

Focus Group – ENCATC Think Tank

*Strengthening cultural observatories and
rethinking cultural measurement for future
policy making*

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ENCATC

The European network on cultural
management and policy

2 interrelated challenges:

1. Strengthening cultural observatories

- Key infrastructures/methodologies for data collection, interpretation, and dissemination
- Support policy-making at all levels

2. Rethinking cultural measurement

- Modernize methods, frameworks, and indicators
- Better assess culture's impact, value, and relevance

Responding to a dual need:

- **Revitalize the network** of observatories originally supported by ENCATC and connect them with emerging ones
- **Engage in global debates:**
 - Data-driven cultural policies
 - Impact of digitization
 - Culture in global agendas (e.g., SDGs, New European Bauhaus, UNESCO Culture|2030)

Strategic aim & synergies

Create a **collaborative platform** to:

- Consolidate evidence and best practices
- Inform policy for inclusive, sustainable, and resilient cultural strategies
- Foster partnerships between cultural observatories and 40+ cultural networks
- Collaborate on research and indicator development

Methodology and structure

Two work lines, each with:

- Dedicated chair/facilitator
- Initial team of members
- Thematic priorities

Engage in:

- Events
- Publications
- Policy-oriented actions

Meet at least twice a year:

- Once online
- Once in person (ideally at ENCATC Congress)

Work structured around
annual milestones (2025–2028)

Key themes – line of work 1: cultural observatories

- **Map** existing and emerging cultural observatories
- **Share** good practices, methodologies, governance and sustainability models
- **Foster dialogue** between established and new observatories
- **Enhance data usability** for cultural managers and policymakers
- **Explore the role of AI** in observatory enablement strategies
- **Strengthen links** between observatories and cultural networks
- **Create international spaces** for collaboration, transformation, and growth

Calendar & working plan – line of work 1: cultural observatories

2025

September: In-person meeting in **Barcelona** (ENCATC Congress)

- Focus: Community building & knowledge sharing

Fall: Online meeting

2026

Online thematic meeting

In-person session at **ENCATC Congress**

International Conference –
Basque Country (October 2026)

- ENCATC Publications

The calendar for 2026–2028 will be co-created with the core group of participants.

Line of work 2: rethinking cultural measurement

- Address key challenges in cultural data collection
- Respond to evolving measurement demands and global statistical shifts
- Explore links with cultural innovation and spillover effects
- Promote sustainable cultural ecosystems through interdisciplinary methods
- Recognize and value hard-to-measure assets like cultural value and impact

Key themes – line of work 2: rethinking cultural measurement

- **Data collection** frameworks and methodologies
- **Develop & test** new cultural indicators
- Assess the **impact of digitization** on measurement and statistical capacity
- Promote **interdisciplinary approaches** to capture cultural value and impact

CULTURE 2030 | INDICATORS

ENVIRONMENT & RESILIENCE

- 1 Expenditure on heritage
- 2 Sustainable management of heritage
- 3 Climate adaptation and resilience
- 4 Cultural facilities
- 5 Open space for culture



PROSPERITY & LIVELYHOODS

- 6 Culture in GDP
- 7 Cultural employment
- 8 Cultural businesses
- 9 Household expenditure
- 10 Trade in cultural goods & services
- 11 Public finance for culture
- 12 Governance of culture



KNOWLEDGE & SKILLS

- 13 Education for sustainable development
- 14 Cultural knowledge
- 15 Multilingual education
- 16 Cultural & artistic education
- 17 Cultural training



INCLUSION & PARTICIPATION

- 18 Culture for social cohesion
- 19 Artistic freedom
- 20 Access to culture
- 21 Cultural participation
- 22 Participation processes



Towards Culture as a Stand-Alone Goal in the Post-2030 Agenda for Sustainable Development

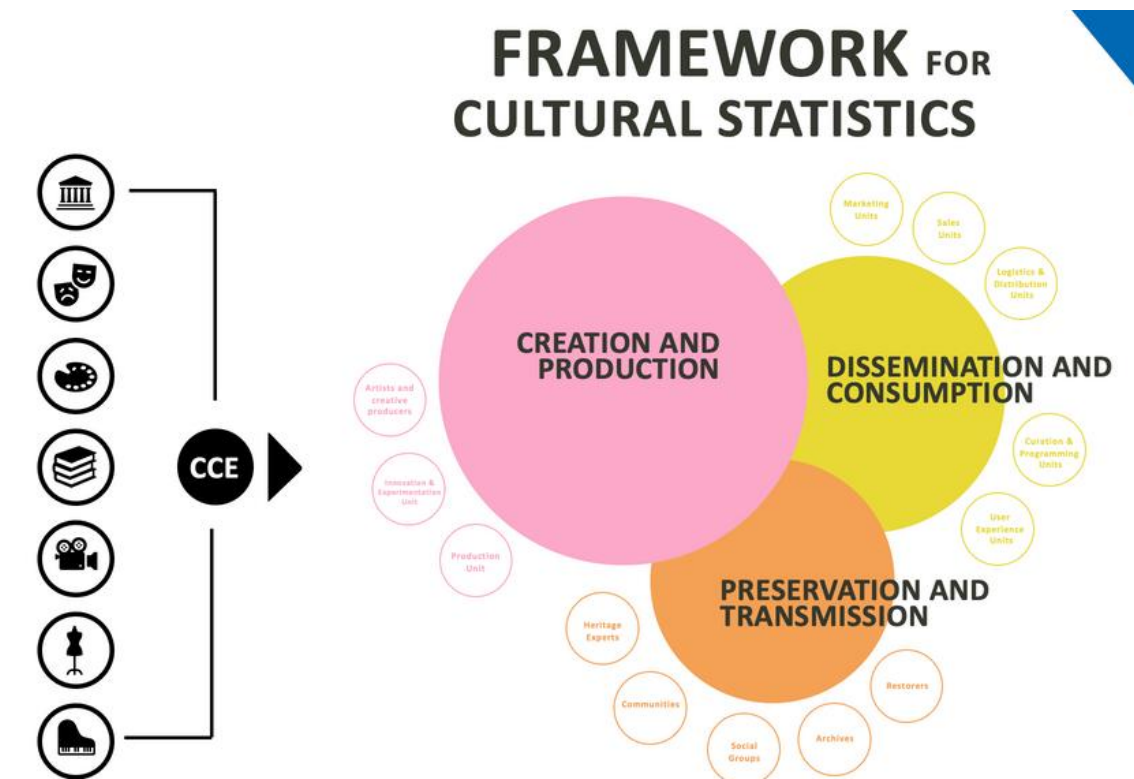
Rethinking Cultural Measurement Focus Group

A space for:

- Collaboration
- Experience sharing
- Co-design of common projects

2025 UNESCO Framework for Culture Statistics (FCS)

- ▶ **LATEST CULTURAL CONCEPTS AND DEFINITIONS**
Reflecting the progress made in the statistical measurement of culture
- ▶ **CULTURAL AND CREATIVE ECOSYSTEM (CEE)**
A new notion to define the universe for cultural statistics that moves away from a purely production-based approach to a cultural practices approach
- ▶ **EXPLORING MODELS FOR HARMONIZED DATA**
At both the national and international levels



Calendar & working plan – line of work 2: Rethinking cultural measurement

2025

Workshop: *"Rethinking Cultural Measurement"*
(As part of the **ENCATC Congress**)

Fall: Online session
(Scope, theme & objectives shaped by earlier discussions)

2026

Online thematic meeting

In-person session at
ENCATC Congress

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core group of participants.**

THANK YOU!

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