UNCHARTED

Understanding, Capturing and Fostering the Societal Value of Culture

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UNCHARTED

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Included (indicate as appropriate)	Executive Summary	☒	Abstract	☐	Table of Contents	☒

Project Coordinator:
Prof. Arturo Rodriguez Morató
Universitat de Barcelona
Email: rodriguez.morato@ub.edu

Technical Coordinator:
Antonella Fresa
Promoter S.r.l.
Email: fresa@promoter.it

Project WEB site address:
http://www.Uncharted-culture.eu

Context:

Partner responsible for deliverable	Promoter Srl
Deliverable author(s)	Elisa Debernardi, Antonella Fresa, Pietro Masi, Arturo Rodriguez Morato
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Table of Contents

List of figures

1   EXECUTIVE SUMMARY

This document provides the description of the plan for a major public event on the societal values of culture to be organised by the UNCHARTED partners beyond the end of the EU funding period.

The public event is part of the exploitation plan, aiming at the sustainability of the various outcomes produced by the project, also in connection with other initiatives running in the culture domain.

The communication brought about UNCHARTED towards researchers, scholars, stakeholders, policy makers, citizen groups of interest, as well as EU and internationally funded projects allowed to create a leaving network, which is eventually instrumental also to prepare the future public event.

The core content of the present document is articulated around two parts that are complementary in their scope: on one hand framing the idea of the conference and on the other hand setting out the objectives and the concrete plan of the conference.

The document is composed by eight chapters and 1 Appendix:
- Chapter 1 Executive summary
- Chapter 2 Scope of the deliverable

Part 1
- Chapter 3 Background
- Chapter 4 The UNCHARTED project and its ecosystem

Part 2
- Chapter 5 Profile and objectives of the conference
- Chapter 6 Organisation
- Chapter 7 Themes and structure of the sessions

- Chapter 8 Conclusions
- Appendix Definitions of Terms and Abbreviations

2   SCOPE OF THE DELIVERABLE

This plan comes at the conclusion of the project. It is a public deliverable because its aim is to promote as much widely as possible the idea of a public event on the societal values of culture among the members of the UNCHARTED network and in this way to prepare for the actual organization of the conference in the near future.

The study on the planning of the big public event described in the present document has been the occasion to reflect on the ways to advocate the adoption of the UNCHARTED recommendations by policy makers, to continue the research, and to promote the UNCHARTED results beyond the academic sector.

Because of its nature, the deliverable is strictly connected to the whole project, namely to the research work packages (WP1, WP2, WP3 and WP4) and to the experimental demonstrations carried out in the three axes of WP5. In this light, the exploitation plan introduced in the deliverable D6.10 refers to the plan for a public event as one of the products that, together with the UNCHARTED Book (D6.11), receives the outputs of the investigations carried out during the whole project.

Furthermore, the mechanisms put in place by WP6 and its outcomes in terms of communication, dissemination and networking are linked with this deliverable. Iin fact, even if conducted by universities, the research of UNCHARTED has aimed along the whole project to connect with the civic sphere, providing constantly information about the project's activities and establishing opportunities of dialogue between scholars and policy makers, stakeholders and cultural practitioners, students and local administrators and many other actors who contribute to value culture.

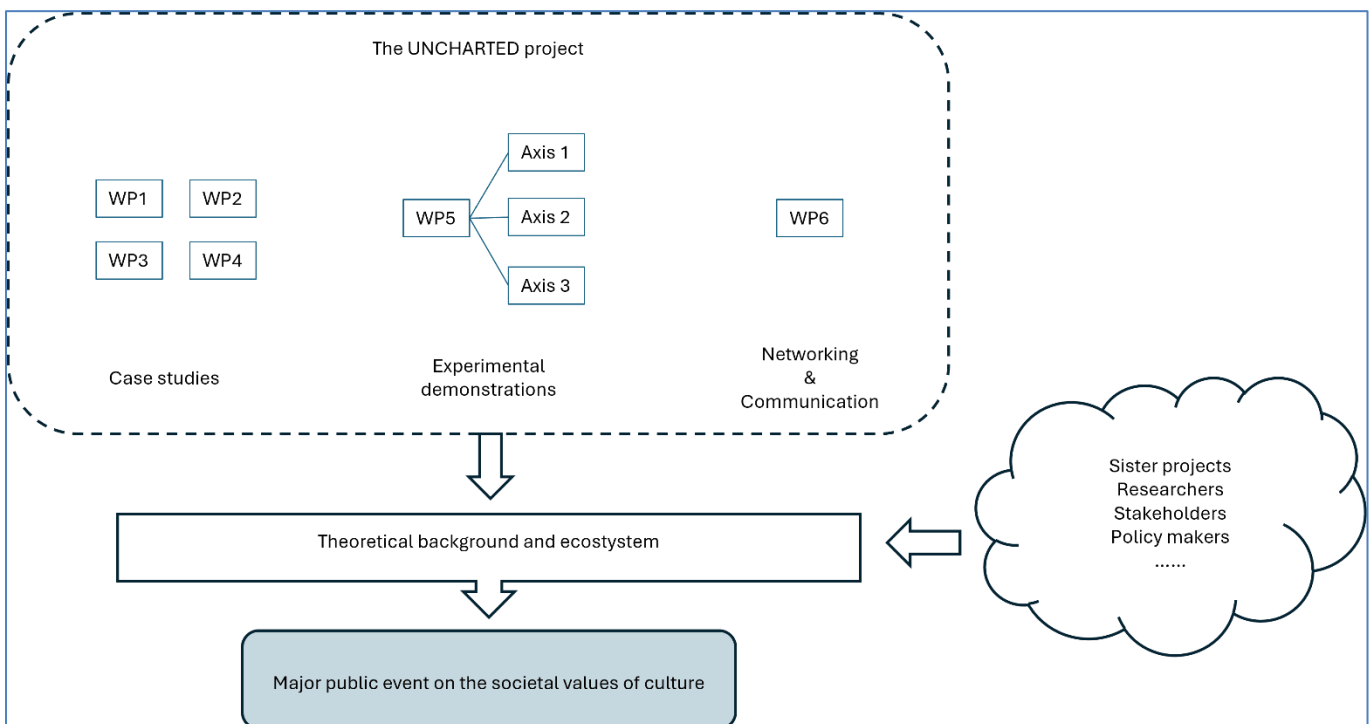The interconnections of this D6.9 with the rest of the project are illustrated in the figure below.

Figure 1 Interconnections of D6.9

3   BACKGROUND

The background of the UNCHARTED plan for a major public event on the societal values of culture is shaped by the logic and the spirit that underpinned the project's implementation and that aims, through the event, to continue to animate the debate.

Offering a variety of opportunities of debating has been a priority for the project, a debate that is requested to go beyond the inner circle of the academic research, that instead should open to the widest range of exchanges. The encounters of ideas, experiences, lessons learnt, good and less good practices took place between scholars and representatives of the civic society, up to the engagement of citizenry at large.

The project has been characterised by the combination and the articulation of an intense programme of actions that involved many actors. The two co-creation workshops in Barcelona, the Central Event in London, two Policy Seminars in Budapest and Barcelona, the participation in the Policy Round Table organized by the European Commission have been part of this programme. In parallel, the constant updating of the project's website and the publication of news announcing and reporting the initiatives of the partners accompanied the programme of events. Naturally, the publications targeted the scientific community too, with papers submitted to acknowledged journals and the publication of the UNCHARTED Book under the contracted collaboration with Routledge publisher. Finally, the partners of UNCHARTED have been committed to present the project and the ideas emerging from the research in numerous third-party events.

The strong communication tackled and disseminated the results of the investigation work. The core action of the project was in fact the research that developed around three complementary directions: literature and information review (WP1), tens of case studies (WP2-WP3-WP4) and the experimental demonstrations on cultural strategic planning, culture-led urban regeneration, and cultural information systems (WP5).

Then, in parallel with the research and the communication and dissemination activities, networking with other projects and organisations took place. This was based on the commitment of establishing a solid network of common interest, targeting the widest community of researchers, stakeholders, public administrators, policy makers, and their aggregation in associations and project initiatives.

Furthermore, we would like to point out that, as a complement to the focus on the UNCHARTED framework that is in fact the priority for the understanding of the background used for the design of the public event on the societal values of culture, there is also a larger scenario of initiatives that exist in Europe which are worth to be mentioned here.

This is the case of the 2018 first European Year of Cultural Heritage initiative launched by the EU.

In this framework, a point of reference is the preparatory study entitled "Innovation in Cultural Heritage Research – For an integrated European Research Policy"[1]. The study, produced by DG Research, generated a booklet authored by Gabor Sonkoly (also principal investigator of ELTE in UNCHARTED) and Tanja Vahtikari of the University of Tampere, and eventually disseminated in the "Innovation in Cultural Heritage" conference a dedicated event hosted by the Royal Museum of Arts and History in Brussels on 20 March 2018[2]. The study highlights the great potential of cultural heritage in contributing "to a more tolerant, democratic and participative European society" and "makes a strong case for the role of research and in particular for the social sciences and humanities in understanding the importance of culture heritage in society".

Still, in the frame of the 2018 European Year of Cultural Heritage, it is worth to mention Weare#EuropeForCulture, the initiative to empower people in a range of participatory cultural experiences aiming to represent a variety of

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[1] EU Publications: https://op.europa.eu/it/publication-detail/-/publication/1dd62bd1-2216-11e8-ac73-01aa75ed71a1

[2] "Innovation in Cultural Heritage" conference: https://research-and-innovation.ec.europa.eu/events/upcoming-events/innovation-and-cultural-heritage-2018-03-20_en

cultural values. It was a project of DG Education and Culture, which delivered a programme of ten co-creation workshops, run in ten European cities – Amsterdam, Basel, Budapest, Girona, Helsinki, Krakow, Nicosia Pisa, Sofia, and Vilnius - hosted by ten cultural institutions, under the coordination of KU Leuven. The programme culminated in a ceremony and exhibition hosted by the Museum of European Cultures of the European Parliament in Brussels, and it was personally acknowledged by the European Commissioner for Innovation, Research, Culture and Education, Youth and Sport at the time Ms. Mariya Gabriel[3]. The co-creation workshops focused on the value that culture has about reaching and engaging people in the discovery and the representation of their own local culture. Mixing physical and digital objects, coming from museums, libraries archives and family collections, the participants co-created ten pop-up exhibitions to celebrate the diversity of European cultures.

In sphere of the digital domain, two main initiatives are worth to be mentioned as elements of reference.

The first reference is to the common Data Space for Cultural Heritage of DG Connect[4]. The initiative funded under the Digital Europe Programme "supports the digital transformation of Europe's cultural sector. It allows cultural heritage institutions across Europe to share digitised cultural heritage content, with high-quality metadata, including in 3D. It also promotes the reuse of digitised cultural heritage among various audiences, creating value for the economy and society". The digital transformation of the cultural sector represents a twofold challenge, both an opportunity and a threat. This matter was investigated also in the case studies conducted in WP2 of UNCHARTED, that investigated the framework of the new world of digital cultural communication, highlighting potential conflicts of interest that can emerge from "the limited capacity of cultural policy to act beyond traditional cultural institutions such as museums (i.e., the vast sphere of digitalized culture)"[5].

The second reference is to the European Collaborative Cultural Cloud[6], an initiative of DG Research launched on 21 June 2022 by "Mariya Gabriel, Commissioner for Innovation, Research, Culture Education and Youth, together with Ministers of Culture and Science, as well as high-level representatives from Member States and from the European Parliament". Funded with a first call for proposal in 2023 under the Horizon Europe programme, whose results are expected to be announced soon. The initiative aims to cope with the lack of sharable infrastructures and uniform standards that are at the basis of in-depth scientific research. The availability of advances digital services are expected to foster and enable the cooperation between researchers, cultural institutions, and creative industries, and in this light they meaningful also for the scope of new perspectives of the research on the multiple faces of the value of culture.

Furthermore, the idea of a wider conference on the value of culture is a theme debated in the frame of several projects. In addition to referring to the UNCHARTED ecosystem that is talked in the following chapter 4, we would like to refer to the work done in the frame of the two Social Platforms supported by the EU under the Horizon 2020 programme: Culture Base and REACH. The Culture Base social platform [7], considering "the transversal, interdisciplinary and trans-sectoral nature of cultural heritage", proposed the creation of a "European Stakeholders Platform for Arts and Culture", highlighting the demand for a space dedicated to enable collaboration between the domains of research and policy making, activating the relationship with cultural and societal actors. This space of debate would contribute to develop a better understanding of the challenges related to multi-stakeholder processes and evidence-based decision making. On the other hand, also the REACH social platform[8] insisted on the need for

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[3] PAST | PRESENT event of EYCH project WeAre#EuropeForCulture https://www.digitalmeetsculture.net/article/past-present-final-event/

[4] https://digital-strategy.ec.europa.eu/en/news/deployment-common-european-data-space-cultural-heritage

[5] Deliverable D2.7. of UNCHARTED "Overview of the multiplicity of values of culture and its controversies"

[6] Presscorner of the European Commission: https://ec.europa.eu/commission/presscorner/detail/en%5E/ip_22_3855

[7] Culture Base has been a project funded under the Horizon 2020 Programme of the EU, coordinate by University of Barcelona. https://culturalbase.eu/

[8] REACH RE-designing Access to Cultural Heritage for a wider participation in preservation, (re-)use and management of European culture has been a project funded under the Horizon 2020 Programme of the EU, coordinated by Coventy University. https://www.reach-culture.eu/

the creation of a permanent structure to encourage and facilitate the debate among the players of the cultural research community. This was the subject of the Symposium and Policy Debate, held in Brussels on 20-21 March 2019, which discussed the idea of a Cluster of Cultural Heritage stakeholders, intended as a network of networks capable of including the widest range of disciplines concerned. A position paper about cultural heritage research in Horizon Europe[9] that highlights the need to break down disciplinary silos and to be thoroughly contextualised within developing and existing societal challenges. The UNCHARTED proposal for a major public event on the societal values of culture is in line with the outcomes produced by the Culture Base and REACH Social Platforms.

Finally, we find relevant to refer to the vast range of European policies that look to indicate the validity of a European and international event on the social value of culture. In this ambit, we have chosen to mention two documents that sustain the need for the plan for the major event on the societal value of culture: the report "Foresight towards the 2nd Strategic Plan for Horizon Europe"[10] and the Council Resolution on the EU Work Plan for Culture 2023–2026[11]. Even if these policies have naturally a larger spectrum of objectives, the question of the value of culture and its impact on the society is a key factor in both of them, from two points of view: on one hand the vision of a European research and innovation strategy where culture, cultural heritage and the arts have a key position; on the other hand the role of the European culture in the harmonious, peaceful and democratic development of our society. Value culture should take a perspective that is not limited to the measurement of the economic results. Culture evaluation should adopt criteria that look at the society at large and the impact that culture can deliver, for example, to youngsters and elderly people, to health treatment and recovery[12], to identity and gender issues, to the development of creative industry, to the understanding of global commons in a changing Europe, to the effective operation of democratic societies, with the consideration of "the added value of multi-level context scenarios"[13]. Inviting the European Commission and the Member States "to mainstream the cultural policy perspective and the assets of culture into all relevant EU policies, programmes and initiatives", the Council Resolution acknowledge that "culture is an infinite source of inspiration and innovation, a reflection of humanity and aesthetics, our shared language and heritage, and a fundamental part of our identities and communities" and "the role of culture as an integral element in sustainable development and positive societal transformation".

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[9] https://www.reach-culture.eu/wp-content/uploads/2019/10/REACH-Position-paper.pdf

[10] https://www.foresight-on-demand.eu/foresight-towards-the-2nd-strategic-plan-for-horizon-europe/

[11] Council Resolution on the EU Work Plan for Culture 2023–2026
(2022/C 466/01) https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32022G1207(01)

[12] Culture and health were in the focus of the Policy Round Table organised by the EU where the Coordinator of UNCHARTED brought the considerations emerged through the study carried out in the project.

[13] Chapter 3 of the report "Foresight towards the 2nd Strategic Plan for Horizon Europe"

4   THE UNCHARTED PROJECT AND ITS ECOSYSTEM

This chapter intends to illustrate the most essential traits and aims of the UNCHARTED project and the ecosystem of stakeholders who joined its network of common interest created along the project lifetime.

4.1   The UNCHARTED approach to the study of the values of culture

The following figure aims to provide a synthetic overview of the logical framework underpinning the development of the UNCHARTED research.
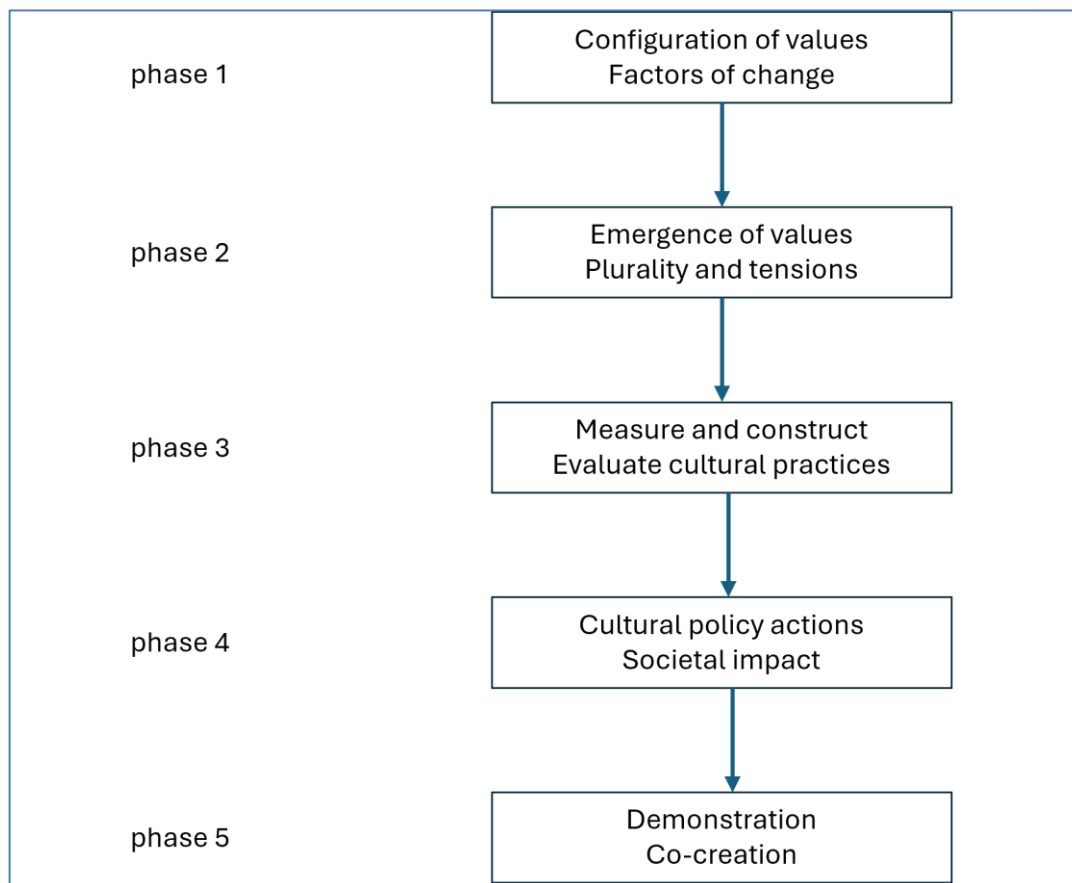

Figure 2 Logical Framework of the research in UNCHARTED

The research started in UNCHARTED by examining five key factors that determine how the values of culture in Europe are constructed: gender and rising diversity, urbanisation and social and spatial segregation in cities, globalisation and digitisation, neoliberalism, and the European historical and political experience. This was the aim of WP1 "Understanding The Societal Value Of Culture", led by University of Barcelona[14]. Through an extensive review of the research literature and existing data, WP1 delivered a picture of the configuration of the values of culture and how they are influenced by factors and circumstances. Theoretical and empirical circumstances have been taken into account to analyse the contextual factors of change, generating a collection of deliverables that served subsequently as the context for the empirical research developed throughout the rest of the project.

The baseline produced by WP1 informed the next phase of the research that continued studying how the existing configuration of values is evolving and which are the values that emerge in the different parts of the society. This

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[14] https://uncharted-culture.eu/research-fields/wp1-understanding-the-societal-value-of-culture

was the aim of WP2 "Identifying The Emergence Of Values Of Culture", led by University of Porto [15]. The investigation was conducted within a large programme of case studies and led to the identification of a plurality of values of culture in relation to practical contexts, namely cultural participation in live arts and through media, cultural production and heritage management, and cultural administration. Then, from the emerging values, tensions, conflicts and public controversies have been observed and discussed during the first co-creation workshop held in Porto on 16-17 September 2021 in Porto[16].

The following phase has been to measure how different actors in the cultural field construct and evaluate cultural practices. This was the aim of WP3 "Measuring And Imagining", led by University of Bologna[17]. The study of grammar of valuation, practices and methodologies of evaluation, representations of cultural values brought about by another programme of case studies, helped to construct a shared view of the societal value of culture, eventually debated at the Central Event carried out in London on 12-13 January 2023.

Eventually, strategies and effectiveness of cultural policy and institutions were assessed with regard to the capacity to take full advantage of the potential benefits of culture for society. This was the aim of WP4 "Analyzing Political Intervention And Impact", led by CEPEL, the research unit of the CNRS and Université de Montpellier[18]. Linking with the results of the previous phases, public intervention in culture were analysed in a comparative way following two vectors: that of policies aimed at the redistribution of cultural value (democratizing policies) and that of policies aimed at the creation of cultural value (development policies). The results of the investigation were discussed at the second co-creation workshop held in Barcelona on 15-16 June 2023, and eventually synthetised in the UNCHARTED Roadmap for cultural policy action.

The last phase was dedicated to validating the results of the research, in a few concrete cases carried out by citizens, professionals, administrator and policy makers. This was the aim of WP5 "Experimental Demonstrations", led by ELTE. The work included meetings with public administrators, experiments in museums, stakeholders' interviews, surveys, and public assemblies with representatives of citizens' interest groups, with the objective to identifying benefits and obstacles that are met by those organisations that aim to take the results of the project and to put them into action.

The results of the whole research conducted in UNCHARTED offer a very reach background for the design of the proposed major public event on the societal values of culture. Complementarily, the future UNCHARTED conference represents a concrete path for the sustainability of the project's results in a wider and longer perspective of research and knowledge creation.

4.2   The UNCHARTED ecosystem

As part of the exploitation of the project's results, the partners expressed their intention to promote a further reflection on the project results and applications. The debate should occur in the enlarged community of projects, initiatives and institutions who share their interest in the understanding of the role that the values of culture play in European society and internationally. For this reason, the ecosystem built during the project, with its sister projects and with many other organisations and initiatives, represents the right place to disseminate the idea of the proposed major public event on the societal values of culture.

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[15] https://uncharted-culture.eu/research-fields/wp2-identifying-the-emergence-of-values-of-culture

[16] https://uncharted-culture.eu/events/co-creation-workshop-in-porto

[17] https://uncharted-culture.eu/research-fields/wp3-measuring-and-imagining

[18] https://uncharted-culture.eu/research-fields/wp4-analyzing-political-intervention-and-impact
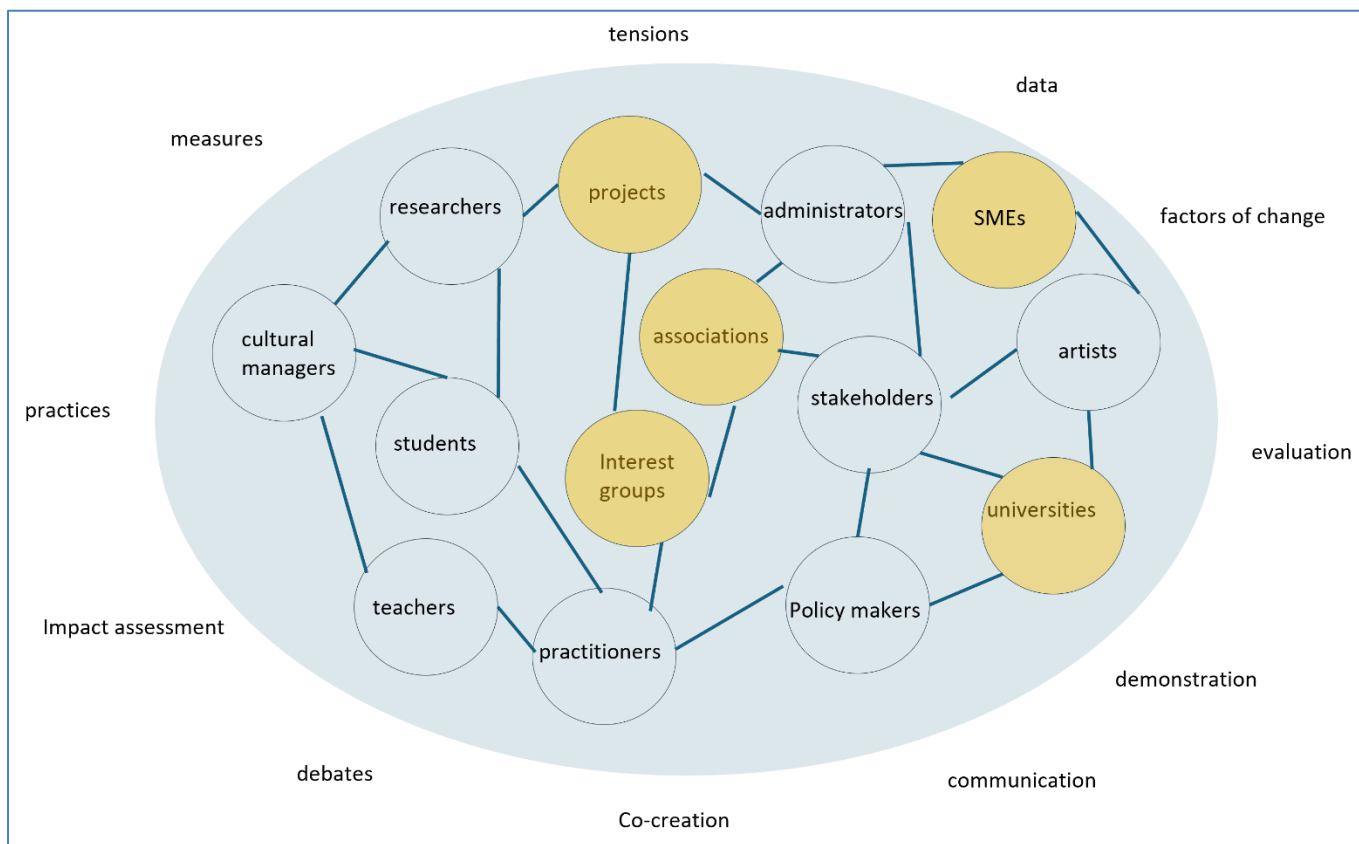
Figure 3 Ecosystem

In such ecosystem, the environment is made up of the ideas and outcomes generated in the UNCHARTED project (section 4.1), together with the whole surrounding background described in Chapter 3, while the organisms are researchers, stakeholders, policy makers, cultural managers, public administrators, entrepreneurs, scholars, students, teachers, … and their organisations.

External and internal factors control the evolution of the ecosystem. The internal factors are the relationship between the members of the environment, the fact that they know each other, collaborate already, are in competition, share the same interests, etc. The external factors are those that we can produce while studying the societal values of culture and delivering the results into the ecosystem.

UNCHARTED is part of this ecosystem and has established a set of liaisons during the project lifetime.

We would like to present here shortly these liaisons that we want to capitalize in the perspective of the realisation of the plan for the event on the societal values of culture.

Firstly, we intend to continue to collaborate with the sister projects, namely INVENT[19] and MESOC[20]. The exchanges with these projects have characterised several outreach activities carried out during the UNCHARTED project. Representatives of UNCHARTED participated in the events organised by the other projects in multiple occasions, and all together the three projects participated in the workshop on the societal value of arts and culture, organised by the EU on 21/6/2023 whose report is accessible online[21].

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[19] https://cordis.europa.eu/project/id/870691

[20] https://cordis.europa.eu/project/id/870935

[21] European Commission, Directorate-General for Research and Innovation, *The societal value of the arts and culture – Its role in people's well-being, mental health and inclusion*, Publications Office of the European Union, 2023, https://data.europa.eu/doi/10.2777/23132

Furthermore, UNCHARTED established a wide range of collaborations with other projects (including the sister projects), organizations and institutions in the domain of cultural heritage research, in order to create an active and engaged community, share information about events of common interest and collaborate in different areas of their cultural research and innovation activities. As already announced at the time of the creation of the network, we have planned to continue the cooperation with the linked projects and to share even after the end of the EC funded project. In this light, all the members of the UNCHARTED community[22] will be invited to join the event on the social values of culture.

A special attention was paid to the Culture Value project[23] of Arts and Humanities Research Council (AHRC) from the UK and the Centre for Cultural Value based at the University of Leeds[24], which emerged from the project. They have a specific liaison with the theme of the proposed conference that we are considering in planning the UNCHARTED event of the societal values of culture. It is worth to say that a liaison has already been established with the AHRC initiative and to this regard we would like to mention the participation of Patrycja Kaszynska[25] in the co-creation workshop in Porto. She delivered a very relevant keynote speech in the opening session, tackling the questions related to capturing "the elusive phenomenon that is called cultural value". In her second Cultural Value report in 2018, having identified that "one of the biggest and most pressing challenges in understanding cultural value is creating communities of interest and practice across sectors", for this scope the report recommended the set-up of a new entity, i.e. the Centre for Cultural Value. The Centre "work alongside cultural practitioners and organisations, academics, funders and policymakers" with the aim to acknowledge the "diverse perspectives about culture and cultural values".

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[22] https://uncharted-culture.eu/network-2/uncharted-community

[23] AHRC Culture Value project https://www.ukri.org/what-we-do/browse-our-areas-of-investment-and-support/ahrc-cultural-value-project/

[24] Centre for Cultural Value. https://www.culturalvalue.org.uk/background/

[25] Patricia Kaszynska is the co-author of the report Understanding the value of arts & culture. https://www.ukri.org/wp-content/uploads/2021/11/AHRC-291121-UnderstandingTheValueOfArts-CulturalValueProjectReport.pdf

5   PROFILE AND OBJECTIVES OF THE CONFERENCE

In recent years the plurality of values of culture is increasingly recognized. Beyond its traditional intrinsic values, linked to aesthetics, authenticity and excellence, its capacity to also contribute to well-being, to promote identity and belonging, as well as tolerance and inclusiveness, to stimulate creativity and to foster innovation, is ever more acknowledged by all kind of social actors. But at the same time, for some decades now an economistic and market-oriented perspective has come to dominate the administrative and managerial discourse on cultural valuation. This has resulted in a predominance of the approach to valuing culture in terms of its economic impact exclusively. Lately, this predominance has been more and more contested. Many efforts have been made in Europe and abroad for overcoming the limitations of the economistic perspective in valuing culture and providing an alternative pluralistic view, both in professional and policy circles and in the academic world. But most of these efforts have produced fragmented and disconnected results and no alternative view has been consolidated yet. Understanding, measuring, and managing the plural values of culture are hot issues in the cultural field today because those issues remain open, and the improvement of cultural policy and cultural action crucially depend on them.

The planned conference will address the challenges and opportunities provided by the new perspectives on the plurality of values of culture produced in recent years, focusing in particular on the results of the European funded research project UNCHARTED: Understanding, Capturing and Fostering the Societal Value of Culture and its sister projects, MESOC (Measuring the Social Dimension of Culture) and INVENT (European inventory of societal values of culture as a basis for inclusive cultural policies in the globalizing world).

With the possible title *The plural values of culture in Europe: challenges and opportunities*, the conference will debate on these new perspectives and connected public issues between researchers, cultural administrators and policy makers as well as cultural practitioners and other stakeholders, aiming to build some consensus on key aspects of the topic.

The conference will address three main aspects of the topic:

1) Understanding the plurality of values of culture (the social differences and the diverse actors that produce its current configuration and dynamic, the critical factors responsible for the current hegemony of the economistic perspective in the cultural field).

2) Measuring that plurality (logics of valuation and evaluation, evaluation criteria, cultural information categories, impact analysis and other analytic approaches).

3) Managing it (cultural information systems and decision making, evaluation methodologies in cultural administration, strategic cultural planning).

The conference is planned to be held in Barcelona in the second semester of 2025.

6 ORGANISATION

In correspondence with its goal of developing a dialogue between researchers and the cultural sector, we conceive the organization of the conference as based on a double leadership, with one pillar belonging to the world of researchers and the other to the world of cultural practitioners.

On the side of the researchers, UNCHARTED takes its responsibility as promoter of the conference and its lead partner, the Centre for Studies on Culture, Politics and Society (CECUPS) of the University of Barcelona, assumes the commitment to co-organize it.

On the other side, UNCHARTED has been in conversations with the association Culture Action Europe (CAE) for them to co-chair the conference with us. CAE has expressed its interest with respect to our proposal and we expect to arrive to an agreement in the following months for sharing with them this responsibility.

The two main organizers will constitute an organizing committee integrating many relevant voices on both sides. Principal investigators of MESOC and INVENT will be invited to participate in it, as well as some other prominent leaders in the research about the values of culture and cultural policy. They will also seek the support of relevant cultural organizations at the local, national, and international levels and some of their representatives will also be invited to be participate in this committee. Fundación SGAE and the Committee on culture of the world organization of United Cities and Local Governments (UCLG) have already been contacted in this respect.

7   THEMES AND STRUCTURE OF THE SESSIONS

The program will have two interrelated components: one academic, conceived on the base of the results of the recent research projects, and the other focused on political and managerial issues, addressing hot topics in relation with measuring and managing the plurality of cultural values. In sessions corresponding to the first one, project results and publications will be presented, together with alternative views from other scholars and with relevant practitioners acting as discussants. Those corresponding to the second one will consist in debates bringing together researchers, cultural practitioners, and policymakers.

Sessions of the first type will deal with topics such as the following:

- · The social values of cultural participation

- · The values of digital cultural participation

- · Social inequalities and the diversity of cultural values in cultural participation

- · Technologies of evaluation in cultural production

- · Value tensions and mitigations in heritage management

- · Evaluation methodologies in cultural administration

- · The representation of cultural values in cultural information systems

- · Values in cultural policy discourse and action: the question of coherence

- · Values in cultural institutions programs: the question of impact

- · Dynamics of cultural valuation in the cultural sphere

Sessions of the second type will include, for example, debates on:

- · Disputes around participation in the management of cultural values

- · Culture and wellbeing

- · Hierarchies and heterarchies in cultural evaluation

- · Cultural rights and cultural values

- · Measuring versus imagining the values of culture in strategic cultural planning

- · The management of cultural values in culture-led urban regeneration and placemaking

- · The gravitation of economic value in cultural policy decision making

The program will also elaborate connections between sessions of both kinds.

Additionally, with the perspective of the celebration of Mondiacult in Barcelona in the second half of 2025 too, organizers will seek to establish synergies with cultural policy agendas that are developed in that context, such as cultural rights and the culture of peace agendas.

8 CONCLUSIONS

As stated in the Grant Agreement (GA):

"this deliverable represents the legacy of the project to the future".

It was agreed by the partners to hold the conference after the conclusion of the EU funding period because the ambition to realise it during the project would not have been realistic, in consideration of the necessity for an accurate preparation. In fact, the organization of the event requested, on one hand, the availability of the results of the research, and, on the other hand, the establishment of a wide network of supporting organisations to be engaged not only in the co-lead of the conference, but also in the largest participation in the event.

Having arrived at the end of UNCHARTED, we consider to be in the right position to exploit what has been achieved by the research, to benefit of the collaborations established along the project, and to re-launch a reflection on the plurality of values of culture as part of the future event.

It is clear that, being a legacy, the actual responsibility of putting in place the plan stays beyond the implementation of the EU funded project. For this reason, the first priority in the development of the plan has been to secure the commitment of the organization appointed to carry on the organization of the event. This has been agreed, and the research group of CECUPS at University of Barcelona has expressed the commitment to co-lead the conference. This choice guarantees a logical continuation between the research conducted during the EU funded project and the follow-up represented by the conference. The second priority of the plan has been to identify the potential co-leader of the conference. On the basis of the dialogue established in several exchanges occurred in the latest period, we are expected to be able to work with CAE Association that has expressed its interest to this regard.

The relationship between UNCHARTED and the sister projects (INVENT and MESOC) is excellent and has been nurtured with numerous collaborations that we had during the implementation of our projects. Complementary to the natural liaison with the sister projects, the network of common interest created around the research of UNCHARTED is the target ecosystem to whom the event on the societal values of culture will be delivered.

Objectives, organization, themes, and structure of the conference have been shaped and they will be further elaborated with the co-leader in the coming months.

Eventually, we described in this plan the background of the conference that represents the 'soil' on which we will make growing the event. In addition to the work conducted in UNCHARTED, we analysed the diverse and rich scenario of ongoing initiatives, projects carried out before UNCHARTED, national and European policies, and complementary communities of interest. A selection was identified to provide a solid justification for the proposed conference on the societal values of culture.

Appendix: Definitions of Terms and Abbreviations

AHRC – Arts and Humanities Research Council in the UK

CAE – Culture Action Europe

CECUPS - Centre for Studies on Culture, Politics and Society of the University of Barcelona

COVID-19 – Corona Virus Disease 19

DG – Direction General

EU – European Union

GA - Grant Agreement

H2020 - Horizon 2020

HE – Horizon Europe

INVENT – Acronym of the project titled European inventory of societal values of culture as basis for inclusive cultural policies

MESOC – Acronym of the project titled Measuring the social dimension of culture

MONDIACULT – The UNESCO World Conference on Cultural Policies and Sustainable Development

REACH – Acronym of the project titled Re-designing access to cultural heritage for a wider participation in preservation, (re-)use and management of European culture

UCLG - United Cities and Local Governments

WP – Work Package