



UNCHARTED

**Understanding, Capturing and Fostering the Societal Value of Culture**

# The societal value of culture and the impact of cultural policies in Europe

Antonella Fresa, Promoter S.r.l.

**EVA 2021 Florence, 14/6/2021**



# The research and innovation project

- UNCHARTED is a project funded by the Horizon 2020 programme of the European Commission
- Started in February 2020 will last 4 years
- The project is coordinated by the University of Barcelona
- Its consortium comprises 9 partners from 7 countries
- 8 partners are acknowledged academic institutions plus 1 SME leading the project's communication





UNCHARTED

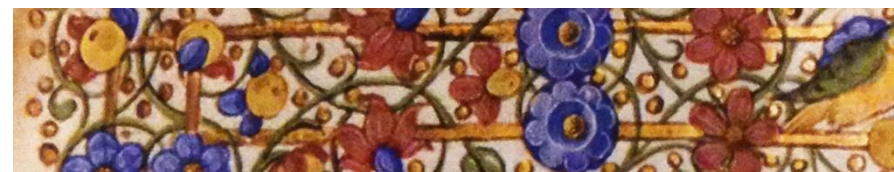
**Understanding, Capturing and Fostering the Societal Value of Culture**

## Research fields

Three areas are targeted in the research:

- cultural participation
- cultural production
- cultural administration

In each field, various actors participate in the creation of the value dynamics.





UNCHARTED

Understanding, Capturing and Fostering the Societal Value of Culture

## Actors of values creation

- **Citizenship.** Citizens are the protagonist in experimenting and implementing participatory approaches
- **Professionals.** Curators and managers of creation and preservation are the ones who take the initiative in the heritage domain
- **Experts and politicians** decide about cultural administration and policies

Actions and interactions among these actors as well as their reciprocal interests, tensions and public controversies represent the factors along which policy lines are developed.

EVA 2021 Florence, 14/6/2021





UNCHARTED

Understanding, Capturing and Fostering the Societal Value of Culture

# Factors determining policy lines

Five main factors are considered at the core of determining the development of cultural policies in Europe:

- Gender equality
- Urban development
- Globalisation and digitalisation
- Neoliberalism and market based logics
- Historical and political experiences in the past 20 years





UNCHARTED

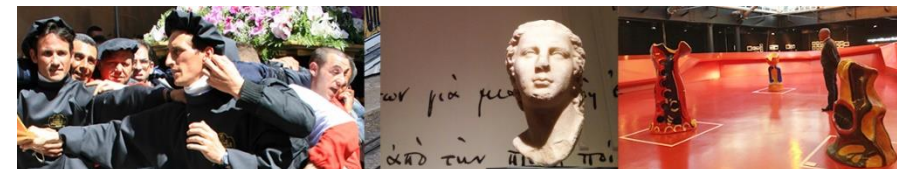
Understanding, Capturing and Fostering the Societal Value of Culture

# Gender and rising diversity

Gender equality in European societies matters at various levels:

- Institutionalized culture, e.g. represented in the European museums as well as in the digital sphere
- Cultural administration and cultural policies
- Citizen culture and participation

EVA 2021 Florence, 14/6/2021





UNCHARTED

Understanding, Capturing and Fostering the Societal Value of Culture

# Urban development and social processes

Touristification has policy consequences on urban development, social processes and heritage preservation

- Gentrification became a global and multi-scale territorial phenomenon
- Urban spaces are major hubs of human mobility (migration and growing tourism)
- Heritage is conceived as an economic asset of the tourism industry





# Globalisation and digitalisation

Globalisation and digitalisation are affecting the future directions for cultural valuing with particular regard to:

- **Access.** Access is not only ‘mere access’ as an end value, but it is seen as a tool for inclusion, cultural democracy and democratization
- **Engagement.** Participation and diversity are core values that might lead to empowerment and identification processes
- **Production and performance**





# Market-based logics

Neoliberalism and market-based logics are influencing the cultural policy regimes of the European Countries, with particular regard to the capacity (or lack of capacity) to generate:

- Deployment of civic cultural values
- Creation of increasing opportunities for cultural participation
- Public investment and expenditure on culture, measured as a percentage of total government spending





UNCHARTED

Understanding, Capturing and Fostering the Societal Value of Culture

# Historical and political experiences

Historical and political experiences in the last 20 years played a relevant role in shaping cultural values in Europe today, often with resulting conflicts and tensions, for example in the domains of:

- Democracy
- Identity
- Well-being
- Aesthetics

EVA 2021 Florence, 14/6/2021



# Participation, production, administration

Within such a context of plurality and complexity of cultural values, four main domains are investigated via specific case studies:

- Cultural participation in **live arts and culture**
- Cultural participation **through media**
- Cultural production and **heritage management**
- Cultural **administration**

The unpredictable pandemic situation demonstrated the relevant role played by the actual capacity of use of **digital technologies** in the cultural sector.



# UNCHARTED objectives

Four main objectives are pursued by the H2020 project:

1. To examine how the values of culture are shaped in Europe
2. To identify the plurality of values that emerge in cultural practices, including economic, public and personal dimensions
3. To understand the tensions relating to how the different actors in the cultural field construct, measure, compare and rank the values they attribute to culture
4. To assess the strategies and effectiveness of cultural policies





UNCHARTED

# Understanding, Capturing and Fostering the Societal Value of Culture

## Underlying objective

**Outreach, communicate, disseminate, exploit the research results**

**WEBSITE**

Understanding, Capturing and Fostering the Societal Value of Culture

UNCHARTED

Homepage | Project | Research plan | Consortium | Events | Outcomes | Network | Contacts

Logged in as: admin  
Logout

MEDIA PARTNER  
DIGITALMEETSCULTURE



RELEVANT NEWS from Digitalmeetsculture

WHY UNCHARTED?

**We study the emergence of values connected with culture, their configuration and the political impulse that these values could deliver to the society.**

In recent decades, with the growing emphasis on the creative economy, culture has tended to be increasingly seen in political circles under the exclusive lens of the economy and its contribution to it.

The UNCHARTED project aims to counteract this tendency, defining the social values associated with culture. [Read more...](#)

Circus Smirkus at Manter Field, Byfield, Aug. 4, 2012, CC-BY-NC via Flickr

## SHOWCASE ON DIGITALMEETSCULTURE

PRESENTATION OF THE PROJECT

UNCHARTED project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 670793.



**Understanding, Capturing and Fostering the Societal Value of Culture**

The UNCHARTED project aims to define the social values associated with culture, their configuration and the political impulse that these values could deliver to the society. The contribution that culture can offer to facing some of the crucial problems... [Continue reading](#) →

IN FOCUS

**Weatherhead Center FOR INTERNATIONAL AFFAIRS HARVARD UNIVERSITY**

Cultural Politics Seminar

Event Friday, May 14, 2021, 10:00am-12:00pm Location Online (Zoom)

"Research Perspectives on the Societal Value of Culture"

Speakers: Arturo Rodríguez Morató, Visiting Director, Weatherhead Center Program, Professor, Department of Sociology, Universitat de Barcelona

**The participation of the UNCHARTED project in the WCFA webinar**

On May 14 2021, Professor Arturo Rodríguez Morató, UNCHARTED

CONTACTS

PROJECT MANAGEMENT

Coordinator: [Prof. Rodríguez Morató](#)

NETWORK & COMMUNICATION

[Antonella Fresa](#)

Dissemination Team

Website Development

Project website: [www.uncharted-culture.eu](http://www.uncharted-culture.eu)



UNIVERSITAT DE BARCELONA







UNCHARTED

## Understanding, Capturing and Fostering the Societal Value of Culture

# Shift in the values of culture

Tolerance and respect towards ethnic, cultural, linguistic, religious and sexual orientation differences have grown

Diversity of artistic and cultural contents and repertoires from different origins have increased

Different cultural profiles are represented and consecrated in the European institutions

... but new tensions are emerging

EVA 2021 Florence, 14/6/2021





UNCHARTED

## Understanding, Capturing and Fostering the Societal Value of Culture

# Emerging tensions

For example:

Factories and traditional markets are rehabilitated and transformed into artistic residences and cultural centres

but it happens that

Public spaces are privatised and the former popular residents and workers are expelled from these places

cont ....







UNCHARTED

Understanding, Capturing and Fostering the Societal Value of Culture

# The digital transformation

Digitization of culture is perceived as offering new opportunities to take part in cultural expressions

and

Digital access is considered as a tool for inclusion, cultural democracy and democratization

but

The effects of technological development raised critical voices within the field of culture, e.g. concerning robotization and AI

EVA 2021 Florence, 14/6/2021





UNCHARTED

Understanding, Capturing and Fostering the Societal Value of Culture

# Local communities and participatory approaches

Participation and engagement of local communities in culture can have a mitigation role towards these tensions, providing new ideas and novel approaches. For example:

- Moving the notion of cultural heritage from conservation oriented approaches (objects) to subject oriented approaches (values)
- Expanding the concept of cultural heritage preservation to **intangible heritage and cultural diversity**
- Contributing to new forms of sustainability and resilience based on **crowdsourcing** experiences





UNCHARTED

## Understanding, Capturing and Fostering the Societal Value of Culture

# Urgent TO DOs

- To develop **new roles and new competences** (*this was very clear for example during the pandemic*)
- To intervene to tackle **urban and rural decline** (*e.g. role of digital infrastructures*)
- To protect **authenticity** of cultural experiences, as opposed to standardised cultural products





UNCHARTED

## Understanding, Capturing and Fostering the Societal Value of Culture

# Research plan

- Workpackage 1 ‘Understanding the societal value of culture’
- Workpackage 2 ‘Identifying the emergence of values of culture’
- Work package 3 ‘Measuring and imagining’
- Work package 4 ‘Analysing Political Intervention and Impact’
- Work package 5 ‘Experimental demonstrations’





UNCHARTED

## Understanding, Capturing and Fostering the Societal Value of Culture

# Networking and exploitation

- First co-creation workshop, Porto, 16-17 September 2021 (*to review the results of the case studies on practices*)
- Central event, London, beginning 2023 – including the second co-creation workshop (*to review the results of the case studies on valuation and evaluation systems*)
- Third co-creation workshop in Barcelona, mid 2023 (*to review the results of the comparative study on political intervention*)
- One policy seminar in Brussels, end 2023
- Three Policy Briefs:
  - 1st already available
  - 2nd summer 2023
  - 3rd beginning 2024

**EVA 2021 Florence, 14/6/2021**





UNCHARTED

**Understanding, Capturing and Fostering the Societal Value of Culture**

# Thank you for your attention

Antonella Fresa  
fresa@promoter.it

For further information:

[info@uncharted-culture.eu](mailto:info@uncharted-culture.eu)

[www.uncharted-culture.eu](http://www.uncharted-culture.eu)

