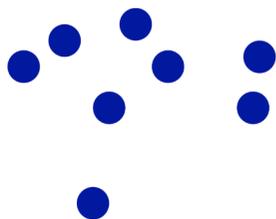


# MESOC

measuring  
the social dimension  
of culture



## ABOUT

MESOC (Measuring the Social Dimension of Culture) is a three-year project financed by the European Union's Horizon 2020 Programme (H2020-SC6-TRANSFORMATIONS-08-2019 – Socioeconomic and cultural transformations in the context of the fourth industrial revolution).

The project adapts and further develops a method for “transition based” impact assessment derived from a previous Unesco Chair publication, *Creative Innovation and Related Living Lab Experiences* (Barata F.T., Molinari F., Marsh J., Moreira Cabeça S.), building a structural model of the Societal Dimension of Culture, as defined by one of the strategic objectives of the European Agenda for Culture put forward by the European Commission in 2018.

The model will be used in the project:

- to define the perimeter of investigation of the societal value and impacts of cultural policies and practices, thus framing and guiding the collection of academic and institutional literature and the definition of a set of case studies relevant to the three crossover themes of 1) Health and Wellbeing, 2) Urban and Territorial Renovation and 3) People's Engagement and Participation;
- as a theoretical lens to propose and validate, using the Delphi method, in collaboration with

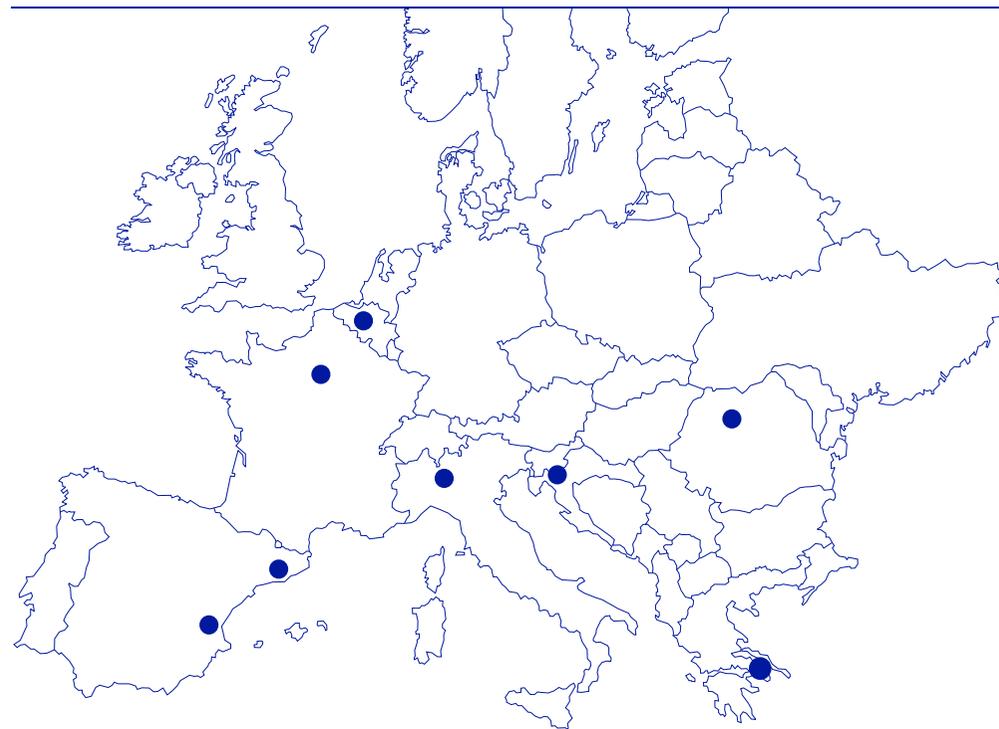
a large representation of key institutional, academic and professional actors, a long list of impact transmission variables and indicators reflecting the underlying approach (“theory of change”) of the surveyed case studies;

- as an evaluative tool to assess the societal value and impacts of cultural policies and practices related to the three crossover themes, both diachronically and synchronically, within 10 European City pilots: three partner cities (Athens, Cluj and Rijeka) and seven associated cities (Barcelona, Gent, Issy-Les-Moulineaux, Milan, Turku, Valencia and Warsaw);
- to propose a (tentative) set of statistical data sources (possibly including new ones that are practically and economically feasible) which could complement existing measures of the societal value and impacts of culture by adding its effects on personal well-being and health, citizens involvement and participation, urban identity and social cohesion.

The final expected output of the project is a Free and Open Access, online service (named the MESOC Toolkit) that could be used by both researchers and practitioners (the latter including both policy makers and cultural operators from all over the EU) to measure the societal value and impacts of cultural policies and practices.

## PARTNERS

- University of Valencia – Econcult** Valencia – Spain
- KEA European Affairs** Brussels – Belgium
- Politecnico di Milano, Department of Architecture and Urban Studies** Milano – Italy
- University of Barcelona – School of Economics and Business** Barcelona – Spain
- Relais Culture Europe** Paris – France
- City of Rijeka** Rijeka – Croatia
- Dimos Athinaion Epicheirisi Michanografisis** Athens – Greece
- City of Cluj-Napoca, Cluj Cultural Centre** Cluj – Romania
- Worldcrunch** Paris – France
- University of Rijeka** Rijeka – Croatia



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   **MESOCproject**  
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**The challenge of the project is to develop new perspectives and improved methodologies for capturing the wider societal value of culture, including but also beyond its economic impact, to enhance the potential role of culture as element of public policy for social, cultural and political cohesion and inclusion. Culture is the new frontier for an effective and real European integration.**



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