

**Description of selected projects**

Project	Applicant	Country	Description
379568	<b>EDUCULT-DENKEN UND HANDELN IM KULTURBEREICH</b>	AT	<p><b>"Access to Culture":</b> Access to Culture has become a major topic on the cultural policy agenda of Europe as well as on other levels of government. The European Civil Society Platform on Access to Culture reported: "Access to Culture is an essential right of all citizens but becomes fundamental in the case of those with economic and social challenges [...] However, there is a notable gap and a lack of political and public debate on and between principles and commitments, and everyday practices of fostering Access to Culture". Further relevance on the knowledge on the interaction between European priority setting on Access to Culture and the impact on national policy is enhanced by the current debate on the new EU Culture Programme 2014-2020, focusing on Access to Culture and the "development of long term audiences on European works". The proposed project aims at interrogating the gap between social reality and political normativity in the area of Access to Culture and to develop a set of recommendations to the European Union, aiming to improve European thinking on this issue and to interlink national discourse and the European dimension. Feasibility of recommendations will be given by the compilation and assessment of indicators on Access to Culture policy and implementation, applicable all across the countries of the Union and beyond. Our main questions are: What is the meaning of Access to Culture, which aims will be achieved and which instruments are employed? why do the definitions and instruments of Access to Culture differ (in terms of approach/content and target groups) among countries? How interlinks national implementations and European cultural policy setting? How to evaluate the progress in Access to Culture? Hereby a policy analysis method will investigate the European and national dimensions of Access to Culture. Moreover the assessment and development of indicators will make further development feasible for experts and policy makers. Additionally the grouping aims to facilitate an open process and will invite national stakeholders to the meetings and implement discussion between national and European context of Access to Culture policies by round tables. This will contribute to the dimensions of Access to Culture as accessibility to cultural policy for partners' nations and Europe. The key competence of each partner impact the grouping as steering partnership. The regional relevance will enable a comparative understanding among European Union and beyond (Turkey as gate to the South East).</p>

**Description of selected projects**

379620	<b>ECCOM - EUROPEAN CENTRE FOR CULTURAL ORGANISATION AND MANAGEMENT</b>	IT	<p><b>"She-Culture"</b>: The project aims at addressing the first objective of the European Agenda for culture – promotion of cultural diversity and intercultural dialogue – through the analysis and evaluation of gender policies within the cultural field at a European and National level, focusing on the countries which are partner of the project. The analysis and evaluation will take into consideration the role of these policies as means for fostering: cultural co-operation, intercultural dialogue, inter-generational dialogue, social cohesion, working opportunities. The project aims at investigating the support and visibility provided to women through their active role in the field of art and culture, of education and of lifelong learning, in order for them to become active and self-conscious participants in civil, social and cultural life. The analysis will have a very specific focus on the network of Women Museums all over Europe, as they have a strategic role in urban spaces, providing arenas for participation, communication and sharing of knowledge, experiences, interpretations among different cultures and generations. Women Museums represent a very meaningful starting point to analyse the interaction among cultural and gender policies, which can produce not only social and cultural values but also give a strong input to social inclusion and lifelong learning processes, as well as to active participation to community life. Main goals</p> <ul style="list-style-type: none"> <li>• to analyse cultural and gender policies at a EU level and at a national level;</li> <li>• to analyse the activities and the social impact of Women Museums;</li> <li>• to evaluate cultural and gender policies as well as the activities of Women Museums, identifying appropriate qualitative and quantitative indicators;</li> <li>• to deliver guidelines for evaluation in 4 different languages;</li> <li>• to foster the network of Women Museums in Europe through the implementation of an interactive website;</li> <li>• to select a video realised by a young artist in each of the 5 partner country in order to produce a unique common video – made of the 5 different videos – on the theme of "Toys genderization": the video will be exhibited in the Women Museums.</li> </ul>
--------	---	----	--

**Description of selected projects**

379608	<b>EUROPA NOSTRA</b>	NL	<p><b>“Cultural Heritage Counts for Europe: Towards an European Index for Valuing Cultural Heritage”</b> will gather, analyse, consolidate and widely disseminate the existing data on the impact of cultural heritage on society and the economy. The project will result in an European mapping of the evidence-based research that has already been carried out at the European, national, regional, local and/or sectoral levels. It aims to raise greater awareness on the multiple benefits of cultural heritage and present policy recommendations for tapping into the full potential of heritage. This cooperation project brings together 6 organisations representing 4 different countries (Belgium, The Netherlands, Poland and the United Kingdom). Through the extensive European networks of all partners, and in particular through the close involvement of the policy grouping “European Heritage Alliance 3.3.” with its 29 participating European or international networks active in the field of heritage, the project will mobilise participation from all over Europe and thereby take on a truly pan-European scope. In a first stage, the different methodologies and indicators developed by various organisations for assessing heritage and its impact will be systematically gathered, described and analysed. Amongst these will be the methodology developed over the past ten years in England within the programme “Heritage Counts”, the aim of which is to provide an annual survey of the state of England’s historic environment. Organisations active in the wider fields of culture and arts have also made significant headway in developing indicators, many of which could also be applied to the heritage field. In a second stage, quantitative and qualitative data as well as case-studies will be gathered and analysed in order to show the benefits of heritage for Europe’s economy and society and thereby demonstrate that investing in heritage is a sound investment for Europe. In the concluding stage, gaps in information will be identified, and recommendations will be made for policies, future research and (new) indicators and methodologies that can be developed and applied throughout Europe. Recommendations on how to make the results of the study widely accessible to all stakeholders will also be made.</p>
--------	----------------------	----	---

**Description of selected projects**

379564	<b>STICHTING CULTUUR- ONDERNEMEN</b>	NL	<p>This project "<b>Connecting arts &amp; business, the European value of arts &amp; business</b>" aims at promoting culture as a catalyst for creativity to foster growth and employment in Europe. In order to realise the full potential of the cultural sector in Europe, we believe that on the one hand the cultural sector needs to raise all the expertise possible and develop new skills to meet a number of challenges in the coming years (funding cuts, diversifying audiences, digital shift). On the other hand, the business sector is faced with the necessity to constantly innovate and enrich their branding strategies. Therefore, the arts and business (A&amp;B) sectors equally needs to develop new and useful skills to address such challenges. This project was born from a common understanding of challenges met by organisations active in the field of cultural analysis, and a shared vision of the potential of A&amp;B initiatives. It has been designed to foster such initiatives and raise awareness about their benefits, thereby providing innovative solutions to the challenges identified. Our project will analyse, exchange and compare existing information available in form of data, research, inventories, and studies about the diversity of Arts &amp; Business approaches in the cultural sector. It will perform the following tasks; Establish an inventory of existing Arts &amp; Business practices in the main European countries, Analyse current research methods for Arts &amp; Business initiatives and their results, Develop ideas and experiment with new models, Communication and promotion of the project, with a view to disseminate our results and raise awareness about the added value of Arts &amp; Business cooperation. Throughout these activities, this project will also provide guidelines for future research and new methods for studies. Our experimentation phase will provide examples of pilot projects to be implemented on longer timeframes, and our policy paper will present the results of the project for further exploitation across Europe.</p>