

# Looking back

Cultural values, cultural administration and cultural policy. Selected results from WP1, WP2 and WP3.

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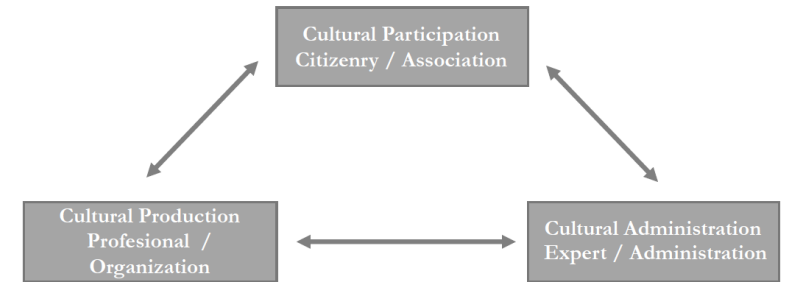
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# Third leg of the triangle

- Three-part logic of the UNCHARTED project: how values are represented, negotiated and operationalized in a triangle between the production of, participation in and administration of culture.
- This short presentation: the perspective of *cultural administration*. In what way does the value complexity of culture affect cultural administration (and cultural policy), as analysed in the work packages WP1, WP2 and WP3?



# Background: three reports from the project

- D1.5. Analysis of the European historical and political experience in acknowledging and promoting the values of culture. (WP1)
- D2.5 Mapping of the values of culture in cultural policy objectives (WP2)
- D3.8. Report on the influence of public administration evaluation methodologies on cultural production and heritage management (WP3)



The UNCHARTEED project received funding under the Horizon 2020 Programme of the European Union  
Grant Agreement number: 870793

Deliverable number	3.8.						
Title	Report on the influence of public administration evaluation methodologies on cultural production and heritage management						
Due date	Month 33						
Actual date of delivery to EC	15 <sup>th</sup> November 2022						
Included (indicate as appropriate)	<table border="1"> <tr> <td>Executive Summary</td> <td></td> <td>Abstract</td> <td></td> <td>Table of Contents</td> <td>x</td> </tr> </table>	Executive Summary		Abstract		Table of Contents	x
Executive Summary		Abstract		Table of Contents	x		



The UNCHARTEED project received funding under the Horizon 2020 Programme of the European Union  
Grant Agreement number: 870793

Deliverable number	2.5.						
Title	Mapping of the values of culture in cultural policy objectives						
Due date	June 2021						
Actual date of delivery to EC	22 <sup>nd</sup> July 2021						
Included (indicate as appropriate)	<table border="1"> <tr> <td>Executive Summary</td> <td><input type="checkbox"/></td> <td>Abstract</td> <td><input type="checkbox"/></td> <td>Table of Contents</td> <td><input checked="" type="checkbox"/></td> </tr> </table>	Executive Summary	<input type="checkbox"/>	Abstract	<input type="checkbox"/>	Table of Contents	<input checked="" type="checkbox"/>
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The UNCHARTEED project received funding under the Horizon 2020 Programme of the European Union  
Grant Agreement number: 870793

Deliverable number	D1.5						
Title	Analysis of the European historical and political experience in acknowledging and promoting the values of culture						
Due date	October 2020						
Actual date of delivery to EC	30 <sup>th</sup> October, 2020						
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# In other words

1. Cultural values in general, as context for and part of the discourse of cultural administrations and cultural policy
2. Cultural values as present in the objectives and goals of (different) cultural administrations
3. Cultural values as operationalized through evaluation mechanisms of cultural administrations

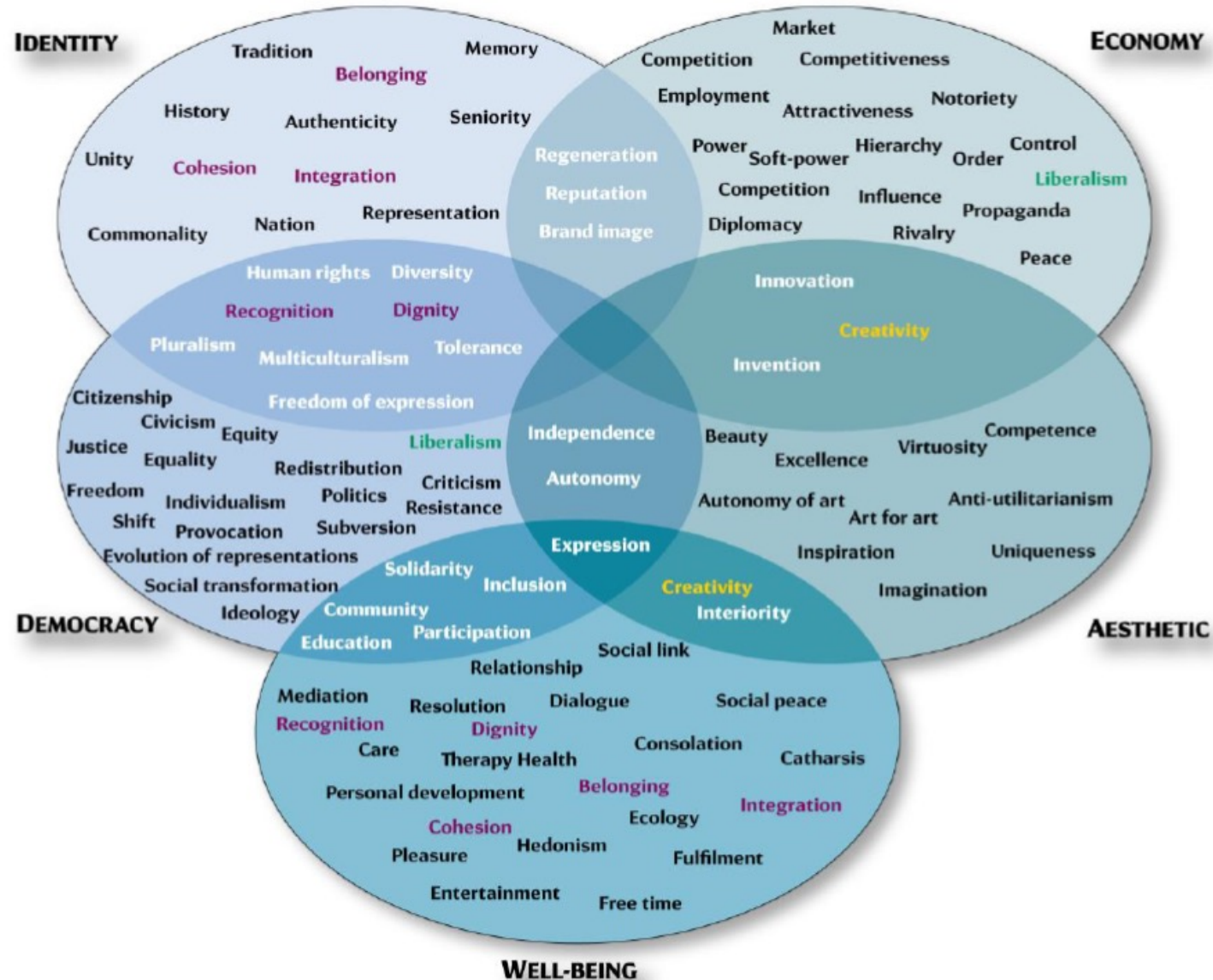
# How do European cultural policies attribute values to culture? (D1.5)

- Identifies, «through the analysis of a corpus of scientific articles, books and research reports as well as press articles, the numerous values identifiable in the history of cultural policies.»
- A variety of perspectives on values: economic, sociological, political and philosophical approaches. How to reconcile them?
- Value: the principle from which acts, ideas, tangible and intangible goods can be measured, justified and appreciated. (N. Heinich)
- Value: a part of a global framework for public action (P. Muller)

# Five major families of values

- Democracy
- Identity
- Well-being
- Aesthetics
- Economy

# Derived from a broad catalogue of cultural values



# Integration and tensions of values

Values integrating well *or* being antagonistic

Three areas:

*Cultural democracy vs. cultural democratization* [example of potentially incompatible values]

*Heritage*: inherent value conflicts. Defining heritage, assigning value. Diversity vs. nationalism, Multiculturalism vs. monoculturalism.

*Culture and sustainable development*: Sustainable development integrates well with values of cultural diversity.



# Values in cultural policy objectives (D2.5)

Twelve case studies of cultural administrations, on national/regional/local levels:

France, Norway, England, Scotland, Hungary, Bergen City (Norway), Montpellier, Budapest, Barcelona, Bragança, Galicia, Portugal.

# Shared values

National administrations:

Share common values on cultural policy institutionalization and the need for public support to the cultural sector.

Under this consensus, artistic excellence, diversity, national identity and culture as citizenship rights are values somehow manifested in all cases.

# However,

- Differing emphasis and positioning of values
- Identified configurations of values as a mix between social and economic values of culture, emphasizing *one* of them as the primary source of legitimacy for this policy.

# Identified value principles in national and regional administrations

Frequency	Value principle	Definition
8	ECONOMIC	Focused on the importance of quantitative performance and profit, generated by products, heritage and artistic-cultural assets targeted by cultural policies. These outcomes are particularly associated with innovation, territorial growth, exports and investment.
6	IDENTITY	Associated with cultural policies' constitutive dimensions, such as nation building, ethnic grounds, heritage, language or territorial branding.
5	AESTHETIC	This principle is mainly associated with formal aspects of cultural products, arts and heritage, in terms of excellence, quality and distinction.
4	PARTICIPATION	Associated with the integration of different social and sectoral actors into cultural activities or in cultural policy design. This may also be achieved through decentralization, fostering social cohesion.
2	CULTURAL DIVERSITY	Linked to the positive valuation and promotion of the diversity of cultural practices and discourses ensuring media pluralism and sociocultural inclusion, often concerning immigrants.
2	EQUALITY	Based on different educational and cultural policies, as well as governance models, oriented towards ensuring (gender, immigration, socioeconomic, etc.) equal social inclusion in and through culture and the arts.
2	EDUCATION	Associated with the centrality given to formal education as a space for cultural capital redistribution impacting the cultural field/life.
2	WELL-BEING	Linked to the positive valuations of comfort, quality of life, health, safe places and clean environments.

# Identified value principles in local administrations

Frequency	Value principle
4	PARTICIPATION
3	ECONOMIC
3	AESTHETIC
2	IDENTITY
2	SUSTAINABILITY
2	EQUALITY
2	EDUCATION
2	WELL-BEING

*Diversity* absent in local cases, while *sustainability* is absent in national/regional cases.

# Public administration evaluation methodologies (D3.8)

*Methodologies of evaluation and influence on cultural actors and institutions*

Two types of evaluation analysed/elaborated: *bureaucratic-led* evaluation and *experts-led* evaluation

***Bureaucratic-led evaluation*** aimed at cultural institutions/heritage monitoring.

***Experts-led evaluation*** aimed at cultural resources/status allocation

# Cases

- Urban cultural policies in Spain (projects in Barcelona and Santiago de Compostela)
- Monitoring Norwegian Museums
- Local grant-making in Spain (Barcelona and Santiago)
- The Cultural Rucksack (Norway)



- Two kinds of influence: direct and indirect influence.
- Different contexts, different state-driven models and traditions of cultural policies



# The role of evaluation methodologies

- evaluation methodologies play an important role in shaping the practice of cultural actors and institution, but in different ways
- different evaluation methodologies create different legitimation and legitimacy structures
- evaluation interpretation – central role in stabilizing tensions between different cultural values



In short,

Cultural values need to be understood as a combination of and interplay between *principles, policies and practices*.

The work in WP3 has strengthened our insight in this basic fact.

Thank you!

