

# UNCHARTED Understanding, Capturing and Fostering the Societal Value of Culture

## Volterra22: a case of regeneration

The contribution that culture brings to some of the crucial problems in Europe is evident, as cultural participation increases well-being and stimulates learning.

At an individual level, culture makes people more sociable and responsible, promoting tolerance and citizen participation.

At a collective level, it generates identity and a sense of belonging, promoting inclusion and social cohesion. This makes cultural participation a powerful resource for fighting the main threats that undermine peaceful coexistence in Europe.

The case study about Volterra22 has looked more closely at the path that saw the city participate in the competition to become Italian Capital of Culture, and ultimately receive recognition as the First Tuscan City of Culture. Through interview to stakeholders and a public questionnaire, the study explored the wide potential for innovation that the strategic planning of cultural policies can have on a territory, from the cultural sphere towards innovating policies in social and economic areas.

