



UNCHARTED

Understanding, Capturing and Fostering the Societal Value of Culture

UNCHARTED reflections and recommendations

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Antonella Fresa, Promoter srl
fresa@promoter.it



Official Media Partner

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- Cultural strategic planning is the theme of one of the Axes used in the Experimental Demonstrations of the UNCHARTED project (WP5).
- Experimental Demonstrations have been designed to assess the outcomes of the research coming from the other parts of the project via practical proves, conducted within concrete real-life environments.
- Three Axes of proves have been selected:
 1. Cultural strategic planning
 2. Culture-led urban regeneration
 3. Cultural information systems

Main case and control cases

- Each Axis is articulated around a main cases and 2 control cases for each main case
- The main cases mobilise a range of methodological approaches in order to develop model valuation processes in collaboration with stakeholders
- The control cases - on a smaller scale and with less practical involvement with stakeholders - complement this by providing observation-based analyses of cultural practices with thematically similar but different contexts and situations

- The three Axes have been selected because of their availability for co-creative study
- The co-creation approach adopted is based on observation, with the primary objective to create a critical methodology for practices in cultural planning and innovation in a multi-level and multisectoral context.
- Concrete experiments and demonstrations were carried out to trace the modalities of how cultural policies and valuation strategies are developed

- The main case of Axis 1 studied the development of the Volterra22 programme, exploring the dynamics of the values of culture in the city
- The first control case analysed the competition for Capital of Culture in Portugal looking at the official documentary sources of the four cities pre-selected for the European Capital of Culture in 2027, namely: Aveiro and Braga in the north of Portugal, Evora in the south and Ponte Delgada in the Azores archipelago.
- The second control case focused on the UCLG Committee on Culture’s “Pilot Cities” and “Leading Cities” programmes for evaluating and supporting the strategic cultural policies, planning and programmes of local administrations, with a European scope.

Phases of the main case study

- Mapping the values emerged from the UNCHARTED research against the context of Volterra
- Crating the group of stakeholders
- Interviewing the stakeholders
- Open online questionnaire
- Publication of Rigenera Volterra Rigenera
- Public event in Volterra on 30/10/2023

- Gather together the outcomes of main cases and control cases

- Reflections and recommendations

The Seminar of today is part of the last step



Impacts and outcomes derived from the questionnaire to stakeholders

- New social dynamics, network consolidation, and increased awareness
- Youth: an opportunity for planning and closer engagement with institutions
- Communication and tourism: increased visibility and quality
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- Investments: Resource Redistribution and Major Infrastructure
- Commerce, crafts, and businesses: art as a resource for the Community
- Politics: sharing a project for area policies

- Evaluating values as opposed to assessing impact
- Recognition of values may overlap with the ability of policies to generate change
- Degree of ability to deliver structural impacts on the territory
- Involvement of local community in activity planning



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Prospects for the future



- Long-term vision
- Regional and local networking ability
- Innovation in methods and tools
- Openness to new themes: classical and contemporary domains
- Investment in infrastructures



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Recommendations



- Sustainability of the results is a fundamental layer on which to focus the efforts of the public action
- The planning process needs to be conceived as evolutionary and transformative
- An organic and clear vision is requested being capable of making continuous adjustments and re-orientations
- Progressively create the condition to engage with the local communities



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Reflections



- Strategic planning centred on culture acts could activate more complex processes of territorial development
- Policy makers, administrators, cultural managers and stakeholders are called to calibrate and re-orientate their policies and actions, in recognition of the pluralistic and pervasive impact of culture
- The UNCHARTED theoretical framework should be cross-referenced with the local context, where cultural values and valuation of culture could have different declinations

Three questions to trigger the debate

1. Who are the actors

Are policy makers and public administrators the principal responsible subjects for the actual planning, avoiding a dangerous shift from governing to commanding?

Which is the 'trade off' between the elected representatives in the cities governing and the not-elected parties? Which are the mechanisms that could be beneficial to allow a larger sense of ownership and to guarantee a longer life of the strategy when a change in the governance occurs?

How can the other subjects that are invested by the planning become effective actors in the design of the strategic planning, in particular: the citizenship and their different generations, the actors from the economic sector, the institutions of the cultural sector?

→ The role of 'anchor' institutions: may they help to maintain cultural strategies

→ Democratic deficit

2. Cultural valuation and cultural values for the territorial development led by culture

Which is the value that we assign to culture in the development strategies of a territory, and which are the cultural values that play a more evident role for the territorial development?

Does a competition exist between traditional, historical and acknowledged cultural representations on one hand and contemporary cultural and artistic expressions on the other hand? How to recalibrate the tensions between the two parts?

The experience of Volterra22 and the control case studied by Universities of Porto and Coimbra have identified some elements to this regard. Are these shareable on a wider scale, have these experiences a wider value for other contexts where there are different legislations, economies, social conditions, etc.?

→ Contemporary cultural and artistic expression characterized by practitioners who may be fiercely independent-minded

3. The value of the special programmes in the light of the strategic planning

Do special cultural programmes - such as the national and European capitals of culture as well the regional cities of cultural initiatives – activate a real long-lasting energy on the targeted communities?

Do they deliver an impact that is able to persist beyond the end of the execution of the special programme?

How can the strategic planning be recalibrated between the investment of human and economic resources spent for the participation in the competition to win the nomination, the resources spent in the implementation of the special programme and what should be planned for the time after the end of the special programme?

→ Evaluation framework

→ Trust the results produced

→ How investment in culture and creativity can change people and places