

# FEDERAZIONE MONDIALE DEI CLUB E CENTRI UNESCO (WFUCA)

Consiglio Esecutivo e Convegno Internazionale

*“Il Linguaggio Universale della Musica e dell’Arte per un’Etica Globale”*

Lucca e Firenze, 8-13 marzo 2013

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President of Florens Foundation

*Ethics in Cultural Goods Management*

*Ethic, Innovation, Cultural Economy for a Restart of Cultural Goods*

Florence, 11 March 2013

Italy has been a reference point for the European culture for centuries: civilization roots deepen into its grounds, the history of Rome, Florence, Venice and of the hundreds of towns and natural beauties that make up the Italian landscape constitute the elaborate weaving of culture in the “Belpaese” and a great deal of the Western world.

The pattern that can be devised by going back for centuries is still a reference to those who live their cultural heritage as the main feature of the quality of their lives. The focus is centered on two main transformation policies: on one hand the conservation of the past, on the other innovation, thus the creation of a new culture for the future. The opportunity of creating an Italian pattern of culture and creativity is centered around the success of integration of these two policies. Conservation is not opposed to development: on the contrary it represents one of the new faces of innovation for the contemporary society.

As it was reminded during the World Economic Forum in Davos, innovation alone can guide us out of the crisis; innovation in production, planning and trust building.

All the certainties we got used to don’t adapt well to the constantly changing reality in which we live. The immobility that derives from distrust and disbelief facing the events is lethal because it prevents us from keeping up with the times.

We thus have to bring up the challenges and creatively transform them into advantages.

Because there is no specific pattern on how to overcome the crisis, but the worst way is undoubtedly to keep still. Change has to be embraced, because crisis can be good opportunities to find new ways, which could even be better than the old ones.

The opportunity, in this deep global economic crisis, is to choose to invest into cultural heritage. Italian President Giorgio Napolitano has mentioned more than once the potentiality of investing in a better management and valorization of the “cultural resources our country is rich of”.

Today we live in an ethical crisis that is situated in a more generalized crisis of certainties, where individuals and their own specific skills are isolated in an autonomy that risks to crumble our

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traditional communities. Economics of culture is thus a choice that can sum up different identities to find a common set of ethical values.

For this reason, the Florens Foundation I am the head of, since 2008 serves to promote economics of cultural and environmental heritage. We have already planned two international events, in 2010 and 2012, with international forums, exhibitions, meetings and performances. Florens has brought to light a widespread consensus on the need to raise the rank of cultural policies, by conferring them a core role in governmental strategies.

We even discussed a set of actual industrial policies for culture, to underline the need of accurately keeping into account economic implications, with a strategic approach that appraises the potentiality of economic growth deriving from investing in culture.

From the consistent idea of conservation, valorization and production to the development of a market for cultural heritage –material or immaterial; from the promotion of territory and landscape resources to supporting creative environments; from the integration of new technologies to a new kind of private and public relationship: the choice for an Economics of Culture sets an achievable driving force for development that can be broadened to all those countries whose heritage is protected by UNESCO.

To manage and valorize cultural heritage means to foster a collective memory that merges human activities into a productive relationship with the environment. On the contrary, to overlook historical past and artistic heritage impoverishes the identities, thus reducing the possibility for cultural exchange.

Retrieving the proposals for an economics of culture would not only become an Italian pattern for sustainable development, but, starting with cultural heritage, would also appraise cultural resources through mechanics of ethical capitalism.

This would represent an innovative choice, able to keep Italy and other countries on the pace of history, but in a completely different way. Because the choice of investing in culture, based on a broad and dynamic concept of contemporary society, puts people’s activity and sustainability back into focus.

Culture thus becomes a source of ethical activity that, by making humankind progress while enriching their spirits, fosters its economy and enhances social recovery.

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