



**Зеленые  
трансформации  
города**

**Международная  
кейс-лаборатория**

**Green  
Transformations  
of the City**

**International  
Case-Lab**

**GREEN TRANSFORMATIONS OF THE CITY:  
a Place of Heritage and Culture in the Sustainable Development of the Territory.**

**International Case-Lab** for Leaders of Urban and Rural Sociocultural Initiatives

**Date:**

**19 February 2021, 12:00 – 16:00 (MOW)**

**20 February 2021, 10:00 – 14:00 (MOW)**

**Organized by** Association of Cultural Managers with support of Cultural and Education Section of the British Embassy in Moscow

**Registration** <https://forms.gle/WsySoNBt9Yb4KHf7>

11:45 – 12.00	Registration of participants, music intro, the opening of the conference
12.00 – 13.20	<p><b>Green transformations in the city, communities, and people: towards a new mode of life.</b> Panel discussion.</p> <ul style="list-style-type: none"><li>• Blossoms wherever they want it! Gardens, vegetable gardens, networks and socio-cultural projects' design. <b>Inna Prilezhaeva (Moscow)</b>, executive director of the Association of Cultural Managers, the founder of the "A flower bed now!" urban gardeners movement.</li><li>• The current sustainable development agenda and heritage, what can museums do, and why do gardens and orchards matter there? <b>Olga Sinitsyna (Moscow)</b>, art critic, curator, member of the Partnership Council of the Association of Cultural Managers, national representative of the SECA ICOM</li><li>• Horticultural and gardening practices as a cultural phenomenon. <b>Vitaly Kurennoy (Moscow)</b>, culturologist, Director of the Institute for Cultural Studies, National Research University Higher School of Economics</li><li>• Museum and happiness - sustainability in details. The "Happy Museum" principles and vision: how and why museums can be a part of creating a sustainable future contributing to local communities wellbeing. <b>Hilary Jennings (London)</b>, "Happy Museum" project director. 'Happy Museum' project supports museum practice that places wellbeing within an environmental and future-facing frame, rethinking</li></ul>

	<p>the role that museums can play in creating more resilient people, places and the planet. Through action research, academic research, peer networking and training it supports institutional and community wellbeing and resilience in the face of global challenges.</p> <ul style="list-style-type: none"> <li>On the role of urban gardeners in modern Russia. <b>Ekaterina Gandrabura (Vladikavkaz)</b>, socio-cultural projects' designer, author of the idea for the "Flower History of Moscow" project, member of the Partnership Council of the Association of Cultural Managers.</li> </ul> <p>Moderator: <b>Olga Karpova (Moscow)</b>, the Head of the Development Department at the Moscow School of Social and Economic Sciences, member of the Partnership Council of the Association of Cultural Managers, an expert in the field of cultural policy and strategic development</p>
<p>13:30 – 14:15</p>	<p><b>Green transformations in the practice of museums and communities. The UK experience.</b> Experience in focus: expert conversation</p> <p>We will discuss how modern sustainable development ideas echo the philosophy of the great thinkers of the past and how they turn out to be valuable to everyone now and lead to local green transformational practices. They bring communities together. Those ideas have changed the attitude of urban dwellers to improving their wellbeing. They made visible a potential contribution one can make to a green transformation of a city. What role can museums play here? How socio-cultural projects made by museums engaging residents are changing attitudes towards the place of natural heritage and horticultural practices in building a sustainable future? Why are community practices that combine social, cultural and environmental agendas so effective and attractive?</p> <p><b>Hosts: Olga Sinitsyna (Moscow)</b> <b>Speaker: Ruth Nutter (Sheffield)</b>, Creative Producer and Community Engagement Practitioner. Ruth has managed several large-scale networked museum projects, including 'Ruskin in Sheffield', 'Pop-Up Ruskin Museum' and 'Ruskin Museum Makeover', initiated by the Guild of Saint George. She is the author of 'Heaven Is Here: Building a Community Around Things That Matter' book (2020), which shares the experience of community engagement across the UK and testimonials from over 150 partners, artists, activists, volunteers and academics who have co-authored the 'Ruskin in Sheffield' programme.</p>
<p>14.15 - 14.45</p>	<p><b>Lunch</b></p>
<p>14:45 – 15:45</p>	<p><b>If you want changes - become them yourself! How have growing vegetables changed the lives of dozens of cities?</b> Case-study in the format of interviews encloses extraordinary people, ideas and cities where these ideas sprouted.</p> <p><b>Hosts: Ekaterina Gandrabura (Vladikavkaz)</b>, inventor and inspirer of horticultural projects in Russia, the ideological inspirer of the initiative gardening movement in cities.</p> <p><b>Hero in Focus: Mary Clear CBE (Todmorden)</b> is a dreamer, initiator and chairman of the Incredible Edible Todmorden, and Incredible Edible Network - the idea that has spread around the world in more than 100 cities. The network unites citizens within the revitalization projects, and working with abandoned urban areas through the cultivation of vegetables and fruits, and engaging local communities with proactive greening and the sharing economy.</p>
<p>15:45 - 16.15</p>	<p><b>Museum-park-community in the development strategy of the museum-reserve in the metropolis.</b></p> <p><b>Speaker: Yulia Kiseleva (Moscow)</b> Head of the External Relations and Partnership Programs Department, State Historical-Architectural, Art and Landscape Museum-Reserve "Tsaritsyno".</p> <p><b>Host: Olga Sinitsyna (Moscow)</b></p>

16:15 – 17:00	<p><b>Museum-city-garden. The anticipation of a garden as an intangible heritage that changes the attitude of residents to their home, city, history. Dialogues</b></p> <p><b>Hosts: Fyokla Tolstaya (Moscow)</b>, journalist, TV and radio host, curator of creative projects.</p> <p><b>Speakers:</b>  <b>Natalya Nikitina (Kolomna)</b>, social entrepreneur, general director of the ANO Kolomna center for the development of educational tourism "Kolomensky posad", the Head of the museum network in Kolomna.</p> <p><b>Kath Rosen (London)</b> is the CEO of the Orchard project. Kath has unique experience in implementing permaculture principles in the UK and Zimbabwe (Africa). Kat works in partnership with philanthropists, funders and corporates to find community focused solutions to climate and nature crisis through urban orchards.</p>
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## 20 February 2021, 10.00 – 14.30

10.00 - 11.30	<p><b>Proactive greening as a practice of uniting urban communities.</b> The general session. The experience of Russian projects.</p> <p>We will present public initiatives of the citizens' participation in the greening and urban beautification. We will share the first-hand stories of diverse local projects. We will discuss issues related to the difficulties that teams have faced. How does one build a mutual understanding with the citizens? Where can one get resources and inspiration? How can one evaluate the effect of such an initiative? What are the development opportunities for such projects?</p> <p><b>Hosts: Ekaterina Gandrabura (Vladikavkaz)</b>, inventor and inspirer of horticultural projects in Russia, the ideological inspirer of the initiative gardening movement in cities.</p> <ul style="list-style-type: none"> <li>• Making Kaliningrad green again: from local initiatives to urban strategy. The "Park Ring" project, Kaliningrad. <b>Anna Alimpieva (Kaliningrad)</b> PhD, urban researcher and activist, coordinator of the "Park Ring" project.</li> <li>• The story about how a historic space inspires residents. Experience in creating a public garden. Project "Nurov's Garden", Yekaterinburg. <b>Anna Baltina (Yekaterinburg)</b> urban researcher, co-organizer of the Parks and Squares of Yekaterinburg community.</li> <li>• What did the townspeople learn from the wives of the Decembrists? How does love for tomatoes and trees change the image of the city? "Green House" Movement of Minusinsk. <b>Alexander Matveev (Minusinsk)</b>, the coordinator of the ecological movement "Green House - Minusinsk".</li> <li>• The "Garden of Nightingales" project: integration of the small rivers` valleys of Perm into the public space of the city of Perm. <b>Nadezhda Badley (Perm)</b>, the coordinator of the Movement in defense of small rivers "Listen to the nightingale".</li> </ul>
11.45 - 12.30	<p><b>It is good to grow together: the social aspects of gardening and farming. Experience Spotlight.</b></p> <p>An inspiring forty years of experience in building a networked community of farmers, gardeners, educators, researchers and passionate people. What makes horticultural and farming practices an important part of everyday life in urban and rural areas?</p>

	<p>What opportunities do garden spaces open to communities and how? What programs do help develop collaboration? What are the school farms? What educational programs ensure sustainable development of territories through environmental literacy and farming skills?</p> <p><b>Focus Experience: Amber Alferoff (London)</b>, Education and Development Manager at Social Farms and Garden, researcher, writer and trainer with expertise in community-led social change, cross-sector partnerships and urbanism - especially urban agriculture. Amber`s managing the London-wide training and peer support programme for city farms and community gardens. <a href="https://www.farmgarden.org.uk">https://www.farmgarden.org.uk</a></p> <p><b>Hosts:</b> the Case-Lab curators <b>Ekaterina Gandrabura (Vladikavkaz)</b>, and <b>Inna Prilezhaeva (Moscow)</b>.</p>
12.40 - 14.00	<p><b>Induction for group work of the Laboratory</b>  <b>Dmitry Oynas (Kolomna)</b>, director for projects, ANO "Kolomensky Posad"</p> <p>Group work on tracks:</p> <ol style="list-style-type: none"> <li>1. Development of established initiatives. Discussion of projects with history. What is the next step?</li> <li>2. How to legitimize existing initiatives for the city, its citizens and authorities?</li> <li>3. Working with the potential of a community. How can one see the hidden opportunities and resources? How can we formulate a unifying idea?</li> </ol>
14.00 - 14.30	<p>General plenum, presentation of the groups' work. Summing up the results of the Laboratory.</p>

## Speakers

**Amber Alferoff (London)**, Education and Development Manager at Social Farms and Garden, researcher, writer and trainer with expertise in community-led social change, cross-sector partnerships and urbanism - especially urban agriculture. <https://www.farmgarden.org.uk>

**Mary Clear CBE (Todmorden)** is a dreamer, initiator and chairman of the Incredible Edible Todmorden. <https://www.incredible-edible-todmorden.co.uk/>

**Hilary Jennings (London)**, "Happy Museum" Project Director. <http://happymuseumproject.org/>

**Ruth Nutter (Sheffield)**, Creative Producer and Community Engagement Practitioner. Ruth has managed several large-scale networked museum projects, including 'Ruskin in Sheffield', 'Pop-Up Ruskin Museum' and 'Ruskin Museum Makeover', initiated by the Guild of Saint George. Author of 'Heaven Is Here: Building a Community Around Things That Matter' book (2020) <https://www.guildofstgeorge.org.uk/companions/companions-directory/ruth-nutter>

**Kath Rosen (London)** is the CEO of the Orchard project. Kath has unique experience in implementing permaculture principles in the UK and Zimbabwe (Africa). <https://www.theorchardproject.org.uk/>

**Anna Alimpieva (Kaliningrad)** PhD, urban researcher and activist, coordinator of the "Park Ring" project. <https://parkring.ru/>, <https://www.instagram.com/sadnurova/>

**Nadezhda Badley (Perm)**, the coordinator of the Movement in defense of small rivers "Listen to the nightingale". <https://vk.com/soloveyperm>, <https://www.facebook.com/soloveyperm/>

**Anna Baltina (Yekaterinburg)** urban researcher, co-organizer of the Parks and Squares of Yekaterinburg community. <https://parklandekb.ru/>

**Ekaterina Gandrabura (Vladikavkaz)**, socio-cultural projects' designer, author of the idea for the "Flower History of Moscow" project, member of the Partnership Council of the Association of Cultural Managers. <http://amcult.ru/tsvetochnaia-istorija-moskvy>, <https://vk.com/urban.practices>

**Olga Karpova (Moscow)**, the Head of the Development Department at the Moscow School of Social and Economic Sciences, member of the Partnership Council of the Association of Cultural Managers. <https://msses.ru/about/teachers/karpova-olga-viktorovna/>

**Yulia Kiseleva (Moscow)** Head of the External Relations and Partnership Programs Department, State Historical-Architectural, Art and Landscape Museum-Reserve "Tsaritsyno". [https://tsaritsyno-museum.ru/the\\_museum/team/](https://tsaritsyno-museum.ru/the_museum/team/)

**Vitaly Kurennoy (Moscow)**, culturologist, Director of the Institute for Cultural Studies, National Research University Higher School of Economics. <https://www.hse.ru/org/persons/506669>

**Alexander Matveev (Minusinsk)**, the coordinator of the ecological movement "Green House - Minusinsk". <https://vk.com/greenminusinsk>, <https://www.facebook.com/greenminusinsk/>

**Natalya Nikitina (Kolomna)**, social entrepreneur, general director of the ANO Kolomna center for the development of educational tourism "Kolomensky posad", the Head of the museum network in Kolomna. <https://kolomnaposad.ru/>

**Dmitry Oynas (Kolomna)**, director for projects, ANO "Kolomensky Posad". <https://kolomnaposad.ru/>

**Inna Prilezhaeva (Moscow)**, executive director of the Association of Cultural Managers, the founder of the "A flower bed now!" urban gardeners movement. <http://amcult.ru/>

**Olga Sinitsyna (Moscow)**, art critic, curator, member of the Partnership Council of the Association of Cultural Managers, national representative of the SECA ICOM. <https://www.adit.ru/presidium/sinicina-ov.html>

**Fyokla Tolstaya (Moscow)**, journalist, TV and radio host, curator of creative projects. <https://feklatolstaya.ru/>

#### **Project Curatorial Group:**

Inna Prilezhaeva  
Ekaterina Gandrabura  
Olga Sinitsyna  
Maria Kroupnik  
Elena Shampanova



[Association of Cultural Managers](#) (ACM) has been implementing the «Flower History of Moscow» project since 2018. This project started in cooperation with Tretyakov Gallery small museums from the study of

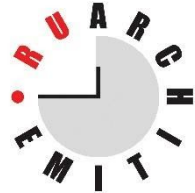
history and memory of citizens' attitude to the public spaces. The project brought together people who are / want to participate in the transformation of their yards. We consider the "urban gardening" as a format for building good-neighborly relations, and as a universal tool that allows us to unite caring residents to solve common yard problems.



Cultural and Education Section  
British Embassy Moscow

The laboratory is implemented with the support of the [Cultural and Education Section of the British Embassy in Moscow](#)

**Partners:**



**Contacts:**

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