing Remarks</i> Minister Giovanna Melandri* Minister of Cultural Heritage and Activities Italy
12:45	Conference Adjourns	
13:00	Lunch Available at the Fortezza da Basso	

Thursday Afternoon, October 7, 1999

FORTEZZA DA BASSO

Cavaniglia Pavilion

(Assigned Halls to be determined)

Post Conference Events

(Concurrently scheduled)

- 14:30 1) *Culture in Sustainable Development: Partnerships and Brokering*
Convenor --The Culture Anchor, The World Bank and the Ford Foundation
- 2) Open House Invitation to the Cyber Café Social Networking for
all Thematic Working Groups
- 3) To be determined --Town Hall discussion of Government of Italy/UNESCO
Vision paper
- 4) Study Tours
Sponsor: the Regional Authorities of Tuscany

Friday, October 8

Study Tour

Assisi, Italy To visit the restoration work done on the monuments damaged by the
earthquake.

Sponsor: Italian Ministry for Cultural Heritage and Activities

October 4-7, 1999

Conference on

**Financing, Resources, and the Economics
of Culture in Sustainable Development
Florence, Italy**

Schedule and Logistics

(Prepared September 21, 1999 JMB)

Sunday October 3, 1999

Time

— Arrive Florence, Italy (Time to be provided by the President's office)
Met by F. Passacantando and Nick van Praag
Government of Italy will provide car and driver for the duration of the President's stay.

— Transport to the Grand Hotel
— Arrive Grand Hotel
Piazza Ognissanti
Phone 39 055 28 781
Fax 39 055 217 400

The President's office has requested that no formal arrangements be made. There will be a private dinner.

Note:

F. Passacantando and I. Johnson will be staying at the Grand Hotel

Monday October 4, 1999

- 8:30 a.m. Ian Johnson, Nick van Praag and E.J. Ashbourne will join the President for breakfast.
- 10:00 a.m. Pick up party at the Grand Hotel.
Accompanied by Franco Passacantando, Ian Johnson and Nicholas van Praag
- _____ a.m. Enroute to Palazzo Vecchio to the square. The driver will take the party to the main entrance.
- _____ a.m. Arrive Palazzo Vecchio
The President will be escorted to his designated seat in the front row.
Two seats directly behind the President will be reserved for his use.
- 11:30-12:00 Address conference plenary
(Speech - Bank Focal Points-Tia Duer and Dale Lautenbach)
- 13:00-15:00 Luncheon
Car will take the President to the Fortezza da Basso
Salone degli Specchi
Private luncheon with Minister Dini
and his guests
(Guest list yet to be determined by the Foreign Ministry)
Host: The Minister of Foreign Affairs
- 15:00 President may elect to attend afternoon session of the conference
Front row seat reserved for the President at the Fortezza Da Basso
Cavaniglia Pavilion, Main Plenary Hall
- 16:30 The Italian authorities are organizing a Press Conference
President, Minister Dini and H. Crespo-Toral
(Bank coordinator-Nick van Praag)
- 19:00 The Inauguration of the New Special Illumination of the
Santa Maria Del Fiore

Return to Palazzo Vecchio for the pre opening of the exhibition
"Youth of Michelangelo" followed by a light buffet.
F. Passacantando and I. Johnson to accompany the President.

Tuesday October 5, 1999

This day's schedule is being managed by E.J. Ashbourne

EXT. 85247

Hotel- To be provided by E.J. Ashbourne, Tel. Fax.....

Car and driver continue to be at the disposal of the President
President may decide to attend one or more of the
Tuesday sessions of the conference

Or hold private bilateral meetings at his hotel

Nick van Praag may organize--one on one--press interviews.
Staying at the Hotel Cellai --(Florence 055)-489291, FAX 055-470387
To be coordinated with E.J. Ashbourne

Kurt Biedenkopf is to meet the President some time on this day after his
presentation after 10:00).

President's day's agenda is to include Eleanor Fink
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Mrs. Wolfensohn arrives
10:45 a.m. Mrs. Wolfensohn arrives in Florence
Alitalia 1688 from Milan

Piaggio Foundation to meet the plane and provide her with a car on Tuesday.
(E.J. Ashbourne has arranged)_____

13:00 President departs for his corporate/foundation luncheon

13:30 Private sector Luncheon to be held in the Villa la Pietra, in Florence
The present arrangement may revised because of number of attendees.
42 CEO and guests attending to date.

18:00 President departs for Fortezza da Basso exhibit opening

18:30 Opening of Exhibit Arranged by E.J. Ashbourne

Wednesday October 6, 1999

Time yet to be determined.

_____ The President greets Hillary Rodham Clinton at airport and departs Florence

The President departs Florence for Geneva



ANNOTATED CONFERENCE PROGRAM

“Culture Counts” Financing, Resources and the Economics of Culture in Sustainable Development

Florence, Italy
October 4 – 7, 1999

Convened by the
Government of Italy
and the
World Bank
in cooperation with UNESCO

The premise of the conference is that culture is of crucial importance for sustainable development. The objective is to expand the resources available for culture in sustainable development programs, the range of institutions and actors that are involved in culture with a development perspective, and the instruments to be used for these programs. The conference will provide a forum for experts and key decision-makers to discuss the full range of economic and financial issues linked to the cultural dimensions of poverty alleviation in developing countries.

**MONDAY MORNING
October 4
PALAZZO VECCHIO**

Keynote speeches

These opening keynote speeches present the broad issues to be addressed in the conference and its vision.

- The important role for culture in sustainable development and the need for new partnerships among multilateral development agencies, bilateral, the private sector, foundations, NGOs, and academia to support this work.
-
- The importance of poverty reduction in culture in sustainable development programs.

Session I: Culture and Sustainable Development: Threats and Tensions

This session is to provide an overall assessment of:

- the effects on culture of current market and development trends
- the resources available to support culture in developing countries
- the state of “culture” in developing countries

**MONDAY AFTERNOON
FORTEZZA DA BASSO**

Session II: The Role of Culture in Sustainable Development

This session sets the analytical and theoretical framework. The session will address issues relating to:

Culture from an economic, anthropological, and social perspective
To what extent cultural values relate to economic development and contribute to the wealth of nations?
How national and local cultural industries are contributing to employment generation and social cohesion in developing countries
Promoting “progressive” cultural values

TUESDAY MORNING
October 5
FORTEZZA DA BASSO

Session III: Policies for Culture in Sustainable Development

This session will address the factors that countries should consider in addressing culture in sustainable development. What are the challenges among cultural heritage and living culture, cultural conservation and culture production, monuments and communities, etc. How should priorities be established among funding culture and other sectors, i.e. health and basic human needs? What are the possible social outcomes of the use of culture as a development tool in other sectors? What policies exist that support the case for investing in culture as a contributor to social cohesion, quality education, creating social capital, and addressing poverty?

**Session IV: Multilateral Development Banks:
Development Impact of Cultural Programs and Projects**

This session provides a forum for the Multilateral Development Banks to discuss their policies to support sector policies and investments in culture. The session presents best practice cases with a strong development impact. Presentations will be made both of policy papers and projects, with some assessments of how financing culture can affect a country's economy, reduced poverty, improved social cohesion, urban and/or rural development, education. Among the issues to be discussed:

- Do you have do no harm policies?
- What made these cultural projects successful?
- What lessons can be learned from these success stories?

Session V: Concurrent Roundtable A1
Bilateral Development Agencies: Development Impact of Programs and Projects on Culture-Prototypes and Best Practice

This session will include the presentation of cases of investment projects in culture by bilateral development agencies with emphasis on the development impact on local employment, social cohesion, and education. Presentations will provide quantitative assessments on the development impact of the projects undertaken.

- How cultural programs relate to educational programs
- Should the activities be restricted to cultural heritage programs or also to non tangible aspects of culture
- Did these programs create new opportunities for the poor?
- Are their social, cultural, and environmental benefits?

Session V: Concurrent Roundtable A2
Resources for Culture in a Multicultural Society:
Private Sector and Foundation Experience

This concurrent session provides a forum for discussion on the trends in corporations, foundations, NGOs and advocacy groups in advocating or providing resources for culture in development. The discussion will focus on success stories and will aim at answering questions such as:

- What makes investing in culture appealing to the private sector.
- What evidence is there as to the return to the private sector in the short and long-term.
- How to protect the integrity of cultural assets in a marketing context.
- How is it possible to reach a wider involvement of private sector and civil society.
- Examples of successful private/public partnerships.

TUESDAY AFTERNOON
FORTEZZA DA BASSO

Session VI: Concurrent Roundtable B1
The Constraints on Resources for Culture in
Developing Countries and Economies in Transition

This session will consider perceived dilemmas in short-term versus long-term solutions? Can investments in culture benefit from and, in turn, be beneficial to a more comprehensive development framework? This concurrent session provides a forum of discussion for top government officials in developing and donor countries to voice their

policies and financial constraints in their advocacy for culture. Among the issues to be discussed are:

- Should development institutions help and how.
- Would new institutional instruments help the funding of culture in development.
- What are the constraints that ministers of culture and finance in developing countries face in financing culture.

Session VI: Concurrent Roundtable B2
The Cultural Impact of Development on Civil Societies and Indigenous Culture

This session is to examine how to mobilize resources for culture through civil society and indigenous people involvement. The session will also discuss issues such as the tension between preservation and modernization of cultural values and gender issues related to culture. Case studies and success stories will provide some answers.

Seminars: Investments in Culture: Making It Work

These seminars will address the instruments and techniques needed to support culture in sustainable development. These sessions are to provide specific information that can help development planning address the complex interface of infrastructures, culture assets, multicultural interests, valuation, and implementation challenges. Presentations include the following topics:

Alternative institutional approaches and legal frameworks for supporting culture in sustainable development

Application of economic evaluation of projects

Role and instruments of partnerships

Seminars:

- | | | |
|-------|-------------------|---|
| (i) | UNESCO | Investing in the Tangible and Intangible of Intercultural Dialogue |
| (ii) | UNESCO | Measuring Culture and Development: Prospects and Limits of Constructing Cultural Indicators |
| (iii) | IUCN/ Environment | Call for a Culture and |

The Mountain Institute Compact. The Exempl
World's Mountain Agenda

- (iv) ICCROM Valuing Cultural Assets
- (v) Government of Canada
and Council of Europe Private and Public Sector
Partnerships for Community
Development
- (v) The World Bank The World Bank's Approach to
Culture and Sustainable
Development: The Opportunities
Ahead

WEDNESDAY MORNING
October 6
FORTEZZA DA BASSO

Thematic Working Groups: *Advancing the Knowledge, Capacities, Econ
and the Financing of Culture and Cultural Heritage in
Sustainable Development*

Thematic Working Group 1

Theme: Italian Bilateral Cooperation

Organizer: Italian Minister for Foreign Affairs. Direction for the International Cooperation

Thematic Working Group 2

Theme: Cathedrals for Environment. Financing Culture and Nature for Generation to Come

Organizers: IUCN, The Mountain Institute

Thematic Working Group 3

Theme: Cultural Economics, Identity and Poverty Reduction

Organizers: The World Bank

Thematic Working Group 4

Theme: Culture and National Millennium Commissions

Organizers: The White House, U.S.A.

Thematic Working Groups 5

Theme: Cultural Conservation in East Asia	
Organizers: The World Bank	

Thematic Working Group 6

Theme: Culture, Costs and Preservation	
Organizers: World Monuments Fund	

Thematic Working Group 7

Theme: Valuing Heritage – Beyond Economics	
Organizers: ICCROM	

Thematic Working Group 8

Theme: Museums: Conservation and Management of Cultural Heritage	
Organizers: CIVITA-r	

Thematic Working Group 9

Theme: Cultural Policy and Sustainable Development, a New Partnership	
Organizers: Council of Europe	

Thematic Working Group 10

Theme: Culture and Private Sector Support	
Organizers: Association for Business Partnership of the Arts	

Thematic Working Group 11

Theme: Sustainable Development and Education: Pilot Projects and Case Studies in Conservation and Communication	
Organizers: Scuola Normale Superiore di Pisa, Soprintendenza Archeologica di Pompei, MEDICI Framework, European Commission	

Thematic Working Group 12

Theme: Financing Sustainable Sites Management	
Organizers: The World Bank	

Thematic Working Group 13

Theme: Mapping and Mobilizing Cultural Resources in Cities and Regions	
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Organizers: INTERARTS Observatory, UNESCO

Thematic Working Group 14

Theme: Guidelines for the Conservation of Architectural Heritage: Financial Aspects

Organizers: ICOMOS

Thematic Working Group 15

Theme: Supporting Cultural Enterprises as a Focus of Local Development
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Organizers: Ford Foundation

Thematic Working Group 16

Theme: Archives and Sustainable Development	
Organizers: World Bank	

Thematic Working Group 17

Theme: Cultural Tourism and Development	
Organizers: Touring Club	

Note: Each Working Group is autonomously organized by its own leader; according to the leaders' discretion, some Groups are open to all conference attendees, while others are not. The final program will indicate the openings in various Working Groups.

Session VII: Strategies to Support Culture in Sustainable Development

The Thematic Working Groups will present an outline of the practical actions they envisage as the outcome to their deliberations and may include:

- Announcements of programs by international institutions
- Guidelines on new financial mechanisms: trust funds, voluntary contributions etc.
- Announcements of agreements among new partners
- Announcements of new initiatives and brokerage sessions
- Mobilization around common objectives

THURSDAY MORNING
October 7
FORTEZZA DA BASSO

Session VIII: A Vision for the Future

This session's panel will discuss a UNESCO/Government of Italy paper on
Culture in Sustainable Development

Session IX: Creating Capacity for Cultures in Sustainable Development

This session will present a retrospective review and close the conference.



The Ambassador

*Embassy of Italy
Washington*

September 24, 1999 007592

Dear Melanne,

I am pleased to enclose an advance copy of a letter addressed to the First Lady from the Vice President of the Tuscany Region, Ms. Marialina Marcucci, inviting her to visit Lucca while she is in Italy for the Culture Counts conference this coming October.

It is my understanding that the original correspondence is being transmitted directly to your offices.

With my very best wishes, I remain,

Sincerely yours,

Ferdinando Salleo

The Honorable
Melanne Verveer
Assistant to the President and
Chief of Staff to the First Lady



Giunta Regionale

Il Vice Presidente

Firenze, 17.09.99

Prot. Leg. 622 SP

Mrs. Hilary Clinton

Dear Mrs. Clinton

Among the many wonders in Tuscany, we have one of extraordinary beauty dedicated to a woman just as extraordinary: the funerary monument of Ilaria del Caretto, the young, beautiful and unfortunate bride of the powerful 15th Century Lord of Lucca, Paolo Guinigi. The sculpture of her sleeping with a puppy curled up at her feet is found today in the cathedral of San Martino in Lucca.

In the same cathedral, the Region of Tuscany, together with the Italian Government and ENEL, is creating a new illumination system. This synergy of Institutions is no longer working with ideals, but has begun working towards a specific objective the recuperation and use of our cultural patrimony in preparation for the great Jubilee of 2000.

It would be my pleasure to invite you to visit the funerary monument of Ilaria and the spectacular illumination system created for the artwork in the cathedral of San Martino while you are here in Florence for the conference "Culture Counts" organized by the Word Bank.

The special lighting system will be inaugurated and turned on for the first time, during your visit. In the evening, we are planning a reception in your honor at the Palazzo Ducale, which is currently undergoing an important restoration.

It would be really wonderful to be able to count on your presence in Lucca and to experience together the centuries old emotions that Ilaria del Carretto transmits to visitors and especially to women.

Thank you so much for considering my invitation: I would also like to take this occasion to pass on my best regards.

Sincerely

Marialina Marcucci



FAX TRANSMISSION

**Consulate General
of the
United States of America**
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TO: Ms. Melanne Verveer
COMPANY:
FAX: 202-456-6244

FROM: Ruth H. van Heuven
Consul General

Date: September 22, 1999
N° of pages: 2(including this cover sheet)

As discussed – please pass to Hillary.



CONSULATE GENERAL OF THE
UNITED STATES OF AMERICA

Milan
September 22, 1999

Mrs. Hillary Rodham Clinton
Office of the First Lady
White House

Hillary
Dear Mrs. Clinton:

I talked to Melanne a few days ago, about the possibility of arranging a speaking engagement for you up here in Milan during one of your visits to Florence, either in October or November. She suggested that I write to you directly.

Here's what we could offer. Milan, capital of Lombardy, which all by itself produces 30% of Italy's GDP, is the financial, commercial, economic and media capital of Italy. (Its relation to Rome is much like that of New York to Washington 30 or 40 years ago.) There is a local think tank, ISPI (Italian institute for political science) which could pull together a first-class audience of academics, media, politicians and industrialists. Recent speakers have included several European foreign ministers. They also at times organize events with the other major, Rome-based, Italian foreign affairs forum, IAF. The Aspen institute is also very active here. The other major sponsor here of prominent speakers (recently host, for instance to Wesley Clark) is Assolombarda, the powerhouse industrialists association which often hosts events together with the Corriere della Sera, Italy's leading newspaper. (General Clark's speech was also cosponsored by the American Chamber of Commerce.) Any of these organizations singly or in combination with others would leap at the chance to host you.

Flight time to Milan from Florence would be approximately 45 minutes. General Clark was in and out of Milan in two hours, including a visit to Leonardo's Last Supper and the cathedral. If you had more time, I know that several of these organizations would also be happy to host an event at the Villa d'Este on the lake of Como. That, however, would probably not be as attractive, weather and scenery-wise in November.

I know how incredibly tight your schedule is. Nevertheless, from the point of view of those of us in the U.S. government, your appearance here as one of our leading speakers on any of a variety of subjects that are very important to us, would certainly advance our efforts here.

Sincerely,

Ruth H. van Heuven
Consul General

The World Bank
Washington, D.C. 20433

Office of
James D. Wolfensohn
President

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FACSIMILE TRANSMITTAL FORM

DATE: October 5, 1998

No. of Pages: 1
(including this page)

TO: Ms. Melanne Verveer
Chief of Staff to the First Lady
The White House

FAX #: (202) 456 6244

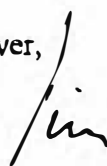
FROM: James D. Wolfensohn
President
The World Bank

Dear Melanne,

I want to thank you, and most of all Hillary, for the wonderful letter that came to the Cultural Conference. I read it out with great pride and it was received with warm acclamation. I will be in the middle of the Annual Meetings for the rest of the week and will give you a call on Tuesday, October 13, to plan a follow up.

With love and thanks,

As ever,



James D. Wolfensohn

Please give my love. Thanks to Hillary -