

Societal Impacts of Culture: A transitional Perspective

1st MESOC International Workshop

March 3rd and 4th, 2021

The first MESOC Workshop will take place on-line on the 3rd and 4th of March 2021.

The workshop will provide the opportunity to discuss with experts and stakeholders the role of culture in urban change, as well as methodological and operational approaches needed to support social impacts assessment and evaluation.

MESOC partners 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 first day will be dedicated to an in-depth exploration of the different dimensions of transition, enabled by cultural policies and activities within the three MESOC impact domains, i.e. 1) Health and Wellbeing, 2) Urban and Territorial Renovation and 3) People's Engagement and Participation. International scholars will introduce key concepts and approaches and provide further inputs to the validation of MESOC conceptual and analytical approach. In addition, three thematic round-tables will provide the chance to debate with key experts both theoretical and methodological challenges related to MESOC framework and tools.

Cities will be the focus of day 2, whose working sections will be open to an invited audience. Pilot cities will share the results of the activities carried out in the local contexts observed. Also, they will launch the discussion with experts and practitioners from several European Cities in three thematic focus groups, which will further explore local experiences and validate MESOC set of indicators.

March 3rd, 2021

9.30	Welcome	Politecnico di Milano
9.45	Introduction	H2020 Research and Innovation - Andrea Grisorio - <i>European Commission - DG RTD</i> MESOC Project: Challenges and Objectives - Pau Rausell - <i>Project Coordinator - eConcult</i> Introduction to the Workshop agenda - Grazia Concilio - <i>Host - DASTU</i>

SESSION 1 - Cultural policies and their social impacts

10.15	Keynote speech Policy making in a transitional perspective: Open challenges	Derk Loorbach (DRIFT)
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: Anna Lisa Boni (Eurocities, EAB - tbc), Alessandro Balducci, Davide Ponzini (DASTU), Emmanuel Negrier (CNRS Centre d'Étude Politique de l'Europe Latine, EAB - tbc), Derk Loorbach (DRIFT)
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 Pau Rausell Koester (eCONCULT)</i> Participants: MESOC Partners, representatives of UnChartered and Invent Projects (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
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 Lluís Bonet</i> - (University of Barcelona) Participants: Tony Murphy (Culturalink Consultores, EAB), Valentina Montalto (JRC, EAB), tbc (Statistics Finland, EAB), Franco Bianchini (EAB), tbc (UNESCO)
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: Sanda Martinčić-Ipšić (UoR), Jesse Marsh (Atelier Studio Associato, EAB, tbc), Heritiana Ranaivoson (Vrije Universiteit Brussel, EAB - tbc), Giuseppe Rizzo (LINKS), tbc (ISTAT, EAB), Pierluigi Sacco (IULM, EAB)

March 4th, 2021

9.00 Welcome and resume of day 1
Francesco Molinari (Econcult)
Davide Ponzini (DASStU)

SESSION 4 - Focus groups: Cities in dialogue

9.20 **Introduction to Mesoc Pilots: Where are we?** *State of the art of the pilots: objectives, first actions, first results, future activities and cities involvement*
Workshop Agenda for day 2
DASStU Team

9.30 **Insights from Pilot cities experiences: Pecha Kucha¹** Inputs from the cities of Athens, Cluji, Rjiekka, Issy-Les-Moulineaux, Milan, Barcelona and Valencia

10.30 Break

10.45 **Parallel Focus Groups**

Focus Group 1 - Participation and civic engagement

What synergies between cultural and civic participation? Which are the key impacts and indicators?
*Lead cities: **Athens and Barcelona***
*Facilitator: **Anna Moro** - DASStU*

Focus Group 2 - Urban and territorial renovation

Culture-led regeneration: what can be observed and measured in European cities?
*Lead cities: **Issy-Les-Moulineaux, Milan & Rijeka***
*Facilitator: **Irene Bianchi** - DASStU*

Focus Group 3 - Health and wellbeing

From art therapies to cultural prescriptions: signs of a systemic change?
*Lead cities: **Cluj-Napoca & Valencia***
*Facilitator - **Ilaria Tosoni** - DASStU*

11:45 Break

12.00 **Reports from Focus Groups** **Sandy Ghirardi** (eConcult), **Giada Calvano** (UB), **Elisabetta Airaghi** (KEA)

12:20 **Final Round Table - Cities in dialogue** *Reflections from the results of focus groups*
Collection of feedback from the audience
*Introduction and moderation by **Valeria Fedeli** (DASStU)*

13.00 Wrap-up and closing remarks
Tony Murphy (AEB & Culturalink)
Grazia Concilio (DASStU)

¹ <https://en.wikipedia.org/wiki/PechaKucha>