



STEERING COMMITTEE FOR CULTURE, HERITAGE AND LANDSCAPE (CDCPP)

CDCPP (2015)7

Strasbourg, 18 May 2015

4th meeting
Strasbourg, 1-3 June 2015

GOVERNANCE OF CULTURE – PROMOTING ACCESS TO CULTURE: STATE OF IMPLEMENTATION REGARDING INDICATORS ON CULTURE AND DEMOCRACY AND THE EXCHANGE PLATFORM ON DIGITISATION AND CULTURE

DOCUMENT FOR DECISION

Item 5.1 of the draft Agenda

The Committee is invited to:

- Note with interest the invitation by ARS ELECTRONICA to hold a second Council of Europe Platform Exchange on Culture and Digitisation on 4-5 September 2015 in the framework of the 2015 ARS ELECTRONICA Festival in Linz, Austria and agree to take part in it;
- thank the authorities of Austria and ARS ELECTRONICA for their support to the second Platform Exchange on Culture and Digitisation;
- appreciate the interim results achieved in the development of the indicator framework on culture and democracy (IFCD) and agree to hold a conference in December 2015 to launch the IFCD work outcomes 2014/15, ideally hosted by a member State;
- comment on future work on the IFCD in 2016/17, including in view of contributing to the Council of Europe's priorities on democratic participation and building inclusive societies;
- thank the authorities of Finland, the European Cultural Foundation and the ERSTE Foundation for their support and co-operation on the IFCD, and welcome the forthcoming co-operation with the European Union on this project.

Terms of reference of the CDCPP (expected results - extract)

- (ii) Follow-up given to the 10th Council of Europe Conference of Ministers of Culture “Governance of Culture – Promoting access to Culture”, notably through the preparation of (a) two guidelines (policy-orientation documents) on actions to address the impact of digitisation on culture and (b) a framework of indicators to measure the impact of cultural activity on democracy and the economic efficiency of financing culture.

a) State of Implementation regarding the Exchange Platform on Digitisation and Culture

BACKGROUND

The 2013 Council of Europe Conference of Ministers of Culture requested via its dedicated action plan the setting-up of an exchange platform for policy makers and cultural and media practitioners on the impact of digitisation on culture.

A first platform meeting was held in the format of a multi-stakeholder conference on 4-5 July 2014 in Baku on “Creating an enabling environment for digital culture and for empowering citizens”. Five areas of concern¹ were identified by Platform participants -representing policy making, cultural/arts/media practice, research and International Organisations- and elements for future policy guidelines drawn from the debates on two main issues: “moving from pre-digital to digital cultural institutions” and on “emerging trends of cultural production and related needs of the cultural sector”. A working group including members of the CDCPP started preparing a Council of Europe Recommendation on the “The Internet of Citizens” on the basis of Platform insights.

PROGRESS

A first draft of the text was reviewed in autumn 2014 by the participants to the platform, the Bureau of the CDCPP [CDCPP-Bu(2015)11] in March 2015 and following the Bureau’s advice, the Steering Committees for Culture, Heritage and Landscape (CDCPP), Media and Information Society (CDMSI) and Educational Policy and Practice (CDPPE), in April 2015.

NEXT STEPS

Following the inclusion of comments made by the above bodies, the draft Recommendation [CDCPP(2015)8] is ready for validation and adoption by the CDCPP at its plenary session in June 2015 (see item 5.1. of the agenda). The text will then be submitted to the Committee of Ministers for adoption and widely circulated among national and international stakeholders.

A second platform meeting on Culture and Digitisation shall be held on 4-5 September 2015 in the framework of the 2015 ARS ELECTRONICA Festival in Linz, Austria, thanks to the support by this renowned Festival and the Austrian Federal Chancellery. Making full use of the synergy potential offered by ARS ELECTRONICA participants, this multi-stakeholder exchange will focus on citizens’ digital access and creativity and their contribution to participatory democracy – one of the issues highlighted, but not sufficiently addressed by the 2014 Platform Exchange.

¹ *Create awareness of the impact of digitisation on society and culture and the need to overcome the digital/pre-digital divide, underlining the role of culture in achieving this; Scale-up and implement media and information literacy (MIL) inside and outside schools and in life-long learning; Adapt the mission, mandate, mind-set and governance of cultural institutions to be able to exploit the offline and online dynamics; Protect and promote the rights to access, create and distribute cultural content across multiple platforms; Enhance information and monitoring of cultural policies and their implementation related to digitisation.*

As for the 1st Platform Exchange held in July 2014 in Baku, CDCPP members are expected to attend the event and actively contribute to the panels and debates. A draft programme and registration form will be circulated to CDCPP members from mid-June and confirmation of their participation is invited for 6 July 2015.

The CDCPP's novel work on Digitisation and Culture will reflect in the forthcoming Council of Europe Internet Governance Strategy 2016-2020. Synergies shall also be sought with relevant initiatives of the European Union where possible, e.g. the new "digital single market" project.

b) State of Implementation regarding Indicators on Culture and Democracy

BACKGROUND

The 2013 Council of Europe Conference of Ministers of Culture requested, via its dedicated action plan, the development of an indicator framework on culture's contribution to democracy and the economic efficiency of financing culture.

Work carried out in 2014 on the indicator framework on culture and democracy by the HERTIE School of Governance in co-operation with a research consortium led to a first draft framework in November 2014. Initial conceptual achievements include:

- a mapping of relevant indicator exercises worldwide;
- an analytical concept based on a broad definition of culture, and broken down into political, economic, civic aspects and reflecting policy fields such as cultural finance, production, consumption, participation, education, heritage;
- a parallel complex construction of the democracy dimension;
- detailed indicators for both dimensions - interlinked through a values dimension (trust, tolerance, materialism, human values,..);
- an in-built process perspective with three phases: input, throughput and output; and
- a number of hypotheses on culture-democracy relations and related, first tests.

Following advice from the CDCPP in summer 2014, the draft IFCD and results of the first tests were presented for review to the 2014 gathering of Compendium Authors on 4-5 December in Brussels. The work was welcomed and first test-runs (for Estonia, Finland, Germany, Poland, Spain) yielded much interest among the group of 40 cultural policy researchers as well as senior policy makers. Participants wished to follow-up closely on the exercise. The group also underlined the importance of qualitative information to allow for adequate interpretation of quantitative data/ indicators.

PROGRESS

Tests were widened in early 2015 (see the Interim Report by the Hertie School of Governance, document CDCPP (2015) 7 add). According to analysis of data collected -for more than the initial five test countries- there is a strong relationship between culture and democracy overall (figure 1: correlation of 0.58). This is an analysis on the level of the broad dimensions. The dots are single countries, the line in the middle is the regression line and the dotted lines are confidence intervals.

Figure 1: Correlation between culture (index) and democracy (index) (= 0,58)

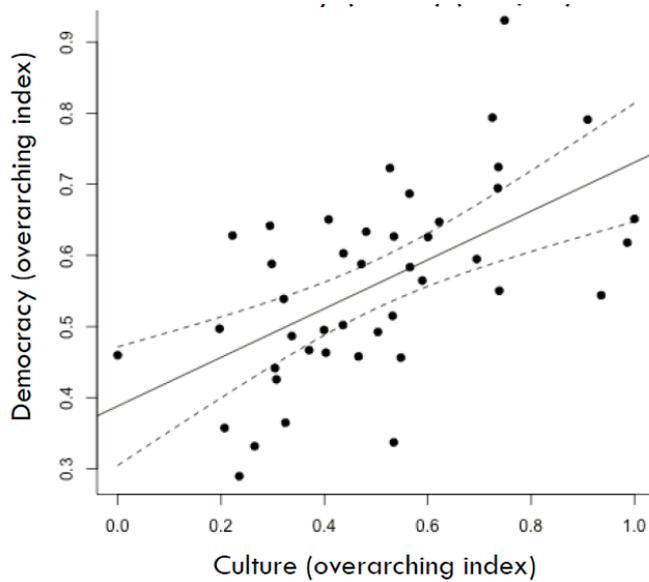
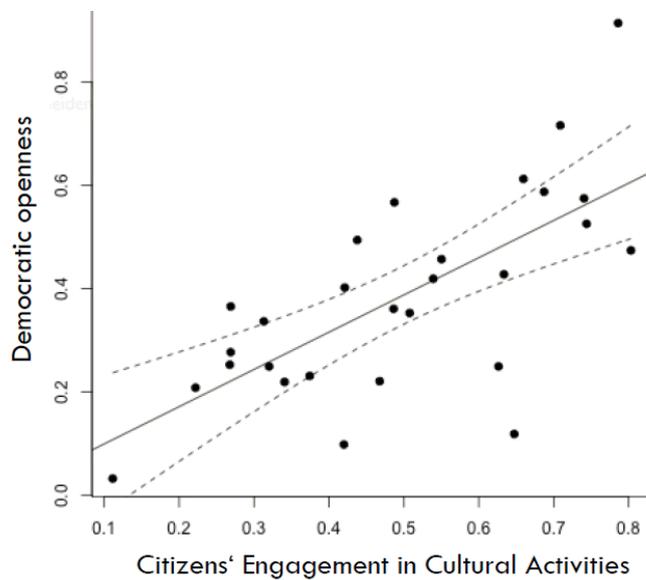


Figure 2: Correlation between citizens' engagement in cultural activities and democratic openness (= 0,69)



The relation is even stronger for more specific components. For example, Figure 2 shows that indicators of the engagement of citizens in cultural activities, belonging to the 'lived culture or civic sphere', are strongly related to 'democratic openness' (the correlation here is 0.69).

Figure 3: Active cultural participation is related to strong political engagement in a society (correlation =0,53)

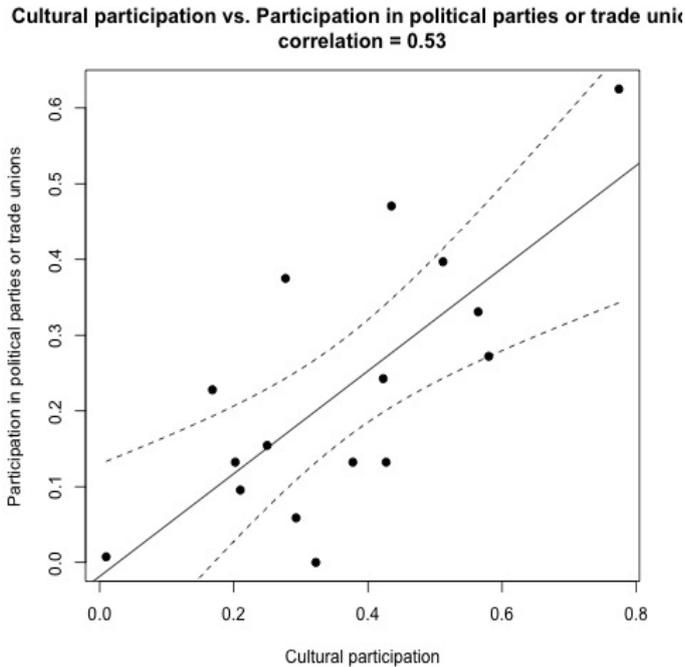
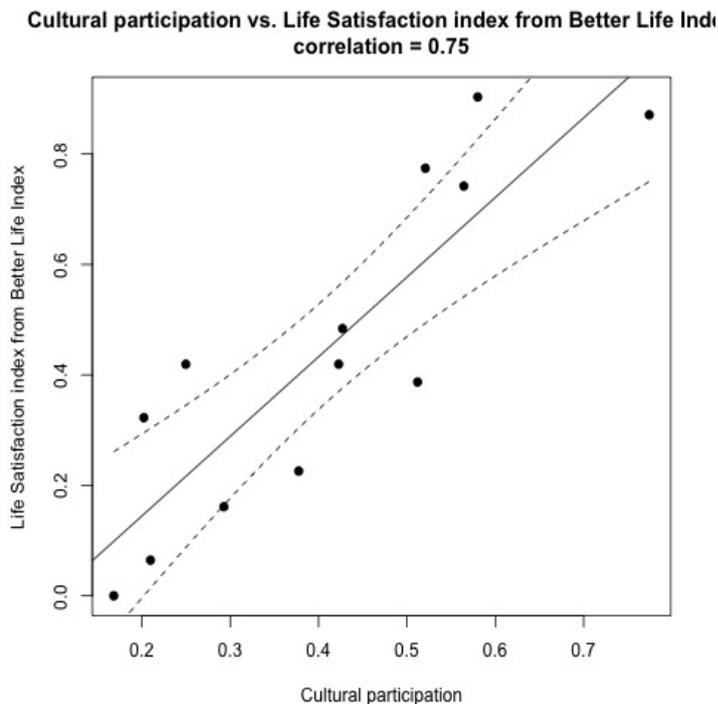


Figure 3 shows the aggregate relationship between participation in cultural activities and in activities of political parties and trade unions. Both are positively linked, and the correlation is of medium strength (0.53). This supports the idea that active cultural participation may enhance the awareness of community and civic virtues, and therefore political engagement.

Figure 4: States with higher cultural participation rates tend to exhibit higher levels of well-being (correlation =0,75)



The specific hypothesis tested is that participation in culture (individuals going to live performances such as concerts, operas, etc., visiting cultural sights or practising visual arts) positively influences people's well-being. Figure 4 displays the mean of the Life Satisfaction Index from OECD Better Life Index (2015) for selected countries, compared with the IFCD's index of cultural participation. Obviously, there is a high correlation between both indices (0.75; N = 13), supporting the hypothesis that cultural participation contributes to increased life satisfaction.

NEXT STEPS

As the above correlations demonstrate, the results of the development of the indicator framework on culture and democracy to date seem very promising, although data availability is partly still problematic. This would require further work in the forthcoming work biennium, and a widening of the network of co-operation partners and supporters.

A presentation of the interim results achieved in the development of the IFCD will take place at the CDCPP Plenary Session on 1 June (under item 5.1. of the agenda) with the participation of Professor Helmuth Anheier, Dean of the Hertie School of Government and leader of the research team.

Committee members are invited to hear the presentation and make comments as they deem appropriate.

CDCPP is also invited to take note of the next steps in the implementation of the project for 2015 as follows:

- further fine-tuning of the indicator framework including on the issue of financing culture;
- testing more hypothesis in 20+ member States and applying most recent statistical methods;
- proposal for developing a software application for users to explore and analyse data within the indicator framework;
- publishing the indicator work on the Compendium system.

The CDCPP is also invited to agree with the holding in December 2015 of a conference/public event at which the IFCD would be presented and its future applications discussed.

As regards the biennium 2016-2017, the achievements and the potential of the project as a diagnostic, assistance/ policy-orienting and monitoring tool should be further explored and exploited, in line with Council of Europe priorities on democratic participation, building inclusive societies and contributing to democratic security.

For efficient handling and maximum impact, synergies would be sought with other relevant initiatives, including the research initiatives of the EU's EUROSTAT ESSNET and OECD, and the statistical projects of UNESCO and the World Bank.