

*Providing evidence and guidance to cities and regions on ways to maximize the economic and social impact of culture and support the creative economy*

## CULTURE, CREATIVE SECTORS AND LOCAL DEVELOPMENT

*Policy webinar series*

### Cultural participation and local resilience: Strategies for the recovery

1-3 December

On-line

Draft Agenda



Co-funded by the  
Creative Europe Programme  
of the European Union



## ■ The OECD-EC project on Culture, Creative Sectors, and Local Development

The project, part of the [European Framework for Action on Cultural Heritage](#), aims to provide evidence and guidance on ways to maximize the economic and social value of cultural heritage and support the emergence of the creative economy. By joining the project participants benefit from:

- **Rapid assessment** by the OECD of the CCS performance in their region/city
- **Knowledge building and peer learning** through participation in four thematic policy seminars to learn from the latest academic and policy research
- **Sharing their experience** with an international audience
- **International visibility** of their efforts to support the creative economy

For more information on the project and to join: [check the project web-site](#).

## ■ Policy Seminar Timeline (on-line events)

- **1 December: SPOTLIGHT: Covid-19 and Festivals**
- **2-3 December: Cultural participation and local resilience: Strategies for the recovery**, co-hosted by the city of Venice and the M9 Museum
- **27 January: SPOTLIGHT Covid-19 and Music**
- **28-29 January: CCS skills and employment strategies**, co-hosted by Skills Scotland and the Glasgow City Region
- **25-26 February: CCS – SME support ecosystems: 2021**, co-hosted by the Flanders region, Belgium
- **March (date TBC): Innovation in public and private investment in arts and culture.**

## ■ Background

Culture is playing an increasingly important role on the political agendas of cities and regions, both on its own and as a strategy for economic growth and the well-being of residents. Cultural and creative sectors (CCS) constitute a vibrant economic activity and source of jobs, enterprise turnover and tax revenues. However, the role of culture for local development is more than these direct outputs.

Culture and creativity transform local economies in various ways. They increase the attractiveness of places as destinations to live, visit and invest in. Smartly managed culture-led urban regeneration can breathe new life into decaying neighbourhoods. CCS also contribute to increasing levels of regional innovation and productivity, through new product design, new production techniques, new business models, innovative ways of reaching audiences and consumers, and emerging forms of co-production. Cross-sectoral “contamination” can spread innovation into the wider economy.

Moreover, there is growing evidence that increased levels of cultural participation have positive effects on well-being and health as well as encourage social cohesion by supporting the integration and inclusion of marginalised groups.

Therefore, to unleash local development potential of CCS, policy makers need better data on the performance of these sectors, knowledge on how CCS can help generate jobs and growth, and evidence on the effectiveness of policies. Robust data and evidence on these new sectors contribute to this recognition, not just by relevant policymakers, but also citizens, other firms in the value chain, education and training providers, and investors.

*Cultural and creative sectors (CCS) are all sectors whose activities are based on cultural values and/or artistic and other creative expressions, whether those activities are market- or non-market-oriented, whatever the type of structure that carries them out, and irrespective of how that structure is financed. Those activities include the development, the creation, the production, the dissemination and the preservation of goods and services which embody cultural, artistic or other creative expressions, as well as related functions such as education or management. CCS include inter alia architecture, archives, libraries and museums, artistic crafts, audiovisual (including film, television, video games and multimedia), tangible and intangible cultural heritage, design, festivals, music, literature, performing arts, publishing, radio and visual arts”. [EU Regulation No 1295/2013 of the European Parliament and of the Council.](#)*



## ■ Cultural participation and local resilience: Strategies for the recovery

The direct and indirect impacts of culture on local development are largely achieved through cultural participation and access of diverse groups to cultural amenities and activities. **Cultural participation** includes all ways in which individuals may access cultural goods and experiences. Cultural participation can be active or passive. In **active participation**, individuals contribute directly and explicitly to the production of the cultural experience itself: playing a musical instrument, singing in a choir, drawing or painting, or writing a text. In passive participation, individuals access and enjoy the experiences and contents created by someone else. **Passive participation** includes listening to music, reading a book, watching a show, attending an exhibition or a theatre performance.




Cultural participation is linked to a number of areas of social and economic impact:

- **Social inclusion:** access to cultural opportunities is far from uniform and depends on a variety of factors such as income, education, ethnicity, and so on. Analysis of cultural participation patterns could help highlight mechanisms of social exclusion and marginalization. On the other hand, promotion of cultural participation can be a powerful driver of social inclusion and help mitigate factors leading to social and economic marginalisation.
- **Well-being and health:** The COVID-19 related lockdown and social distancing measures have made evident the importance of arts and culture for people's mental well-being and, possibly, also health. This recognition provides a new opportunity to capitalise on the role of culture in the prevention and treatment of illness across the lifespan, contributing to solutions for health and welfare systems.
- **Cultural and creative entrepreneurship:** High levels of cultural participation might be conducive to a favourable social environment for cultural and creative entrepreneurship, thereby enhancing the impact of cultural and creative production on job creation.
- **Tackling societal challenges:** In many cities and regions, cultural participation and the role of cultural and creative sectors are evolving. They are being used to tackle societal challenges (e.g. climate change) from new angles, favouring resilience, skills creation and prosocial behavioural changes.
- **Social support for culture:** High levels of cultural participation also create stronger support of public and private investment and cultural policies in public opinion, thus contributing to the financial and social sustainability of cultural and creative sectors.

There is, however, still a lack of capacity at subnational levels to measure cultural participation and design instruments that can effectively increase it. This policy seminar will provide an opportunity to learn from latest academic evidence on the

economic and social impacts of cultural participation, approaches to better capture it at regional level and instruments to increase it. The event shall also showcase a number of interesting European and non-European cases in this regard.

## ■ Daily agenda structure

|           |  DAY 1 |  DAY 2 |  DAY 3 |
|-----------|---|---|---|
| MORNING   | <b>OPEN WEBINAR:</b><br>COVID-19 & Festivals  | <b>OPEN WEBINAR:</b><br>Cultural Participation in the Times of Covid & Beyond             | <b>OPEN WEBINAR:</b><br><b>DEEP DIVE:</b><br>Education                                    |
|           |   | <b>OPEN WEBINAR:</b><br>But What is Cultural Participation and (How) Can we Measure it?   | <b>MEMBERS ONLY:</b><br>Group work  |
|           | Break   | Break   | Break   |
| AFTERNOON | <b>MEMBERS ONLY:</b><br>Welcome and group work  | <b>OPEN WEBINAR:</b><br><b>DEEP DIVE:</b> Well-being                                      | <b>MEMBERS ONLY:</b><br>Local strategies to increase cultural participation               |
|           |   | <b>OPEN WEBINAR:</b><br><b>DEEP DIVE:</b> Inclusion                                       |   |

## ■ Target audience

Policy makers and practitioners active in the promotion and support of the cultural and creative sectors at city, regional or national level, representatives of cultural and creative sectors, researchers and all those interested in the social and economic impact of culture on local development.

## ■ How to participate

- **Open Webinars:** attendance is open upon registration.
- **Members only sessions** are reserved to cities and regions members of the [OECD-EC project on Culture, Creative Sectors, and Local Development](#) and a limited number of selected participants.
- **Do you want to participate in members only sessions?** A limited number of places is open to participants willing to present their case study and join the group work sessions, upon selection. To submit your case study, please follow [this link](#).

■ **Working language:** all sessions will be conducted in English.

■ **Fee, logistics and costs:** Attendance is free of charge.

■ **Contact:** Benedetta Morari: [Benedetta.Morari@oecd.org](mailto:Benedetta.Morari@oecd.org)

## ■ Organisers and Partners

The mission of the **Organisation for Economic Co-operation and Development (OECD)** is to promote better policies for better lives through the facilitation of dialogue among governments by comparing policy experiences, seeking answers to common problems, identifying good practices, and working to co-ordinate domestic and international policies. The OECD work on culture and creative sectors provides cities and regions with evidence and guidance on ways to maximise the social and economic impact of culture and support the creative economy. Within the OECD Centre for Entrepreneurship, SMEs, Regions, and Cities, this work is overseen by the OECD LEED Directing Committee, a cross-cutting body bringing together ministries of employment and labour, economy and economic development from both OECD member and non-member countries.

[www.oecd.org/cfe/leed](http://www.oecd.org/cfe/leed)

### Partners

**Eurocities** is a network of major European cities, established in 1986 to further economic, political, and social development in its member cities. Today, Eurocities includes local governments of over 140 European cities from 39 countries, comprising 130 million people. They offer, through six thematic forums, a platform for sharing knowledge and exchanging ideas with the objective to reinforce the role that local governments should play in a multilevel governance structure.

<http://eurocities.eu>

**The World Cities Culture Forum** is a collaborative network of local governments and cultural and creative sector leaders from 38 world cities that share a belief in the importance of culture for creating thriving cities. It aims to provide a way for policy makers to share research and intelligence, and explore the vital role of culture in their future prosperity.

[www.worldcitiescultureforum.com](http://www.worldcitiescultureforum.com)

**The European Commission Directorate-General for Education, Youth, Sport and Culture** is the executive branch of the European Union responsible for education, culture, youth, languages, and sport policy. DG EAC promotes EU level action in the field of culture, covering cultural and creative sectors including [cultural heritage](#), develops policies based on [gathered data and evidence](#) and manages the EU programme for culture - the [Creative Europe programme](#).

**The International Council of Museums (ICOM)** The International Council of Museums (ICOM) is an international non-governmental organisation which brings together museums and museum professionals from all over the world. As part of its public service mission, ICOM is committed to the preservation, continuation and communication of the world's natural and cultural heritage, present and future, tangible and intangible. Through its network, made up from nearly 50.000 members representing 142 countries and territories, ICOM is a leading force in the establishment of professional and ethical standards for museum activities, the publication of recommendations on issues related to cultural heritage, the training of future leaders in the field, and the promotion of the social role of museums. <https://icom.museum>

**The Fondazione di Venezia.** The Venice Foundation was established as a banking foundation in 1992. A non-profit organisation, the Foundation pursues social and public interest objectives and the promotion of the economic development of Venice and the surrounding area. Over the years, the Foundation has increasingly moved beyond its original role of project funder to become a promoter of social welfare and cultural development actions. The Foundation allocates resources to three main sectors: education; scientific and technological research; art, cultural heritage and related activities. To date, the most ambitious project is the realisation of the M9 Museum and cultural centre in Mestre. Since 2015 the Foundation hosts and supports the OECD Office on Culture and Local Development.

[www.fondazionedivenezia.org](http://www.fondazionedivenezia.org)

## SPOTLIGHT: COVID-19 AND FESTIVALS

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| <p>12.00-13.30<br/><b>OPEN<br/>WEBINAR</b></p> | <p><b>CORONAVIRUS (COVID-19) AND FESTIVALS: INDUSTRY RESPONSE, STRATEGIES FOR THE FUTURE AND CONTRIBUTIONS TO RECOVERY</b></p>   |
|  | <p><i>In collaboration with the European Festivals Association (a Creative Europe funded network) and Festivals Adelaide</i></p> <p><b>Moderator:</b> <i>Ekaterina Travkina</i>, Coordinator, Culture, Creative Industries, and Local Development, OECD</p> <p>This webinar will bring together representatives from the festival sector as well as local and national governments. It will address the short- and long-term impacts of the current crisis on cultural festivals and their broader ecosystems and related policy solutions; present innovative solutions used by festivals around the world; and discuss how festivals can contribute to local recovery strategies.</p> <p><b>Welcome:</b> <i>Susanne Hollmann</i>, Deputy Head of Unit, Culture Policy, DG EAC, European Commission</p> <p><b>Introduction</b> by the moderator and <i>Justyna Jochym</i>, CEO at Festivals Adelaide (the peak body for Adelaide's 11 major festivals), Australia, and member of the International Festival Cities Network</p> <p><b>A conversation with</b></p> <ul style="list-style-type: none"><li>• <i>Kathrin Deventer</i>, Secretary General, European Festivals Association</li><li>• <i>Serene Lim</i>, Director, Policy and Planning, National Arts Council, Singapore</li><li>• <i>Kevin Donnelly</i>, City of Montréal – Festivals and Events, Canada</li><li>• <i>Julia Armour</i>, Director of Festivals Edinburgh, United Kingdom</li><li>• <i>Robert Piaskowski</i>, Mayor's Plenipotentiary for Culture, City of Krakow, Poland</li></ul> <p><b>Moderated Q&amp;A with the audience</b></p> <p><b>Guiding questions:</b></p> <ul style="list-style-type: none"><li>→ Tour de table: What is the impact of the current crisis on festivals and their ecosystems in your city? How do you think the situation will evolve over the medium term?</li><li>→ What are the top priorities for public (national and local government), private and philanthropy supports to the sector in the coming months?</li><li>→ Going forward: How is and can the festival sector support local recovery strategies in a broad sense (going beyond the cultural sphere)? What are the critical conditions for the sector to contribute to the recovery and to the definition of new local development strategies (in a context of reduced international travel, continued social distancing measures, pressures on public budgets etc.)?</li></ul> |
| <p>15.00-17.00<br/><b>MEMBERS<br/>ONLY</b></p> | <p><b>Welcome, course overview and group work on member case studies</b></p> <p>Members will break into 5 working groups to review and develop solutions on 5 selected case studies (the case study presentations will be pre-recorded and made available in advance of the session)</p>   |

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| <p>9:30-10.45<br/>OPEN<br/>WEBINAR</p>  | <p><b>CULTURAL PARTICIPATION IN THE TIME OF COVID-19 AND BEYOND</b></p>  |
|   | <p><b>Moderated</b> by <i>Ekaterina Travkina</i>, Coordinator, Culture, Creative Industries, and Local Development, OECD</p> <p><b>Opening</b> <i>Catherine Magnant</i>, Head of Unit, Culture Policy, DG EAC, European Commission</p> <p><b>Introduction</b> by OECD followed by conversation with:</p> <ul style="list-style-type: none"> <li>• <i>Justine Simons</i>, OBE, Deputy Mayor for Culture and Creative Industries, London &amp; Chair of World Cities Culture Forum</li> <li>• <i>Alberto Garlandini</i>, President, International Council of Museums (ICOM)</li> <li>• <i>Shein Shapiro</i>, CEO Sound Diplomacy</li> <li>• <i>Michele Guerra</i>, Councillor for Culture, Parma (Italian Capital of Culture 2020-21), Italy</li> </ul> <p><b>Guiding questions:</b></p> <ul style="list-style-type: none"> <li>→ Kick-off: what is your definition of cultural participation? How do you measure it?</li> <li>→ How has cultural participation changed during the pandemic crisis? What are the emerging trends and opportunities? How can the challenges related to unequal access to digital infrastructure be addressed to avoid widening the disparities across people and places, from metropolitan areas to remote regions?</li> <li>→ What are the new business models that can increase the viability of CCS businesses and incomes of creative professionals?</li> </ul> |
| <p>PRE-RECORDED</p>                     | <p><b>SHOW ME THE EVIDENCE: WHAT DO WE KNOW ABOUT THE IMPACT OF CULTURAL PARTICIPATION ON LOCAL DEVELOPMENT?</b></p> <p><b>Moderated</b> by <i>Nadim Ahmad</i>, Deputy Director, OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE)</p> <ul style="list-style-type: none"> <li>• A conversation with <i>Fabrice Murtin</i>, Head of Unit, Well-Being Research Modelling and Advanced Analytics, OECD Centre for Well-Being, Inclusion, Sustainability and Equal Opportunity, and <i>Pier Luigi Sacco</i>, Senior Advisor and Head of the OECD Venice Office on Culture and Local Development</li> </ul> <p><b>Guiding questions:</b></p> <ul style="list-style-type: none"> <li>→ Why has cultural participation been neglected so far among the core cultural indicators? Why should we care more about it?</li> <li>→ What are the actual mechanisms through which cultural participation may have a social impact and how can we harness them through cultural policy design?</li> <li>→ Can cultural participation as a driver of social impact be more integrated in broader strategies on social sustainability or even economic competitiveness? What are the next steps ahead?</li> </ul>  |
| <p>11.00-13.00<br/>OPEN<br/>WEBINAR</p> | <p><b>BUT WHAT IS CULTURAL PARTICIPATION AND (HOW) CAN YOU MEASURE IT?</b></p>   |
|   | <p><b>Moderated</b> by <i>Nadim Ahmad</i>, Deputy Director, OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE)</p> <ul style="list-style-type: none"> <li>• <b>A statistical perspective:</b> a conversation with <i>Marta Beck</i> statistical officer at Eurostat, <i>Loup Wolff</i>, Head of the Department of Studies, Foresight and Statistics at the French</li> </ul>   |

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|                                    | <p>Ministry of Culture (TBC), and <i>Annalisa Cicerchia</i>, researcher and economist at ISTAT, Italy</p> <ul style="list-style-type: none"> <li>• <b>OK, what about big data?</b> A conversation with <i>Robert Manchin</i>, President of Culture Action Europe, <i>Victoria Ateca Amestoy</i>, Associate Professor, Department of Economic Analysis II. University of the Basque Country, and <i>Harry Verwayen</i>, Executive Director, Europeana - a European Union Initiative to empower the cultural heritage sector in its digital transformation (TBC)</li> </ul> <p>→ <b>Case study presentation 2</b></p> <ul style="list-style-type: none"> <li>• <b>A funder perspective:</b> a conversation with foundations and philanthropies.</li> </ul>  |
| 13.00-14.30                        | Lunch break   |
| 14.30-15.45<br><b>OPEN WEBINAR</b> | <p><b>LET'S TAKE A DEEP DIVE: CULTURAL PARTICIPATION, WELL-BEING AND HEALTH</b></p> <p><b>Moderated</b> by <i>Pier Luigi Sacco</i>, Senior Advisor and Head, OECD Venice Office for Culture and Local Development</p> <ul style="list-style-type: none"> <li>• <b>What do we know about the impact of cultural participation on well-being and health?</b> A conversation with <i>Dorota Weziak</i>, Research Scientist at Harvard School of Public Health, and <i>Daisy Fancourt</i>, co-author of the WHO scoping review and Associate Professor of Behavioral Science and Health at the University College London Institute of Epidemiology &amp; Health</li> <li>• Case study presentation: the city of Bergen, Norway</li> <li>• Case study presentation: <a href="#">Art&amp;Well-being</a> project (funded by Creative Europe)</li> <li>• <b>Bringing it forward:</b> Culture and well-being at the heart of the Portuguese EU Presidency agenda.</li> </ul> |
| 15.45-17.00<br><b>OPEN WEBINAR</b> | <p><b>LET'S TAKE A DEEP DIVE: CULTURAL PARTICIPATION AND INCLUSION</b></p> <p><b>Moderated</b> by <i>Maciej W. Hofman</i>, Policy Officer, Culture - Cultural and Creative Sectors, DG EAC, European Commission</p> <ul style="list-style-type: none"> <li>• <b>What do we know about the impact of cultural participation on inclusion?</b> A conversation with <i>Eleonora Belfiore</i>, Professor of Communication and Media Studies, Co-Director of the Centre for Research in Communication and Culture at Loughborough University; UK (TBC), and <i>Lluís Bonet</i>, Director of Facultat d'Informació i Mitjans Audiovisuals at the University of Barcelona.</li> </ul> <p>→ <b>Case study presentation 4 &amp; 5</b></p>  |
| 17.00-18.00<br><b>MEMBERS ONLY</b> | <p><b>What have we learnt &amp; work on members case studies</b></p> <p>Members will break into 5 working groups to review and develop solutions on 5 selected case studies (the case study presentations will be pre-recorded and made available in advance of the session)</p>  |

Day 3, 3 December

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| <p>10:00-11:30<br/><b>OPEN<br/>WEBINAR</b></p> | <p><b>LET'S TAKE A DEEP DIVE: CULTURAL PARTICIPATION AND EDUCATION</b></p>  |
|  | <p><b>Moderated by <i>Karen Maguire</i></b>, Head, Local Employment, Skills and Social Innovation Division, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD</p> <p><b>Arts, culture and creative skills in education</b></p> <ul style="list-style-type: none"> <li>• <b>Teaching, assessing and learning creative and critical thinking skills in primary and secondary education</b>, <i>Stéphan Vincent-Lancrin</i>, Senior Analyst, Project Leader and Deputy Head of Division, OECD</li> </ul> <p>→ <b>Case study presentation 6</b></p> <p><b>What do we know about the impact of cultural participation on education and learning?</b></p> <ul style="list-style-type: none"> <li>• A conversation with <i>Danielle Allen</i>, James Bryant Conant University Professor at Harvard University, and Director of Harvard's Edmond J. Safra Center for Ethics (TBC), and <i>Prof Eva Anttila</i>, Uniarts Helsinki, Finland</li> </ul> <p>→ <b>Case studies presentations 7&amp; 8: Audience development and beyond</b></p> |
| <p>11.30-13.00<br/><b>MEMBERS<br/>ONLY</b></p> | <p><b>Group work on members case studies</b></p> <p>Members will break into 5 working groups to review and develop solutions on 5 selected case studies (some of the case study presentations will be pre-recorded and made available in advance of the session)</p>  |
| <p>13.00-14.30</p>                             | <p><i>Lunch break</i></p>   |
| <p>14:30-16:00<br/><b>MEMBERS<br/>ONLY</b></p> | <p><b>BRINGING IT ALL TOGETHER: HOW TO BUILD A LOCAL STRATEGY TO INCREASE CULTURAL PARTICIPATION</b></p>  |
|  | <p>What are the governance and funding arrangements to effectively design and implement integrated strategies? What are the impediments for joined up strategies that mobilise a wide spectrum of policies (culture and health, education and inclusion)? What can we learn from cities that managed to break out of policy silos? What are the right evaluation frameworks?</p>  |
| <p>16.00-16.30<br/><b>MEMBERS<br/>ONLY</b></p> | <p><b>Closing and next steps</b></p>  |



# Cultural participation and local resilience: Strategies for the recovery || 1-3 December || On-line

Information: [Benedetta.Morari@oecd.org](mailto:Benedetta.Morari@oecd.org)

## Partners



 [oe.cd/culture-webinars](https://oe.cd/culture-webinars) [eacea.ec.europa.eu/creative-europe](https://eacea.ec.europa.eu/creative-europe)

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