UNCHARTED

Understanding, Capturing and Fostering the Societal Value of Culture

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Project Identity Card

Project acronym: UNCHARTED

Project theme: H2020-SC6-TRANSFORMATIONS-2018-2019-2020/H2020-SC6-TRANSFORMATIONS-2019

Start date:1st February 2020

Duration: 48 months

EU Grant: 2,999,716.25 EURO

Web site: www.uncharted-culture.eu

Contacts:

Project Coordinator: Prof. Rodríguez Morató, rodriguez.morato@ub.edu

Network and Communication: Antonella Fresa, fresa@promoter.it

Communication & Dissemination Team: dissemination-uncharted@promoter.it

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Project Participants

9 Partners from 7 EU Countries:

- University of Barcelona (Coordination), Spain

- Eötvös Loránd Tudomanyegyetem, Hungary

- University of Coimbra, Portugal

- University of Bologna, Italy

- Telemark Research Institute, Norway

- CNRS, France

- University of Porto, Portugal

- Goldsmiths, University of London, UK

- Promoter, Italy

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Project Objectives

The project aims to contribute to the **understanding and management of the multiple values of culture and to develop tools and guidelines** for the reorientation of cultural policy in a consequent pluralistic sense.

Main objectives:

- to provide a broader vision of the values of culture in Europe

- to identify the plurality of values that emerge in cultural practices

- to understand, evaluate, measure and improve statistical data for capturing the plurality of values of culture

- to assess the strategies and effectiveness of cultural policy and institutions in taking full advantage of the potential benefits of culture for society

Project impact

The social values of culture are multiple:

- Cultural participation produces many different benefits such as **inclusion**, **social cohesion**, **urban regeneration**, **innovation**, **creativity**

- and culture plays a decisive role in **economic development**

However, often, the plural strategic value of culture is obscured by the economic perspective
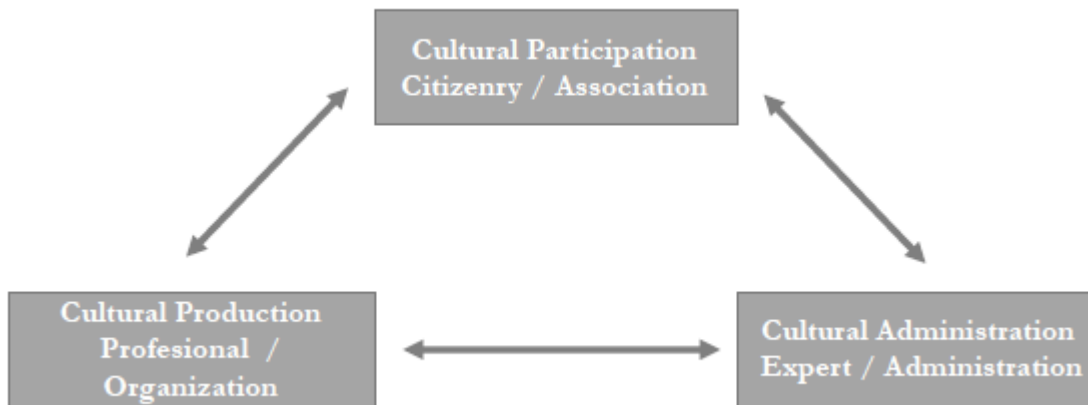
UNCHARTED aims
- to identify and contextualize the emergence and conformation of the values of culture in Europe from an interdisciplinary and pluralistic perspective
- to provide analytical and methodological tools to understand, measure and analyse the value of culture in Europe from a pluralistic sense.

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Project Area of work

UNCHARTED distinguishes three main areas and three types of fundamental actors in the value dynamics of culture:

1. the field of cultural participation, in which citizenship is the protagonist;

2. the field of cultural production and heritage, where the professionals of creation and preservation take the initiative;

3. the field of cultural administration, where the experts and politicians decide.

These three areas and this basic typology of actors are the starting point to structure the evaluative dynamic of values: the emergence of values, the configuration of a value order and the political impulse of values.
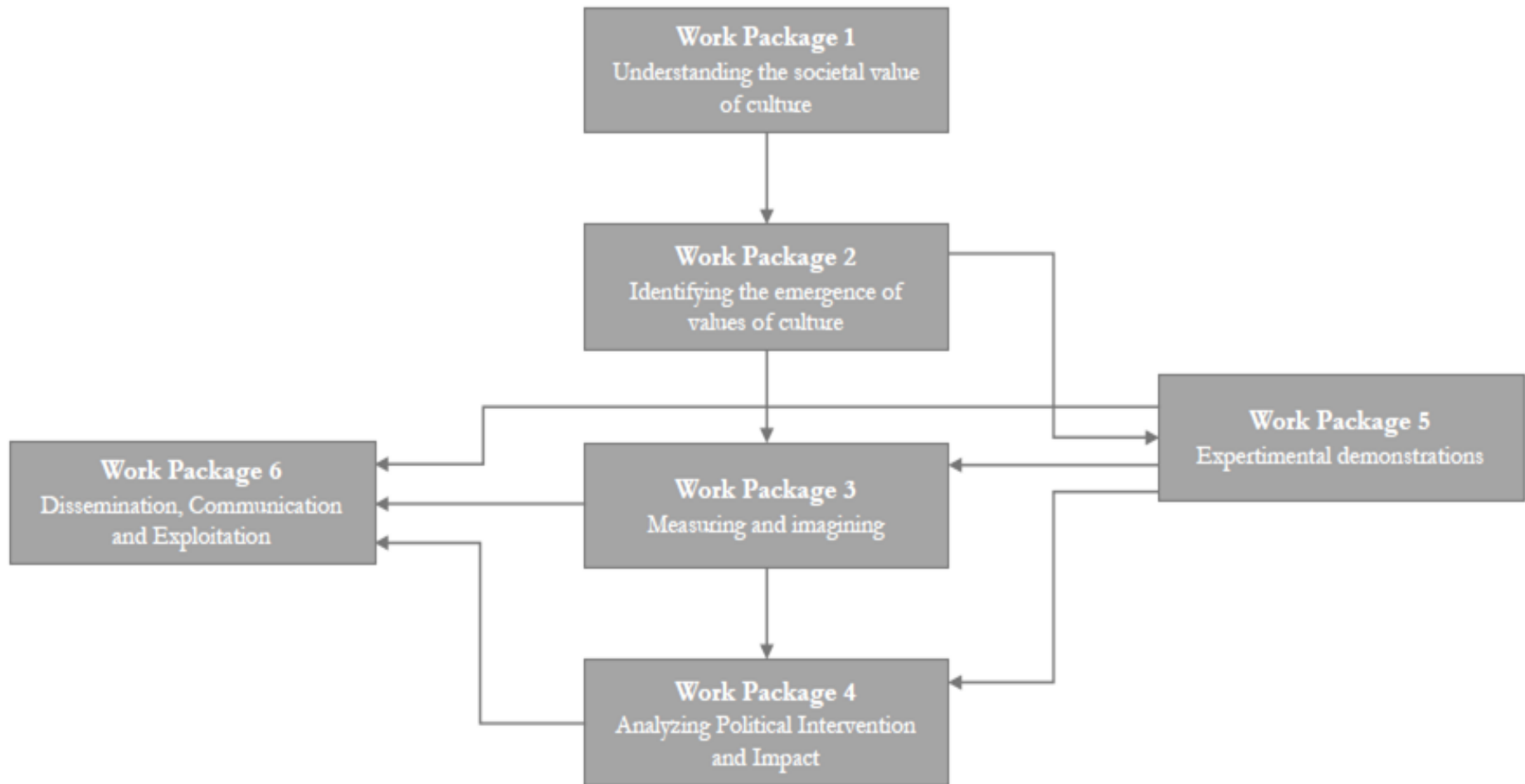
Project Outcomes

UNCHARTED will deliver a set of instruments to share the results of its investigation:

- Policy briefs and recommendations for the use of policy makers

- Guidelines and examples of best practices for communities engaged with production, management and use of culture

- Case studies, scientific papers and a wide range of practical resources made available to researchers

- The UNCHARTED book

- The plan for a major event open to the whole UNCHARTED community, to be organised after the successful conclusion of the EU funded period

Project Methodology

The work has been divided into 8 work packages, each of them with a leader responsible for the tasks and deliverables associated with the WP.

The research work packages

WP1: **Understanding the societal value of culture**

Task leader: University of Barcelona

Basic areas that we will explore:

- Gender and rising diversity

- Urbanisation, spatial and social segregation

- Globalization and digitization

- Neo-liberalism

- The historical experience: the role of culture in integrating and dividing Europe

Specific objectives:

- To make an extensive review of the research literature and existing data on the configuration of the values of culture

- To assess the influence of several key factors and circumstances in the configuration of the social values of culture

- To synthesise the previous analysis in a global view about the factors configuring the values of culture in Europe

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WP2: **Identifying the emergence of values of culture**

Task leader: University of Porto

Processes are studied in **3 main frameworks**:

- the frame of cultural participation of citizenship

- the framework of specialized cultural production and preservation

- the framework of the new world of digital cultural communication

Another area of inquiry correspond to the field of cultural policy and administrations.

The project will study the formulation of missions and agendas of objectives.

Specific objectives:

- to identify the plurality of values of culture in cultural participation in live arts and culture

- to identify the plurality of values of culture in cultural participation through media

- to identify the plurality of values of culture in cultural production and heritage management

- to identify the plurality of values of culture in cultural administration identify tensions, conflicts and public controversies in these four domains

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WP3: **Measuring and imagining**

Task leader: University of Bologna

The focus will be placed on **three basic drivers** of the cultural matrix:

- the citizens involved in cultural participation activities
- the experts and cultural professionals collaborating in cultural production and preservation
- the policy-makers representing, intervening and regulating culture

Specific objectives:

- To analyse the grammars of valuation and evaluation in cultural practices
- To analyse the practices of evaluation in cultural production and heritage management
- To understand how do public administration evaluation methodologies influence cultural production and heritage management
- To investigate the representations of cultural value in cultural information systems
- To create a view of the societal value of culture

WP4: **Analyzing political intervention and impact**

Task leader: CNRS

There are two areas to investigate in this WP followed by a conclusive reflection:

- Cultural policy configurations and strategies fostering the plurality of values of culture

- Cultural policy configurations and strategies fostering cultural diversity, equality and inclusiveness

- Towards more complex and efficient cultural policy models

Specific objectives:

- To provide a comprehensive analytical view of the cultural policy coherence in relation with the promotion of the values of culture both in an internal inter-territorial perspective and with respect to value configurations in society

- To provide a comprehensive analytical view of cultural policy effectiveness and impact in fostering the plurality of values of culture and cultural diversity, equality and inclusiveness

- To produce general policy guidelines in this domain, especially in relation with information systems and the assessment and evaluation systems that govern administrations and cultural institutions

Project Events

The program of events provided during the UNCHARTED project includes:

Two co-creation workshops (in Porto and in Barcelona) will combine the generation and sharing of knowledge with the creation of a common understanding and approach to the themes addressed by the research of UNCHARTED. For the occasion, 15-20 key experts will be invited.

One central event (in London) will include a co-creation workshop and a one-day public debate to present the findings of the project to a broader audience.

One policy seminar (in Brussels) where representatives of the European institutions as well as policy makers, at international, national and local levels will be invited to discuss and review policy brief, recommendations and guidelines, on the basis of the actual needs from the territories represented by the participating stakeholders.

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Contact Details

Follow UNCHARTED on: www.uncharted-culture.eu

Contact us at: dissemination-uncharted@promoter.it

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