

# UNCHARTED poster on the REACH digital gallery



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 is a light green rectangular layout. At the top left is the UNCHARTED logo, a blue circle with a white 'C' inside, and the text 'UNCHARTED' below it. To the right is the European Union flag and a text box stating: 'UNCHARTED project has received funding from the European Union's Horizon 2020 research and innovation programme, under grant agreement No 870793. The sole responsibility for the content of this website lies with the UNCHARTED project.' Further right is a QR code. Below these is the main title: 'UNDERSTANDING, CAPTURING AND FOSTERING THE SOCIETAL VALUE OF CULTURE'. The central text is organized into sections: 'PROJECT' (describing the funding and focus), 'RESEARCH PLAN' (listing three areas of focus and their scope), 'METHODOLOGY' (describing a comparative approach), and 'EXPECTED OUTPUTS' (listing policy briefs, guidelines, case studies, and a book). The text is surrounded by several images: a hand holding a glowing sphere, a street scene with colorful buildings, a group of people in traditional dance, a wall of hats, a colorful mural, a person in a VR headset, a collage of small photos, a person in a red shirt, and a crowd of people.

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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](#)