



CAPTURING THE SOCIETAL VALUES OF CULTURE: TOWARDS INCLUSIVE AND PARTICIPATORY EUROPEAN CULTURAL POLICIES

23 AND 24 SEPTEMBER 2021, ROTTERDAM, THE NETHERLANDS



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invent

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CONFERENCE INVITATION

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You are cordially invited to the first conference of **INVENT CULTURE**, to be held on 23 and 24 September 2021, in Rotterdam, the Netherlands. This conference highlights the efforts of an international research and innovation project called the *“European Inventory of Societal Values of Culture as a Basis for Inclusive Cultural Policies in the Globalizing World”* – shortly, INVENT [1]. Attendees to the conference are welcomed to share their work on culture and cultural policies and to build connections between different knowledges, perspectives, and approaches to culture. The conference program on Thursday, September 23 will feature in-person presentations and discussions at Erasmus University that will be live-streamed for those who prefer to participate online. On September 24, the conference program will be fully online.

About INVENT

INVENT CULTURE aims to change the state-of-the-art of cultural policymaking and research by introducing a much-needed “social turn” in cultural policies. Our task is to identify the cultural and social preconditions required to realize the goals of **the New EU Agenda for Culture**: the preservation and improvement of the European project and the well-being of European citizens, in particular inclusiveness, tolerance, and social cohesion.

INVENT researchers from nine different countries investigate how European citizens perceive and understand culture, how they engage with culture, and how this varies for different (e.g., demographic, socio-economic, ethnic, religious) groups of people in European societies. We also address how processes of globalization, European integration, migration, social inequalities, and digitalization affect (perceptions and experiences of) everyday life, everyday culture, and cultural participation. Finally, the INVENT research team aims to identify the connection between people’s socio-cultural backgrounds, the different views and expectations they have of culture, and the ways European and national cultural policies can encompass these in the best possible manner.

[1] INVENT is a European research consortium funded under the Horizon2020 research and innovation program of the EU (Grant Agreement No. 870691). The INVENT project sets out to identify, through research, the cultural and social preconditions required for the strategic goals of the New EU Agenda for Culture to be realized. Participating universities / countries to this project are: Erasmus University Rotterdam (EUR), the Netherlands; Universitat Autònoma de Barcelona (UAB), Spain; University of Haifa (UoH), Israel conducting the research in the UK; University of Copenhagen (UCPH), Denmark; Tampere University (TAU), Finland; University of Zurich (UZH), Switzerland; Institute of social sciences “Ivo Pilar” (ISSIP), Croatia; The Centre for Empirical Cultural Studies of South-East Europe (CECS), Serbia; and Ecole normale supérieure Paris-Saclay (ENS), in France. For more information, visit the INVENT website.

About the Conference

During the two-day conference, we celebrate the significant milestones of executing two major studies, from which we share our results. Several INVENT researchers will present their analyses based on data from a large survey study on cultural participation, socio-cultural value orientations, and perceptions of cultural policy, which was conducted in nine European countries. Also, key insights will be shared from an innovative cross-national comparative study on the concept of culture, and the myriad ways culture is constructed and discussed on social media. This study uses the method of (big) data scraping and comparative analysis of online Twitter content from nine countries. The conference invites researchers, cultural stakeholders, and policymakers from different European countries to collectively discuss issues that are at the heart of the INVENT project and cultural policies at the national and European level and explore concepts, methods, and research findings that are key to addressing these issues.

Central themes will include, among others: How to effectively capture a multiple concept such as culture through research - in a highly dynamic and differentiated European context; how to create and effectively execute a cultural policy that is inclusive, in a European Union that is diverse and faces multiple challenges (migration, digitalization, globalization, increasing social inequalities); how to unite and integrate policy needs of individual European countries and implement cultural policy effectively.

Thursday 23 September 2021	Offline Sessions + Livestream, Forum Room, Erasmus University Rotterdam
09.30-10.00	Welcome and General Introduction
10.00-11.15	Session 1: Culture for Everyone? Societal Support for Culture and Cultural Policy
11.15-11.45	Coffee and tea break
11.45-13.00	Session 2: Social Inequality and Unequal Cultural Opportunities
13.00-14.00	Lunch break
14.00-15.15	Session 3: Globalizing (European) Cultures
15.15-15.45	Coffee and tea break
15.45-17.00	Session 4: Culture and Wellbeing
Friday 24 September 2021	Online Sessions
09.30-11.00	Session 5: Mapping Cultural Diversity
11.00-11.30	Coffee and tea break
11.30-13.00	Session 6: Diversity and Inclusion in Cultural Policy and Practice
13.00-14.00	Lunch break
14.00-15.15	Session 7: Culture is Digital/Boundless
15.15-15.45	Coffee and tea break
15.45-17.00	Session 8: Methodological Challenges and Innovations in Cultural Research

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