

Curriculum Vitae Joost Heinsius

Professional qualities

Project and program developer, operating in complex contexts and collaborative relationships, translating trends and developments of new products and services, a fast information processor, versatile, sees both the whole and crucial details, flexible, strategic thinker, able to articulate and describe complex issues, stimulates content development of colleagues and partners. Active in the cultural sector including insights from the social and commercial sector.

Education

1984-1985	MA Journalism, New York University, USA
1973-1982	Drs. Political Science University of Amsterdam
1967-1973	Gymnasium B Bussum

Activities

2014 - now *Values of Culture & Creativity, private business*

Responsibilities:

- External expert for study into crowdfunding for culture, commissioned by European Commission (DG EAC), writing case studies and formulating recommendations
- Research for evaluation Talent Loan, a loan instrument for the cultural and creative sector, implemented by Cultuur+Ondernemen/Culture+Entrepreneurship
- Writing grant applications for several cultural institutions
- Writing and editing final report: *Realizing the potential for Creative Partnerships* (European project [Connecting Arts & Business](#) with partners from Poland, Hungary, Denmark, Belgium and the Netherlands)
- Expert in Flemish evaluation and benchmarking study of Culture Invest, Belgium Investment Fund for Creative Industries
- Screening youth theatre group (in collaboration with [Culture + Entrepreneurship](#)), improving organizational structure
- Speaker on experience with financing the creative sector at Financial Forum Nord Council of Ministers: *Is investing in the creative industries gambling?* on September 8 2015 Tallinn, Estonia
- Expert Working Group European Commission for Culture Acces2Finance on EU Guarantee Fund for loans to cultural and creative sector
- writer of blogs about the (social) value of culture, cultural entrepreneurship, governance (in English and Dutch) at [Values of Culture & Creativity](#)

2012 - 2014 *Account Manager Knowledge & Innovation at Culture-Entrepreneurship, member management team*

Responsibilities:

- Developing and managing EU project Connecting Arts & Business (partners from Denmark, Hungary, Poland and Belgium, inventory of forms of mutual relations between the cultural sector and the business community)
- Contributing to development Governance Code Culture (interviews, roundtable - meetings and texts), published in October 2013
- Evaluation report 12 projects commissioned by Northern Dimension Partnership Culture, cooperation between the EU, Nordic countries and Russia
- Workshops / lectures on financing cultural and creative sector in Warsaw, Copenhagen and Barcelona in the framework of EU project CI-Factor, Acces2Finance project as part of the European Creative Industries Alliance (ECIA)
- Leading EU project Artists Training for Innovation, responsible for final presentation in Brussels and book publishing *Training Artists For Innovation* (with Kai Lehikoinen) (www.trainingartistsforinnovation.eu), on the training of artists for artistic interventions in organisations

- Arrange two artistic interventions at EU conference in Brussels Culture Forum 2013 and for conference on leadership of Government of Flanders in Antwerp
- Workshops / lectures on the role of the artist in business and non-profit sector in Brussels, Maastricht, Utrecht

2010 - 2012 *Manager Knowledge & Innovation, Management Team member Culture-Enterprise*

Responsibilities:

- Developing and directing in collaboration with Ministry of Education first Conference [Culture in Focus](#), May 18, 2011, 500 visitors
- Develop and lead EU project Training Artists for Innovation on the use of artists in innovation processes, businesses and non-profit sector with partners from Denmark, Sweden, Finland and Spain
- Develop social media strategy for Culture-Entrepreneurship
- Giving lectures nationally and internationally on cultural entrepreneurship, creative industry and finance

2002- 2010 *Head of Knowledge & Innovation, also member of Management team from Artists & CO*

Responsibilities:

- Department manager (ranging from 8 to 20 people)
- Develop telephone helpdesk (Kunstenaarslijn), develop knowledge website for artists in collaboration with Amsterdam School of the Arts (www.beroepkunstenaar.nl)
- Develop and implement EU project ESF EQUAL 'ArtWork (s)', interventions of artists in four target groups (disabled, vulnerable youth prison residents, migrants), research into the effectiveness of interventions (Kohnstamm Institute)
- Develop and implement post-graduate course KIS (Artists in the Society)
- Develop and conduct early phase four - year project From Talent to Profession, advice and coaching for immigrant artists
- Developing Creative Comakership, three-year project on entrepreneurship development in arts education
- Presentations at international conferences (Brussels, Estonia, Czech Republic, Denmark, Finland)

2001-2002 *Project manager Knowledge Development for Provision for Artists Fund (VvK)*

- Setting up knowledge management, preparatory work merger VvK and Stage Art to the new organization Artists & CO

1994- 2001 *Senior advisor Foundation for Volunteer Management (SVM) in Utrecht, consultancy firm for volunteering*

- Since 2000 Senior Advisor / Department Manager clients include Amnesty International, the Dutch Red Cross, WWF, NUSO, National Youth Council, the Dutch Society for Protection of Animals.
- Writer & editor *Basisboek Volunteer Management*, Coutinho, 1998
- *Quality Handbook Volunteer Centres* (NOV), 1995, 1998
- Consulting projects, workshops and training on volunteer policy, intercultural management, organizational and quality assurance

Personal information

Landsteinerstraat 12, 1111 NC Diemen

00316 23926441

joost@valuesofculture.eu

www.valuesofculture.eu

