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## THE EMERGENCE OF VALUES OF CULTURE IN CULTURAL ADMINISTRATION

Case study 3:

**Values in Portuguese Ministry of Culture's Policies**

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## [1] METHODOLOGY

### ➤ **The discourse level - documental analysis**

- Government's programmes
- cultural planning
- recent legislation
- cultural information available in official statistics
- activity reports
- cultural budgets

### ➤ **The practices level - fieldwork** (actors with political and technical roles & stakeholders)

- interviews
- focus groups

### ➤ **Temporal scope**

- XXI Government: 2015-2019
- XXII Government: 2019 to present

## [2] RECENT BACKGROUND

- Cultural policies in Portugal became consistent since 1995, with the 1<sup>st</sup> structured Ministry of Culture under a Socialist Government

It started policies in 5 main areas, which are still central in cultural policies:

- books and reading
- heritage
- creation in arts
- decentralization
- internationalization

- Recent other areas of cultural policy

- media and cinema sectors
- digitisation
- economic and innovation aims

- In the context of the 2008 global financial crisis, from 2011 to 2015, culture was downsized to a Secretary of State for Culture, under a Social Democrat government

- In 2015 the elected Socialist Government reestablished the Ministry of Culture



*Ministry of Culture, Lisbon*



## [3] CULTURAL ACTORS IN THE MINISTRY OF CULTURE

### Two Secretaries of State for Culture

- Cultural Heritage
- Cinema, Audiovisual and Media



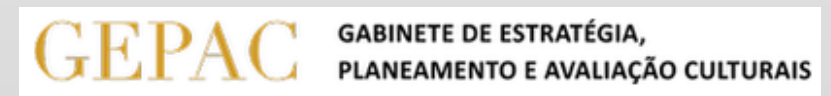
### Main Directorates

- **4 Regional Directorates:** North, Centre and South areas
- **Heritage:** museums, palaces, monuments (DGPC)
- **Arts:** plastic arts, performative arts (DGArtes)
- **Books, Archives and Libraries (DGLAB)**



- Office for Strategy, Planning and Evaluation (GEPAC), also for:

- International programmes
- Cross-sectoral governmental programmes: **youth, health, territory, minorities, disabilities, etc.**



## [4] VALUATIONS – GOVERNMENTS' PROGRAMMING FOR CULTURE

Programmes of government and respective chapter for culture

- In the XXI Government (2015-2019) **“To invest in culture, to democratize its access”**
- In the XXII Government (2019-to present) **“Renewing the investment in culture”**

*The government sees Culture as an essential pillar of **democracy, national identity, innovation and sustained development**. The enhancing of the constitutional imperative of democratic access to cultural creation and enjoyment, the preservation, expansion and dissemination of our material and intangible heritage and the assumption of culture as an essential factor of innovation, qualification and competitiveness of our economy will be fundamental aspects of government action*

(Programme of XXI Government 2015-2019:197).

## ➤ NATIONAL LITERACY PROGRAMMES

- ❑ The National Reading Plan (PNL)
- ❑ The National Plan for Cinema (PNC)
- ❑ The National Plan for the Arts (PNA)



## ➤ HERITAGE

Legislation for protection and development linked to economic and territorial development  
Decentralization of management

## ➤ PORTUGUESE LANGUAGE

Literacy; Books and libraries

Teaching abroad, specially in the CPLP and Portuguese migrant communities in the world

## ➤ SUPPORT TO ARTS

Support programmes; Network of facilities (theatres & cine-theatres); Internationalisation

## ➤ CINEMA AND TOURISM

Cinema literacy; Cinema production and internationalization

## ➤ MEDIA PLURALISM AND UNIVERSAL ACCESS

## ➤ CULTURAL INDUSTRIES AND DIGITISATION

## OTHER RECENT MEASURES

### ➤ **Special support to arts and artists regarding the COVID-19 pandemic situation**

*The **Programme Enhancing Culture** [Garantir Cultura] is specially dedicated to the cultural sector, which includes the support, not reimbursed, to the entire cultural fabric, for the development of artistic projects, creation and programming, in all areas, namely, the performing arts, the visual arts, the disciplinary crossing, the book, the cinema and the museology*

*(Article 3, Ordinance/Portaria N.º 37-A/2021)*

### ➤ **Approval of a most awaited legislation: the Statute of Professionals in the Area of culture**

Decree-Law approved, in general terms, by the Council of Ministers on April 22<sup>nd</sup> 2021

**(professional registration, labour regime, contributory regime).**

Till mid June there were still negotiations with Associations and the Ministry, and a public consultation

# DOMINANT IDENTIFIED VALUES IN POLICIES, LEGISLATION AND BUDGETS

Dominant identified values	Main Measures
<ul style="list-style-type: none"> <li>• Protection and Promotion of heritage</li> <li>• Democratization/participation</li> <li>• Artistic creation</li> <li>• Support to Portuguese language</li> <li>• Cinema development</li> <li>• Digital transformation &amp; innovation</li> <li>• Media pluralism and public access to culture</li> </ul>	<ul style="list-style-type: none"> <li>• Valorization of heritage: museums, monuments, archives, intangible heritage</li> <li>• Investment in heritage aiming economic, territorial and tourism development</li> <li>• Education to cultural participation and literacy (e. g. National Plans for Arts and for Cinema and for Reading)</li> <li>• Foster cultural participation to all citizens (specific measures and accessibility through digital means)</li> <li>• Inter-ministerial collaboration &amp; regional and central networks and sharing of competencies</li> <li>• Arts as an agent of social and territorial change &amp; internationalisation</li> <li>• Promotion of language and culture in Portugal, abroad, and in Portuguese communities in diaspora</li> <li>• Promotion of literacy &amp; libraries</li> <li>• Foster cinema production, internationalization &amp; literacy (National Plan for Cinema)</li> <li>• Digital platforms and contents aiming wider access to culture</li> <li>• Foster Creative Industries</li> <li>• Foster media's freedom &amp; Ensure media's access to citizens</li> </ul>



## [5] ASSOCIATIONS AMONG VALUES

Those dominant values have, in association, another level of valuation, directed to:

- **Decentralisation** of management across the territory
- Fostering wide **networks** with public and non public agents
  
- **Economic outcomes:**
  - Tourism
  - Local and territorial development and Urban regeneration
  - Cultural industries
  
- **Internationalisation** of:
  - Arts and Cinema
  - Portuguese language
  
- **An important social value:**
  - Access of all citizens and communities
  - Citizenship
  - Literacies

## [6] IDENTIFIED TENSIONS IN VALUATION

- Administrative autonomy of ministerial entities
  - scarcity of human resources
  - lack of capacity or autonomy for recruitment (technical experts; mediators in National Plans)
  
- Culture employment's statute
  - Associations are still discontent with the Statute
  
- Definition of culture and recognition of other agents
  - Associations claim a narrow definition of culture (e.g., leisure-led; excluding local talents, street artist, crafts)
  - Associations claim a narrow recognition of mediation agency (e.g., live shows programming)
  
- Operationalization of access issues (e.g., fulfilment of the law of accessibility)

# [7] SOME REFERENCES

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## WEB SITES

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- Portuguese Ministry of Culture <https://www.portugal.gov.pt/pt/gc22/area-de-governo/cultura>
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- GEPAC – Office for Cultural Studies, Planning and Evaluation: Relatório de Atividades 2018, 2017, 2016
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- DGLAB - Directorate-General for Book, Archives and Libraries: Plano de Atividades 2020; Relatório de Atividades 2019

Thank you for your attention!