

# Societal Impacts of Culture: A transitional Perspective

## 1<sup>st</sup> MESOC on-line 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 roundtables 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.

## Contacts

 [www.mesoc-project.eu](http://www.mesoc-project.eu)

    [MESOCproject](#)

 [info@mesoc-project.eu](mailto:info@mesoc-project.eu)



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 870935.

## March 3<sup>rd</sup>, 2021

9.30	Welcome	Politecnico di Milano
9.45	Introduction	H2020 Research and Innovation - <b>Andrea Grisorio</b> - <i>European Commission - DG RTD</i> MESOC Project: Challenges and Objectives - <b>Pau Rausell</b> - <i>Project Coordinator - eConcult (University of Valencia)</i> Introduction to the Workshop agenda - <b>Grazia Concilio</b> - <i>Host - DASTU (Politecnico di Milano)</i>
<b>SESSION 1 - Cultural policies and their social impacts</b>		
10.15	Keynote speech <b>Policy making in a transitional perspective: Open challenges</b>	<b>Derk Loorbach</b> (DRIFT - Dutch Research Institute for Transitions at Erasmus University, Rotterdam)
10.45	Break	
11.00	Round Table <b>Cities and cultural transition</b>	The role of cities and urban policies in cultural transition dynamics and policies design. <i>Introduction and moderation by Grazia Concilio (DASTU)</i> Participants: Alessandro Balducci (DASTU), Julie Hervé (Eurocities), Derk Loorbach (DRIFT), Emmanuel Négrier (CNRS Centre d'Études Politiques de l'Europe Latine - tbc), Davide Ponzini (DASTU)
11.45	Panel Debate <b>The social impacts of culture and cultural policies</b>	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 Köster (eConcult)</i> Participants: Arturo Rodríguez Morató (representative of H2020 UnCharted project), Susanne Janssen (representative of the H2020 Invent Project - tbc)
12.15	Lunch Break	
<b>SESSION 2 - Measuring the social dimension of culture: Methodological challenges</b>		
14.00	Keynote speech <b>Cultural policies and change: Measuring social relevance</b>	<b>Franco Bianchini</b> (Centre for Cultural Value, Leeds)
14.30	Round Table <b>Beyond economic impact evaluation: A new perspective for the assessment of culture</b>	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: Franco Bianchini (Centre for Cultural Value, Leeds), Louise Haxthausen (UNESCO - tbc), Valentina Montalto (European Commission JRC), Tony Murphy (Culturalink Consultores), Kaisa Weckstrom (Statistics Finland - tbc)
15.20	Break	
<b>SESSION 3 - Capturing social impacts of cultural policies: What role for technologies?</b>		
15:30	Keynote speech <b>Measuring the social impact of culture: How can AI make the difference?</b>	<b>Pierluigi Sacco</b> (IULM)
16.00	Round Table <b>What AI can tell us and what are the right questions</b>	MESOC Platform and AI tools: feedback and discussion with domain experts <i>Introduction and moderation by Francesco Molinari</i> (eConcult) Participants: Annalisa Cicerchia (ISTAT), Sanda Martinčić-Ipšić (University of Rijeka), Jesse Marsh (Atelier Studio Associato), Heritiana Ranaivoson (Vrije Universiteit Brussel), Giuseppe Rizzo (LINKS Foundation), Pierluigi Sacco (IULM)
16.50	Closing remarks	