

CURRICULUM VITAE

LYUDMILA PETROVA-TREFFERS, PHD

E: petrova@crearefoundation.nl; petrova@eshcc.eur.nl

T: +31653843600

Nationality: Bulgarian Date of birth: 20-05-1973 Permanent residency: the Netherlands

RELEVANT WORK EXPERIENCE

RESEARCH AND CONSULTANCY

2013 - current

Research and management

CREARE - Center for Research in Arts and Economics, Amsterdam (the Netherlands)

Relevant projects:

Evaluation of the Impact of Creative Communities Programme for Arts Council Malta: Value-based Approach evaluation for Arts Council Malta (2017-2019)

TSUNAMI project: Evaluation of the qualities of the job coaches in the Italian labor market for European Commission and Piemonte Region (2016 - 2019)

Evaluation of knowledge and network spillovers of Festival Rotterdam Unlimited for Arts Council England (ACE), the Arts Council of Ireland, Creative England, Creative Scotland, the European Centre for Creative Economy (ecce), the European Cultural Foundation (ECF) and the European Creative Business Network (ECBN) (2016-2017)

Evaluate of Giovani Investimenti In Rete (social innovation in education) for ASAI (Associazione di Animazione Interculturale) (2016-2020)

Evaluation of social innovation driven by education, design and entrepreneurial projects for S-NODI (Caritas Italy) (2014-2017)

Evaluation of the impact of culture in Rotterdam - Rotterdam's Cultural Icons project for International Film Festival Rotterdam (2013-2014)

Drivers of innovations in the creative industry for Thüringen Agency for Creative Industry (2012-2013)
Conference organization "Value of Culture", with Erasmus University (2019)

2014 - 2019

Research partner and advisor

European Research Partnership on Cultural and Creative Spillovers, (International)
(Arts Council England (ACE), the European Centre for Creative Economy (ecce), Arts Council of Ireland, Creative England and the European Cultural Foundation)

Project "Cultural and creative spillovers across Europe"

- 2014 - 2015 **Research and Development**
European Cultural Foundation, Amsterdam (the Netherlands)
- Developing methodology for impact assessment of cultural projects;
Research development towards a European Cultural Vitality Index;
Assessment and selection of research partnerships for joint research applications (H2020, NWO);
Coordination of strategic partnerships on Cultural Policy Research Award.
- 2008 - 2012 **Research Associate**
Erasmus School in History, Culture and Communication (ESHCC), Erasmus University
- Research project "Institutional change and artistic creativity and innovation";
Conference organization "Economics of the Visual Arts" in cooperation with University of Ljubljana (Slovenia), Erasmus University (the Netherlands), Kecskemét College (Hungary), Sculpture network (Germany) (2012)
Conference organization "Creative Financing of the Arts" (2011)
- 2011 **Expert Dutch policy**
The Institute for International Relations, Zagreb (Croatia)
- Research project "Encouraging private investment in the cultural sector"
(commissioned by European Parliament, DG-Internal polices, Culture and Education)
- 2011 **Senior researcher on Cultural Governance**
European Expert Network on Culture (EENC), DG EAC of the European Commission (International)
- 2005 - 2007 **Research and coordination**
Stichting Economie en Cultuur, Hilversum (the Netherlands)
- Research project "Financing the arts and culture in the EU"
(commissioned by European Parliament, DG-Internal polices, Culture and Education)
- TEACHING**
- 2009 - 2019 **Lecturer:** Creative economy, Cultural industry and spillovers, Financing of culture, Cultural policy, Creativity and innovation
- International Summer School in Cultural Economics, CREARE
(the Netherlands, India, Uganda, South Korea)
- 2014 – 2017 **Visiting lecturer:** Valorization of cultural and social innovation projects
Scuola S-NODI, Caritas Turin (Italy)
- 2015 **Lecturer:** Arts Marketing
BA2 and Pre-master Cultural Studies, Groningen University (the Netherlands)
- 2014 **Lecturer:** Advanced Economics of Arts and Culture
BA2 Cultural Studies, Erasmus School in History, Culture and Communication (the Netherlands)

2008 - 2012 **Lecturer:** Creativity and Economy
MA Cultural Economics and Cultural Entrepreneurship
Erasmus School in History, Culture and Communication, Erasmus University (the Netherlands)

2011 **Visiting lecturer:** Creativity and economy
M.A. in Economic and Management of the Cultural Sector,
Scuola Superiore, Catania University (Italy)

OTHER RELEVANT WORK EXPERIENCE

Co-founder and director
2009 – current Summer School of Cultural Economics, CREARE (the Netherlands)

Planning, organizing and evaluating the work of the Foundation;
Developing and management strategic alliances with key stakeholders;
Developing culture industry capacity programmes for the cultural sector;
Managing projects in the field of arts and culture.

2008 - 2009 **Project developer**
Academia Vitae, Deventer (the Netherlands)

Designing international education projects;
Preparing application for research funding under FP7 framework.

2016 - 2018 **Member of the Scientific Committee**
ESC Dijon - Burgundy School of Business, MSc in Arts and Cultural Management (France)

2015 - 2018 **Advisory Board Member**
S-NODI, Caritas Turin (Italy)

RELEVANT PUBLICATIONS/ BOOK CHAPTERS

2021 Cultural value of a festival: quality evaluator for assessing impact (with Klamer and Kiss), in Salvador, E. & J. Peterson (2021), eds. *Managing Cultural Festivals between Tradition and Innovation*, Routledge.

under review

2020 published *Cultural innovation in transition: a Value-based Approach. The case of the Bulgarian visual arts*, doctoral dissertation, Erasmus University, 268 pages.

2018 published For an economy based on values - Co-evaluating the potential of growth with the communities (with Klamer), in Ciampolini (ed), *Comunita che innovano: Prospettive ed esperienze per territory inclusive*, Franco Angeli, Poverty and innovation series, Turin

2017 published Cultural entrepreneurship in the context of cultural and creative industries spillovers: The case of design practice for social change, in Innerhoffer, E. and E. Borin (eds.), *Entrepreneurship in Cultural and Creative Industries*, Springer

- 2017 published The Value-Based Approach (VBA) to evaluate the knowledge and network spillovers of the Rotterdam Unlimited Festival” (with Klamer and Kiss), European Research Partnership on Cultural and Creative Spillovers (CCS), <https://ccspillovers.wikispaces.com/Case+studies+2016>
- 2013 published How different financial modes condition artistic motivation”, *Issue in Public Support of the Artist*, Seoul Foundation for Arts and Culture, pp. 17-34
- 2013 published Cultural Heritage Policies: A Comparative Perspective” (withl Klamer and Mignosa) in Rizzo and Mignosa (eds.), *Handbook on The Economics Of Cultural Heritage*, Cheltenham: Edward Elgar Publishing. 2013, pp. 37 - 86
- 2011 published Book Review of David Throsby: The Economics of Cultural Policy, *Journal of Cultural Economics*, vol. 35:3, pp. 237-240
- 2009 published In hoeverre doet economische waardering recht aan kunstzinnige activiteiten?” (To what extent does economic evaluation account for artistic activities?) (with Klamer, Dekker and DeWith), *Boekman 77*, Boekman Foundation
- 2008 published Public and private support for the Bulgarian performing arts, in Smithuijsen and van Hamersveld (eds.), *The impact of public policies on the performing arts in Europe*, Amsterdam: Boekman Foundation, pp. 55-62
- 2007 published Financing the Arts: The Consequences of Interaction between Artists, Financial Support and Creative Motivation (with Klamer), *Journal of Art Management, Law and Society* vol. 37: 3, New York: Heldref, pp. 245-256
- 2007 published Funding the Arts and Culture in the EU, (with Klamer and Mignosa), *Cultural Economics* 5 (4), 1-6

COMMISSIONED REPORTS

- 2020 Practica vi valori (Practicing of values) in *Practica vi valori, Valori in practica, Riflessioni sul progetto Giovani Investimenti a partire dal lavoro del Comitato Scientifico 2019-2020*, ASAI, Turin
- 2019 Impact of Creative Communities Programme for Arts Council Malta (with Klamer and Graca), Arts Council Malta.
- 2019 Value-based approach evaluation of the TSUNAMI project. Process evaluation report, European Commission, DG Employment, Social Affairs and Inclusion of the European Commission and Region Piemonte
- 2016 Value Based Approach e la valutazione-valorizzazione del progetto Giovani Investimenti in Rete: strumenti e risultati” (Application of the Value based approach to evaluate and valorise the project of Investimenti in Rete) in *Giovani Investimenti In Rete*, ASAI Associazione di Animazione Interculturale
- 2014 Rotterdam's Cultural Icons (with M. Lavanga, S. Schützle, W. van Die) International Film Festival Report, Rotterdam

- 2013 Drivers of innovations in the creative industry (with B. Selim)
Thüringen Agency for Creative Industry
- 2012 Case study: the Netherlands, in Copic (et al.), *Encouraging Private Investment in the Cultural Sector*, European Commission, p. 132-151
- 2006 Financing the arts and culture in the EU member states, (with Klamer and Mignosa)
Brussels: European Parliament

RELEVANT CONFERENCES AND BOOKS OF PROCEEDINGS

- 2020 The Cultural and Creative Industries: Pathways Beyond Economic Growth, seminar series, Annual international Royal Geographical Society conference, 28 October, Online

“Did we do it? New approach for evaluating cultural policies and actions” (with Klamer and Graca)
- 2020 Measuring the Unmeasurable, ENCATC seminar hosted by Technical University Kosice, Faculty of Economics, 25 November, Online

“Did we do it? New approach for evaluating cultural policies and actions” (with Klamer and Graca)
- 2019 National Conference on Impact Evaluation of TSUNAMI project, supported by the European Commission and Italian National Council for Economics and Labour, 23 October, Rome

“Value-based approach evaluation of the TSUNAMI project”
- 2019 Seminar on Impact Evaluation of TSUNAMI project, supported by the European Commission and Social Cohesion Directorate, Piemonte Region, Turin, 12 June

“Value-based approach evaluation of the TSUNAMI project”
- 2019 International seminar on Impact Evaluation of TSUNAMI project, supported by the European Commission and Social Cohesion Directorate, Piemonte Region, Erasmus University, 24 May, Rotterdam

“Value-based approach evaluation of the TSUNAMI project”
- 2017 Invited speaker, International Forum on Cultural Economy and Creative Industries, the 4th Ural Industrial Biennial, 23-24 October, Ekaterinburg

“Value of culture: spillovers of creative and cultural industries”
- 2017 Symposium, 6th Relating Systems Thinking and Design symposium, 18-20 October, Oslo, Norway

“Design for social change: on new practices and organization models that foster knowledge transfers from design sector elsewhere” (with Campagnaro)

- 2017 IABS Conference: Business and Society: from ambition to impact, 13 July, Amsterdam,
 “Value- Based Approach – an evaluation tool to assess the social and cultural impact” (with Klamer and Kiss)
- 2017 Invited speaker, Boekmanstichting series on Value of Culture, 17 May , Amstedam
 “Cultural and creative industries and their spillovers”
- 2016, 2012,
 2010, 2008, 2006 **XIV-XIX International Conferences of Association of Cultural Economics International:**
 “Cultural transformation: on evaluation of CCIs spillovers” Valladolid, June 2016
 “How institutional changes condition creativity and innovation in the arts” Kyoto, June 2012
 “The relationship between public and private financing of culture in the EU” (with Klamer and Mignosa), Copenhagen, June 2010
 “Conditions for artistic creativity and innovation within different context” Copenhagen, June 2010;
 “Tax incentives as a tool for cultural policy” (with Mignosa and Goto), Boston, June 2008
 “Young research workshop” Viena, June 2006
- 2016, 2010, **VI, IX International Conferences on Cultural Policy Research (ICCP):**
 “Cultural transformation: on evaluation of CCIs spillovers” Seoul, July, 2016
 “Conditions for artistic creativity and innovation within different context” Jyväskylä, August 2010
- 2015 The 10th edition of OcioGune: Cultural and creative industries’ social effects: measuring the unexpected. Cultural and Creative Industries (CCIs), Bilbao, 11-12 June
 “Factors driving the transfer of innovations between creative industries and the rest of the economy”
- 2014 Heritage 2014, The 4th International Conference on Heritage and Sustainable Development, Green Lines Institute for Sustainable Development, Guimarães, Portugal, 22-25 July
 “Cultural heritage policies: a new framework for our past”, (with Klamer and Mignosa)
- 2014 The 3rd International Conference on the Cultural and Creative Industries
 University of Antwerp, Antwerp Management School, 22-23 May
 “Drivers of innovations in the creative industry”
- 2013 Invited speaker, The 5th Seoul Art Space International Symposium, Seoul Foundation for Arts and Culture, Seoul, 28 November
 “Different financial modes within the Dutch cultural policy”

2012 Workshop “The Financing of Art”, Frankfurt School of Finance & Management, the European Academy of Cultural Affairs, May

“The relationship between public and private financing of culture – an update” (with Klamer and Mignosa)

“Towards an institutional change in the cultural policy in the Netherlands”

2007 IX International Conference on Arts and Cultural Management (AIMAC)

“Funding the arts and culture in the EU” (with Mignosa), Valencia, July 2007

EDUCATION AND TRAINING

2020 **PhD in Cultural economics**, Erasmus University, Rotterdam (the Netherlands)

2005 **MA in Art and Cultural Studies**: Cultural Economics and Cultural Entrepreneurship, Erasmus University, Rotterdam (Netherlands)

2001 **BA in Cultural Studies**: Totalitarian Arts, HESP scholarship for academic enrichment, New Bulgarian University, Sofia (Bulgaria)

1996 **MA in Marketing and Management**, University of Economics, Varna (Bulgaria)

PERSONAL SKILLS AND COMPETENCES

Mother tongue(s) **Bulgarian**

Other language(s)

	Understanding				Speaking				Writing	
	Listening		Reading		Spoken interaction		Spoken production			
English	C1	Proficient User	C1	Proficient User	C1	Proficient User	C1	Proficient User	C1	Proficient User
Russian	B1	Independent User	B1	Independent User	B1	Independent User	B1	Independent User	A2	Basic User
Dutch	B2	Independent User	B2	Independent User	B2	Independent User	B2	Independent User	A2	Basic User

SOCIAL SKILLS AND COMPETENCES Good communication skills; Good analytical and creative thinking; Good intercultural skills within multicultural environments.

ORGANIZATIONAL SKILLS AND COMPETENCES Good organisational skills; Good team leader; Good entrepreneurial skills.