

UNCHARTED poster on the REACH digital gallery



UNCHARTED

UNCHARTED project has received funding from the European Union's Horizon 2020 research and innovation programme, under grant agreement No 872792. The sole responsibility for the content of this website lies with the UNCHARTED project.

UNDERSTANDING, CAPTURING AND FOSTERING THE SOCIETAL VALUE OF CULTURE

PROJECT
UNCHARTED is a research and innovation action funded by the European Commission in the frame of the Horizon 2020 Programme. It studies the emergence of values connected with culture, their configuration and the political impulse that these values could deliver to the society.

RESEARCH PLAN
The research focuses on the valuation practices of the actors involved in cultural life. 3 areas and 3 types of fundamental actors are distinguished to understand how different actors in the cultural field relate to the values they attribute to culture:
> the field of cultural participation, in which citizenship is the protagonist
> the field of cultural production and heritage, where the professionals of creation and preservation are the ones who take the initiative
> the field of cultural administration, in which experts and policy makers are those who decide
The scope of the research is:
> To examine key factors that are shaping the values of culture in Europe
> To analyse the plurality of values that emerge in cultural practices
> To assess strategies and effectiveness of cultural policies

METHODOLOGY
UNCHARTED aims to advance the understanding of the plurality of values of culture in Europe by:
> a systematic comparative approach, cross-country and between different areas of practice and types of actors
> the analysis of European cultural strategies related to the study of socio-historical configuration and the practical genesis of the values of culture
> the study of the guiding values of the cultural policies in the EU, to deduce new evaluation methodologies

EXPECTED OUTPUTS
UNCHARTED will deliver a set of instruments to support the sustainability of the research results:
> policy briefs and recommendations for the use of policy makers
> guidelines and examples of best practices for communities engaged with production, management and use of culture
> case studies, scientific papers and a wide range of resources made available to researchers
> the UNCHARTED book



Coordinator:  UNIVERSITAT DE BARCELONA

Partners:  Goldsmiths
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The poster for the UNCHARTED project features a light green background with a white circular graphic at the top left containing the project logo. The title 'UNDERSTANDING, CAPTURING AND FOSTERING THE SOCIETAL VALUE OF CULTURE' is prominently displayed in the upper right. A QR code is located next to the title. The main content is organized into sections: 'PROJECT' (describing the funding and focus), 'RESEARCH PLAN' (detailing the focus on valuation practices and actors), 'METHODOLOGY' (describing the comparative approach), and 'EXPECTED OUTPUTS' (listing policy briefs, guidelines, case studies, and a book). The poster is decorated with several images: a hand holding a glowing sphere, a narrow canal in a colorful town, a group of people in traditional dance, a collage of small photos, a person in a red shirt, a crowd at a festival, a wall of colorful murals, and a man wearing a VR headset.

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The [REACH project](#) had to cancelled their final conference planned for the 4-5 June 2020 in Pisa due to the Covid-19 pandemic. Nevertheless, the REACH Consortium decided to keep alive the call for posters and videos until October 2020 and to publish the contributions received on a dedicated digital gallery that collects contributions from innovative and interesting Cultural Heritage projects that involve resilient communities and social participation from all over Europe.

The REACH project encourages people to engage in culture and cultural heritage in order to foster creativity and innovation and to empower the social values associated with culture. It is a action to build upon participatory experiences with cultural content and to empower cultural heritage a greater, more relevant and even transformative role in the economy, communities, and territories.

The REACH Final Conference would have been the place to be for presenting the UNCHARTED project and launching its key message.

For this reason the team behind **UNCHARTED** produced a special presentation poster to introduce the topics, the research

plan, the methodology and the expected results of the project.

The poster is now published on the digital poster gallery hosted by the REACH project's website.

[UNCHARTED poster](#)

[Digital Poster Gallery](#)

[Posters and Videos from REACH community](#)