



UNCHARTED

Understanding, Capturing and
Fostering the Societal Value of Culture

WP5 AXIS 1

Cultural Strategic Planning

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Context and objective



The experiments and demonstrations of Axis 1 investigate various contexts – **in Italy, Portugal** and widely in the **European Union** – in which city administrations have planned strategies and public policies in the cultural field and how their respective territories (social and economic development) are impacted by these policies.

Axis 1 aims to reflect, verify and demonstrate the way in which **the values of culture**, identified during the UNCHARTED project, **have an impact on the strategic planning of cities' cultural policies**, at local/regional (Volterra), national (Portugal) and European levels (UCLG).

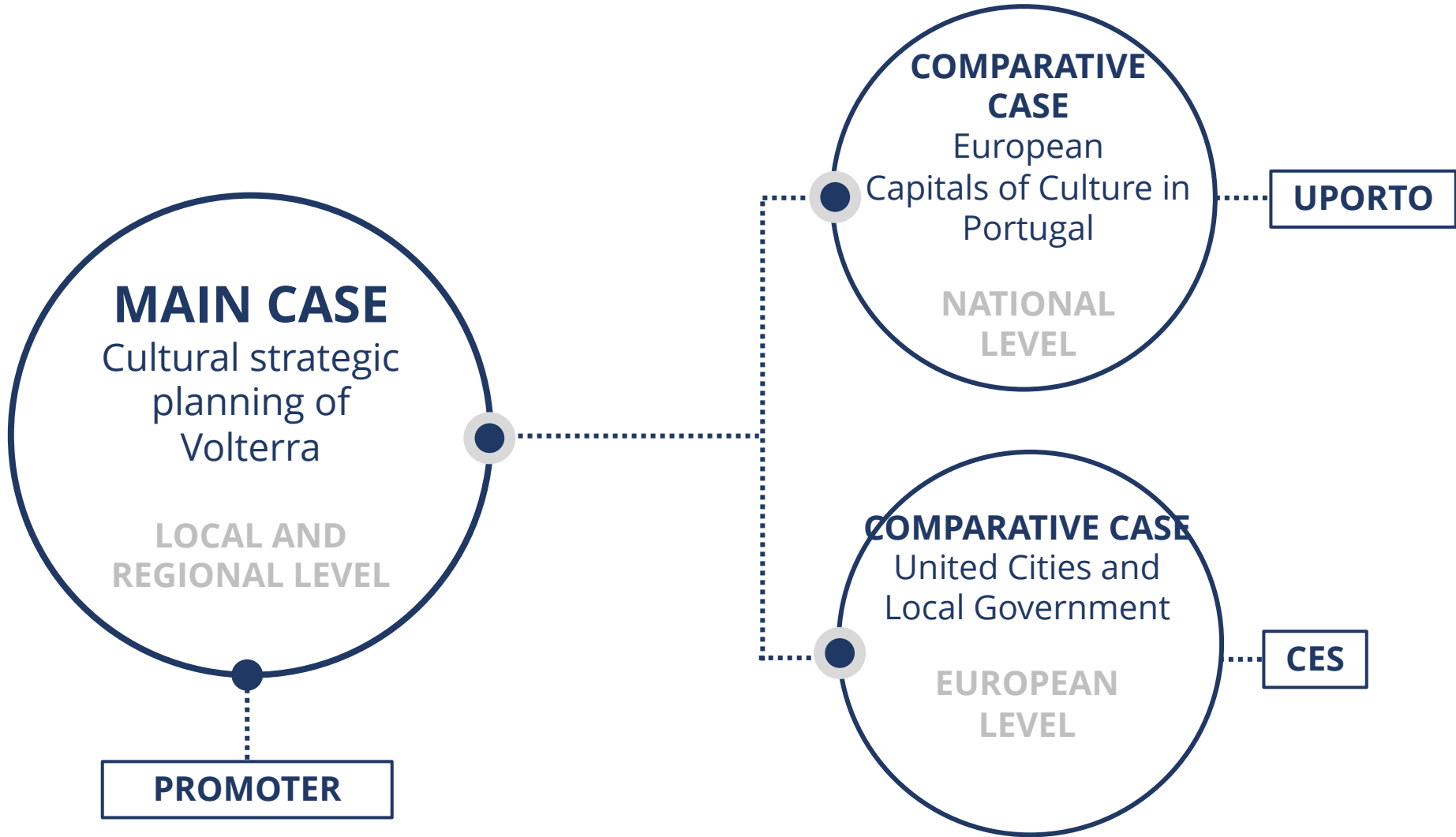
Selection of cases



Axis 1 is composed by **one main case** about the **cultural strategic planning of Volterra**, led by Promoter S.r.l., and **two comparative cases**:

- the University of Porto analyses the experience of the **European Capitals of Culture in Portugal**;
- the Centre for Social Studies (University of Coimbra) looks at the evaluation of city and cultural policies carried out by **United Cities and Local Government (UCLG)**, the global network of cities and local, regional, and metropolitan governments and their associations.

Selection of cases



Volterra



Landscape of Volterra - Courtesy of Municipality of Volterra

The city of Volterra



The case study upon which the research is focused is **Volterra**, an historic city located **in the heart of Tuscany** in the province of Pisa.

Volterra is a good example of how the city has managed to keep the cultural ferment generated by its past both alive and pulsating, reinterpreting it on a par with current conditions and opportunities, maintain an authentic cultural dimension.

Within this framework, it is possible to trace some structural dimensions which in our opinion characterize the relationship between **territory and culture** as key to innovation and development.

Three dimensions of the case of Volterra



The work in the context of Volterra focuses on the three dimensions:

- **SOCIAL** - Total institutions (psychiatric hospital and prison)
- **ECONOMIC** - Traditional economic activities (alabaster craft and the saline industry)
- **POLICY** - Candidature of Volterra for the Italian competition and nomination for First City of Culture in Tuscany



Psychiatric Hospital



Theatre in prison



Alabaster craft

Courtesy of Municipality of Volterra



The candidature of Volterra as capital city of culture

The case of Volterra will study and demonstrate how the **competition for the Italian City of Culture**, carried out at the national level in 2021, named 'Human Regeneration', represented the occasion for the city to reflect on the impact that culture values can generate at social and economic levels, expanding from the cultural dimension to many other areas of the civic life.

The high level of the candidature of Volterra during the national competition, and the deep participatory approach implemented for the development of such candidature, brought the Tuscany Region to establish a new regional programme named '**Regional Capital of Culture**' in 2022.

A wide participation was promoted by the Municipal Administration in the construction of the Human Regeneration project for the candidacy of the city and for the structuring of the **Volterra 22** programme.

The nomination of Volterra as **'First Tuscany City of Culture'** is giving the opportunity to the city of Volterra to deploy a wonderful and very rich programme of events, that starting from culture values range to social and economic dimensions, to empower the value of the regional dimension of culture, as opposed to a strict national narration.



Logo of Volterra First Tuscany City of Culture - Courtesy of Municipality of Volterra

Main case - methodology



The field research will make use of a careful **participatory approach**, based on active listening to the territory and on opening spaces for constant dialogue with local communities and stakeholders, including public administrations, economic activities and citizens groups.

The participation of local communities and stakeholders will contribute to **value the interventions** carried out during 2022 and their continuation in 2023.

This will allow to verify how the strategic planning in the cultural field, made by the Municipality of Volterra and by the Tuscany Region, adheres to the **needs and inputs coming from different categories of the civil society** of the city of the region more widely.

Main case - action plan



The work to be carried out during 2023 provides for the implementation of a series of **interventions and activities** (D5.1 - Axis 1 - Cultural strategic planning - Methodology):

1. Desk research
2. Semi-structured interviews with local stakeholders
3. Online questionnaires to citizens
4. Drafting of a bilingual publication relating to the study, to be published in collaboration with the Administration of the town
5. Organization of a public event in 2023, open to citizens
6. Focus group meetings
7. Promoting and disseminating activities to the press (mostly local newspapers), in addition to the publication of information on the project's website, on the project's blog and through social media

European Capital of Culture in Portugal

In 2027, Portugal will have for the fourth time a European Capital city of Culture. Among the twelve cities that submitted applications in November 2021, the pre-selected cities were: **Aveiro, Braga, Évora and Ponta Delgada.**

The case will focus on how the proposed actions were able to trigger a long-term culture-oriented development strategy, identifying examples of cultural administration that integrate different social and cultural actors and matrices of values in relation to culture

This case will allow to validate the trends observed in the previous WP, to study **virtuosities and constraints** of the general plans of cultural action of these European capital cities of culture and to highlight **sustainable projects and interventions in recent years.**

Comparative case



UCLG evaluation of city cultural policies and programmes in Europe

United Cities and Local Government (UCLG) is the largest local government organization, aiming to promote the interests of cities and local governments worldwide, and to provide a platform of collaboration, dialogue, cooperation, and knowledge-sharing.

The case will focus on the assessment programmes of **UCLG Committee on Culture** (Pilot Cities and Leading Cities), which evaluate city cultural policies and programmes in a wide array of domains. The case looks at European cities involved in these programmes.

The main goal is to assess **how and what values of culture are highlighted and influence the strategic planning of cultural policies of the targeted European cities**. We will also pay attention to the frameworks, methodologies and guidelines used for assessment that can be used or inspire the other cases of the WP and of the project.

Thanks for your attention!