UNCHARTED

Understanding, Capturing and Fostering the Societal Value of Culture

Can Value Conflicts be Managed or Mitigated? Some research questions and evidences

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POLICY BRIEFS: WHAT ARE THEY

Policy Briefs are intended as the transformation of the outputs of the research into Recommendations for Policy Makers.
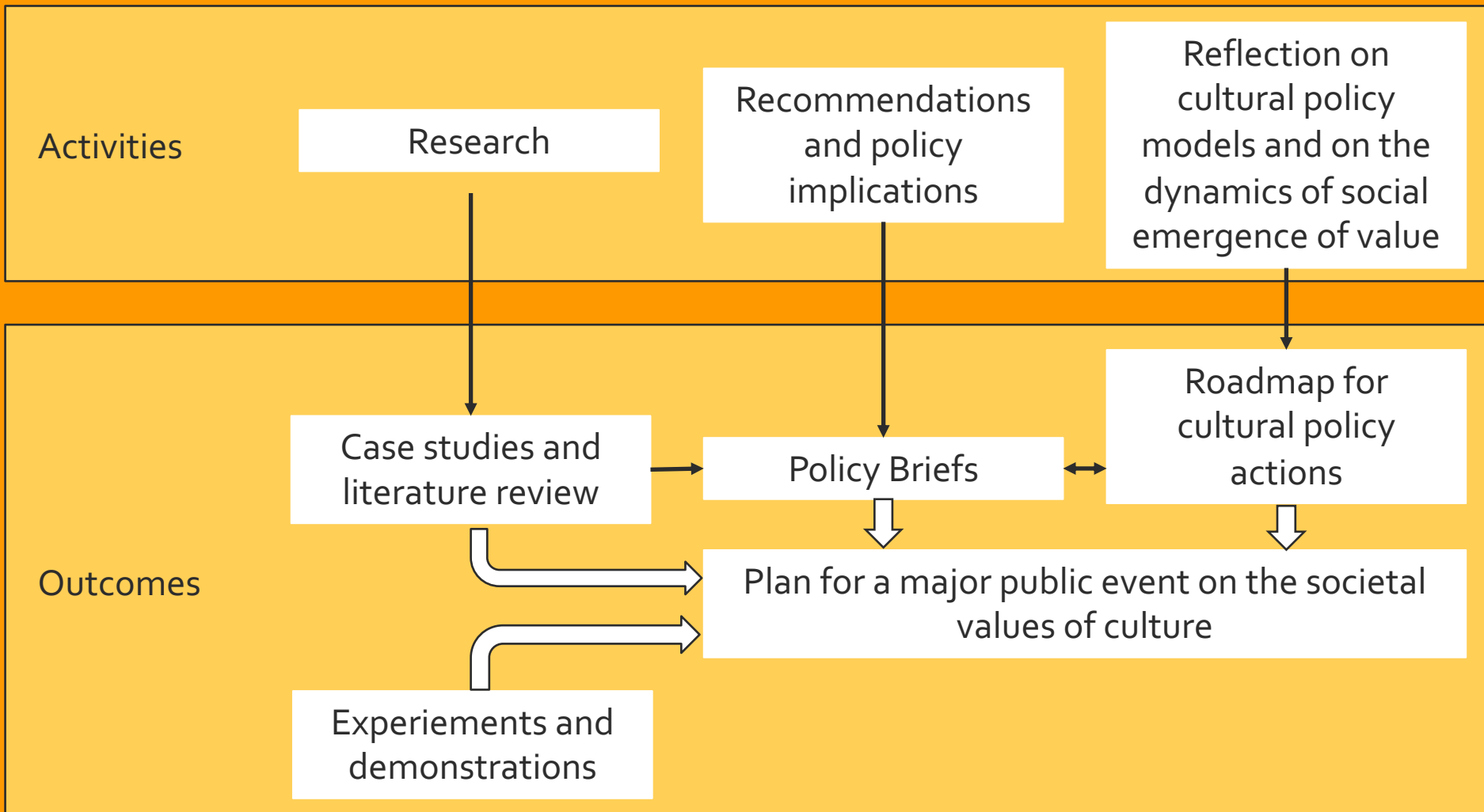
In this light, a natural liaison exists between the investigation conducted in the research work-packages (WP1-WP2-WP3-WP4-WP5) and the recommendations provided in the Policy Briefs.

Policy Briefs should not be seen as a summary of the research outcomes, but instead as a kind of translation of these outcomes from the research domain to the domain of its deployment.

In this light,

- The comprehensive and analytical coherence of cultural policies is investigated in the frame of the research work-packages

- Policy Briefs are produced in the frame of the communication and dissemination work-package (WP6),

- WP4 "Analyzing Political Intervention and Impact on the plural values of culture" summarizes the previous analysis in the UNCHARTED Roadmap for cultural policy action

POLICY TASKS IN UNCHARTED

Activities

Research

Recommendations and policy implications

Reflection on cultural policy models and on the dynamics of social emergence of value

Outcomes

Case studies and literature review

Policy Briefs

Roadmap for cultural policy actions

Plan for a major public event on the societal values of culture
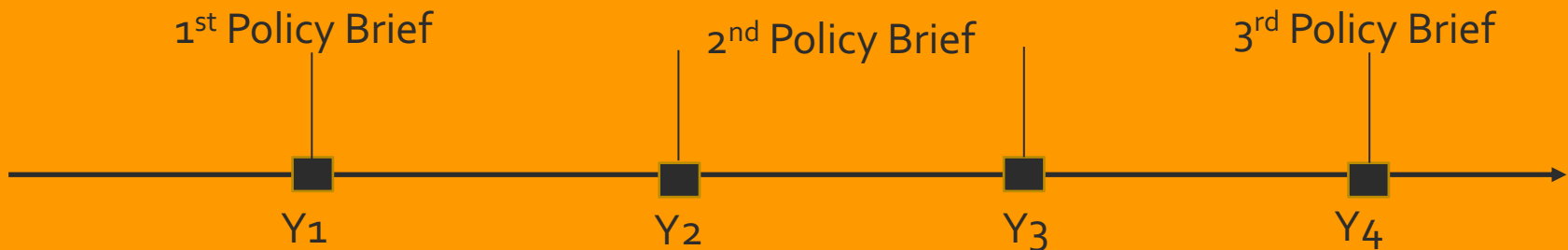
Experiements and demonstrations

UNCHARTED POLICY BRIEFS

Two Policy Briefs have been produced by the project:

- The first document was based on the outcomes of WP1 "Understanding the societal value of culture"
- The second document was based on the outcomes of WP2 "Identifying the emergence of values of culture"

A third Policy Brief is expected to be delivered at the conclusion of the research, embedding the outcomes of WP3, articulating with the research of WP4 and re-using the results of the demonstrations of WP5.

1st Policy Brief   2nd Policy Brief   3rd Policy Brief

Y1   Y2   Y3   Y4

FIRST POLICY BRIEF

- The initial results after the first year of the project did not allow deducting general normative perspectives.

- Nevertheless, a wider recommendation has proposed to policy makers, that is to play attention to problems and contradictions that can be provoked by not-resolved tensions.

- In this light a rather wide list of topics was proposed as factors to be taken into account in the development and implementation of cultural policies

- The research conducted in the second and third year of the project brought to a better identification of the processes that bring to the emergence of values of culture

FACTORS TO BE TAKEN INTO ACCOUNT IN THE DEVELOPMENT AND IMPLEMENTATION OF CULTURAL POLICIES

- Differences in ethnic, cultural, linguistic, religious and sexual orientations
- Mono-cultural mechanism of integration vs multiculturalism and interculturalism
- Cultural democracy and participation
- Legitimation of cultural content and repertoires from different origins in consecrated spaces - such as museums, festivals and exhibitions – and in public cultural programmes
- Impact of culture-led urban regeneration on heritage preservation and on social and spatial segregation
- Reconfiguration of urban territory and transformation of the sense of belonging of local communities, due to gentrification and touristification
- Contraposition of Western cultural values with other different values that are represented in the Western society
- Effects produced by digital transformation in the cultural field
- Role of heritage values in the construction of identities

FIVE POLICY IMPLICATIONS FROM THE SECOND POLICY BRIEF

- **Actors and contexts**

The design of cultural products should understand the conditions where the product's implementation takes place.

- **Multiple visions**

Several factors impact at each stage of implementation of the cultural programmes: at the creative and design phase, at the start of the development, at the beginning to the implementation stage

- **Power imbalance**

Power imbalance, at different levels and between actors and fields, is bound to explode into conflicts among valuations.

- **Trade-off different values**

Different values can be in conflict. An emblematic case is the tension between aesthetic and economic values that appear often confronted during culture valuation.

- **Portfolio approach**

By investing in multiple solutions, the chances are increased of getting valuations in different fields that are not conflictual, results that are useful for different users and outcomes that are satisfactory for different stakeholders.

FROM RECOMMENDATIONS AND POLICY IMPLICATIONS TO THE UNCHARTED ROADMAP FOR CULTURAL POLICY ACTIONS

Streghtening theoretical and empirical argumentation and evidence of Policy Briefs
1. In which way the literature review produced in WP1 as well as in other empirical studied is reflected in the recommendations and the policy implications of the UNCHARTED Policy Briefs and in the Roadmap
2. In which way the case studies conducted in the research work packages (WP2 and WP3) can be conceptualized, in order for the recommendations of the Policy Briefs to be properly contextualized?

Impact delivery and exploitable outcomes
1. How the reflection on cultural policy models, the identification of dynamics of emergence of cultural values, the evaluation of the effectiveness of strategic actions and the other elements expected to be provided in the Roadmap for Cultural Policy Actions should determine the elaboration of the Policy Recommendations of the 3rd Policy Brief of UNCHARTED
2. Which are the scenarios that UNCHARTED should elaborate in the coming year for the planning of the major public event on the societal values of culture, which is the legacy of the project for the research communities in the next years