

March 3rd, 2021
@Politecnico di Milano

Societal impacts of culture

A transitional perspective

Tim Mossholder, CC license

The first **MESOC** (MEasuring the SOcial dimension of Culture) **open online Workshop** will present the first outcomes of this Research and Innovation Action Project, designed to propose, test and validate an innovative and original approach to measuring the societal value and impacts of cultural policies and practices. The event will be dedicated to an in-depth exploration of the different dimensions of culture-enabled transition within three impact domains:

- Health and Wellbeing,
- Urban and Territorial Regeneration
- People's Engagement and Participation.

International guests will introduce key concepts and approaches related to policy-making for urban transition and will explore the main challenges of capturing the social relevance of cultural policies and practices. In addition, three thematic round-tables will provide the opportunity to discuss with experts and stakeholders the role of culture in urban change, as well as methodological and operational approaches relevant for social impact assessment and evaluation.

Info at: <https://bit.ly/3rA8Ci2>

Register here: <https://bit.ly/3a3Xxjx>

Contacts:

Grazia Concilio - grazia.concilio@polimi.it

Ilaria Tosoni - ilaria.tosoni@polimi.it

Irene Bianchi - irene.bianchi@polimi.it

9.30	Welcome	Politecnico di Milano
9.45	Introduction	H2020 Research and Innovation - Andrea Grisorio - European Commission - DG RTD MESOC Project: Challenges and Objectives - Pau Rausell - Project Coordinator - eConcult (University of Valencia) Introduction to the Workshop agenda - Grazia Concilio - Host - DASTU (Politecnico di Milano)
SESSION 1 - Cultural policies and their social impacts		
10.15	Keynote speech Policy making in a transitional perspective: Open challenges	Derk Loorbach (DRIFT - Dutch Research Institute for Transitions at Erasmus University, Rotterdam)
10.45	Break	
11.00	Round Table Cities and cultural transition	The role of cities and urban policies in cultural transition dynamics and policies design. <i>Introduction and moderation by Grazia Concilio (DASTU)</i> Participants: Alessandro Balducci (DASTU), Julie Hervé (Eurocities), Derk Loorbach (DRIFT), Emmanuel Négrier (CNRS Centre d'Études Politiques de l'Europe Latine - tbc), Davide Ponzini (DASTU)
11.45	Panel Debate The social impacts of culture and cultural policies	Based on the Round Table results and a short presentation of MESOC's concept, further inputs and feedback on the MESOC concepts are collected and discussed with projects funded under the same call and experts. <i>Introduction and moderation by Felipe Barata</i> (University of Evora) Participants: Pau Rausell Köster (representative of H2020 Mesoc Project), Arturo Rodríguez Morató (representative of H2020 UnCharted Project), Susanne Janssen (representative of the H2020 Invent Project - tbc)
12.15	Lunch Break	
SESSION 2 - Measuring the social dimension of culture: Methodological challenges		
14.00	Keynote speech Cultural policies and change: Measuring social relevance	Franco Bianchini (Centre for Cultural Value, Leeds)
14.30	Round Table Beyond economic impact evaluation: A new perspective for the assessment of culture	MESOC methodological approach to impact assessment and identification of related challenges: a discussion with domain experts about detecting and measuring social impacts <i>Introduction and moderation by Luís Bonet</i> (University of Barcelona) Participants: Franco Bianchini (Centre for Cultural Value, Leeds), Louise Haxthausen (UNESCO - tbc), Valentina Montalto (European Commission JRC), Tony Murphy (Culturalink Consultores), Kaisa Weckstrom (Statistics Finland - tbc)
15.20	Break	
SESSION 3 - Capturing social impacts of cultural policies: What role for technologies?		
15:30	Keynote speech Measuring the social impact of culture: How can AI make the difference?	Pierluigi Sacco (IULM)
16.00	Round Table What AI can tell us and what are the right questions	MESOC Platform and AI tools: feedback and discussion with domain experts <i>Introduction and moderation by Francesco Molinari</i> (eConcult) Participants: Annalisa Cicerchia (ISTAT), Sanda Martinčić-Ipšić (University of Rijeka), Jesse Marsh (Atelier Studio Associato), Heritiana Ranaivoson (Vrije Universiteit Brussel), Giuseppe Rizzo (LINKS Foundation), Pierluigi Sacco (IULM)
16.50	Closing remarks	

