

MESOC Final event

9th March 2023 · Paris

The Convergent Model.

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Molinari, & All partners

MESOC PROJECT



MESOC

measuring
the social dimension
of culture



This project has received funding
from the European Union's Horizon 2020
research and innovation programme
under grant agreement No 870935

BACKGROUND: “The call”



The challenge is to develop **new perspectives and improved methodologies for capturing the wider societal value of culture**, including but also beyond its economic impact. It will **improve statistical data and methods for capturing cultural impact**

Improved cultural value measurements and **case studies also need to be developed in support of effective and inclusive policies and institutional frameworks that offer a convincing vision for citizens** to cope with current cultural and societal transformations.

It will also **equip policymakers with effective tools for measuring, understanding and enhancing the impact of cultural policies**. Participatory and co-creation approaches involving a wide range of stakeholders will contribute to innovative scientific and policy results.



in the beginning...

We needed a **convincing vision**



Unpacking the box...



1 Desk Research

**We have analysed
more than 1500
academic documents
and 400 of grey
literature about social
impacts of culture**

**We have analysed
more than 3500
academic documents
about women and CCS**

Unpacking the box...



1 Desk Research + semantic search engine

We have analysed more than 1500 academic papers and 4000 literature articles and identified 150 impacts

Fig. 2. Heat map - Mesoc Matrix: classified documents for the city of Liverpool, Liverpool, UK

	Health and Wellbeing	Urban and Territorial Development	People's Engagement and Participation
Heritage	10%	10%	6%
Arts and Culture	0%	0%	0%
Libraries	5%	0%	0%
Book and Press	30%	0%	0%
Visual Arts	22%	2%	0%
Performing Arts	17%	3%	7%
Architectural and Historic Buildings	17%	9%	8%
Architecture	17%	2%	12%
Advertising	17%	21%	6%
Arts and Crafts	0%	0%	17%

Fig. 3. Impacts on well-being for the studies reported on the city of Liverpool.

MESOC impacts

- 81% - Increase availability to engage in health education
- 10% - Help offenders and victims address issues of crime
- 15% - Transform the responsiveness of public services
- 11% - An enduring sentiment of joy and happiness
- 10% - Extended...

Fig. 4. Similar studies for the selected impact of reduced depression.

Similar documents

Document similarity by selected impact

- 30% - Designing the healthy prisons for women: Increasing trauma-informed care and practice (TICP) into prison planning and design
- 26% - Music, health and wellbeing: Exploring music for health equity and social justice
- 21% - Moderators of the effects of indicated group and individual therapy prevention programs on adolescents' depressive symptoms and depressive disorder onset
- 16% - Enhancing positive affect and divergent thinking abilities: Play some music and dance.

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Work Package Leader
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- Dino Aljević**
Backend Developer
Github | LinkedIn
- Valentin Kuharić**
Frontend Developer
Github | LinkedIn | Website
- Erik Jermaniš**
Frontend Developer
Github | LinkedIn | Website

Unpacking the box...



2 Data Research + lists of official and other data provider

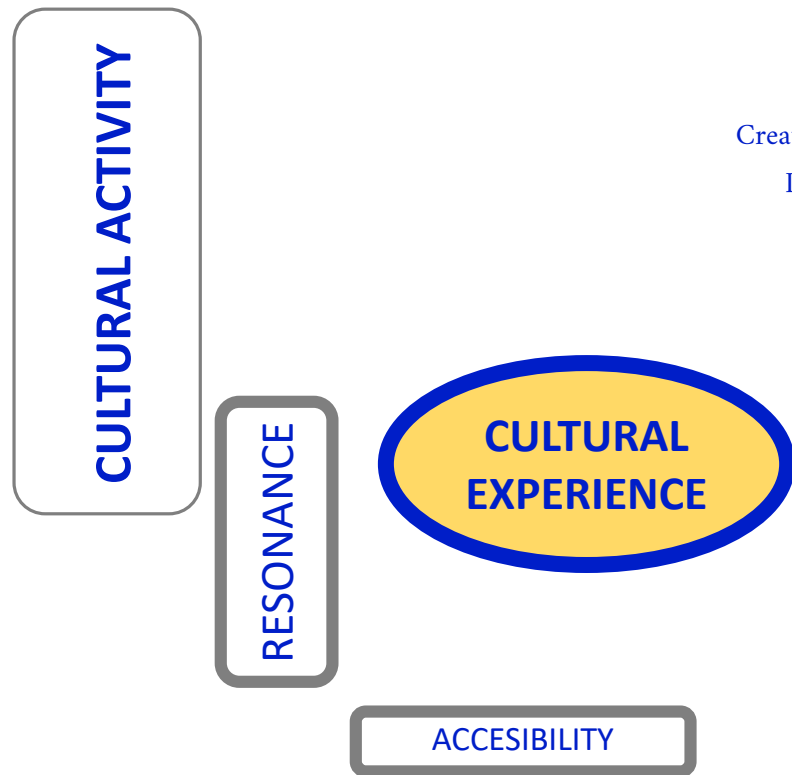


Unpacking the box...



3 Conceptual and theoretical development. Cultural experience

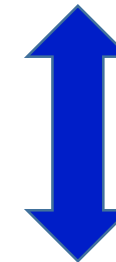
I. The centrality of the cultural experience



- Creativity
- Mind openness
- Sociability
- Diversity
- Knowledge & awareness
- Symbolic value generation
- New ideas
- Shared values
- Critical thinking
- Space uses and place making
- Emotions
- Memory
- Participation
- Aesthetics
- Engagement
- Sense of belonging
- Tolerance
- Wellbeing
- Fun and pleasure

ECONOMIC IMPACTS

Black Box



SOCIETAL IMPACTS

Unpacking the box...



3 Conceptual and theoretical development. Cultural experience + AU Cultur

The centrality of the cultural experience

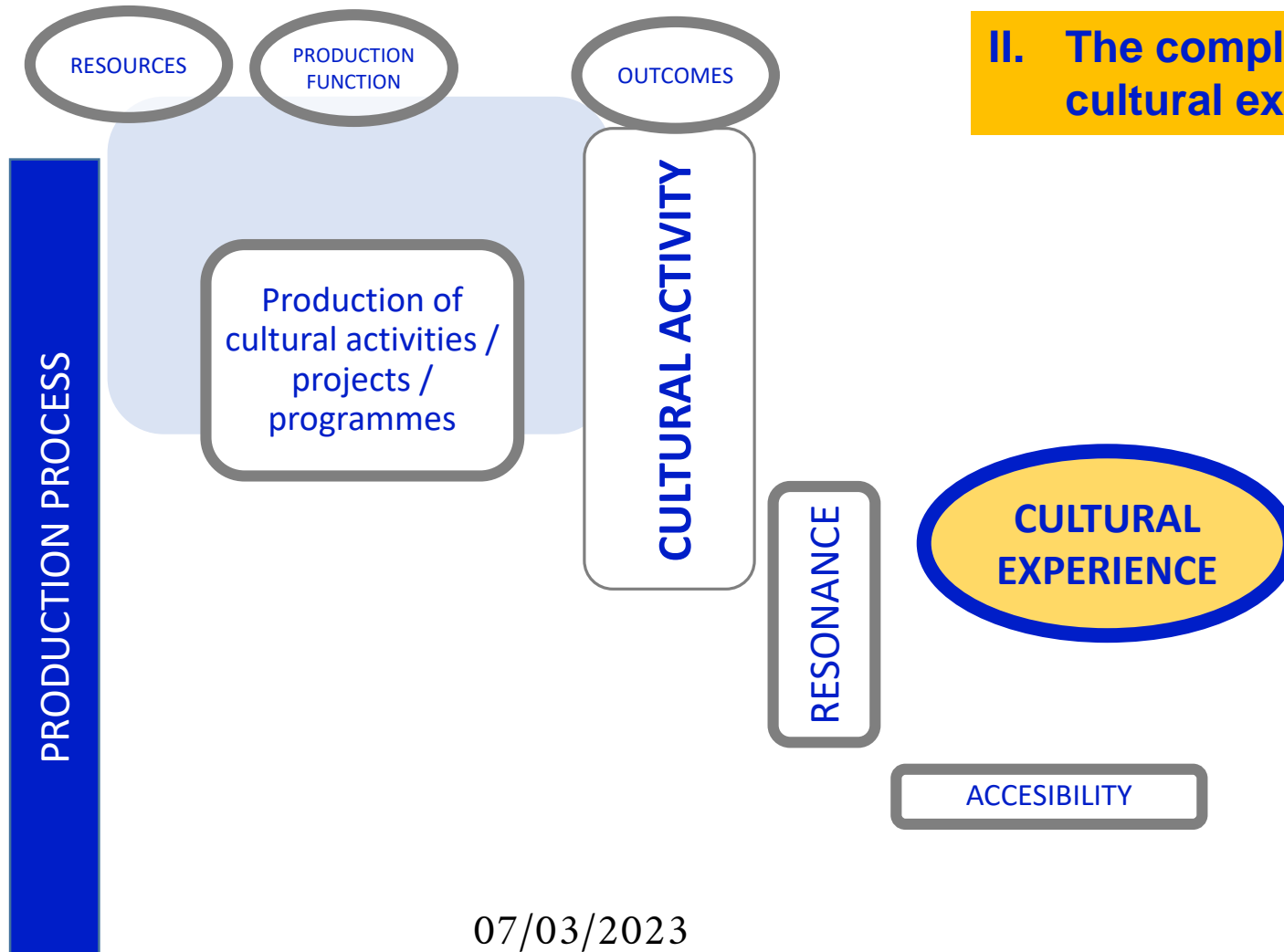


Unpacking the box...



4 Conceptual and theoretical development. The production process

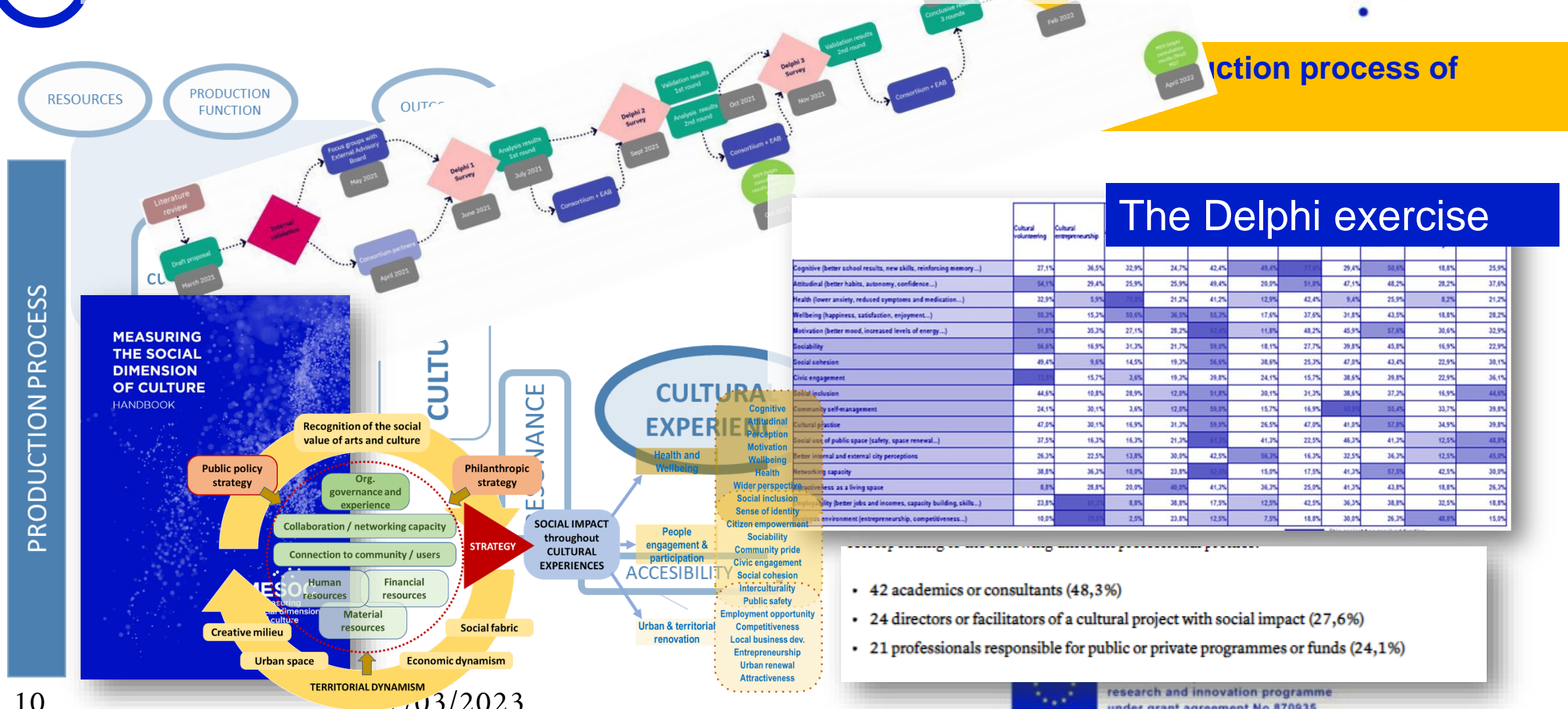
The micro level



II. The complexity of the production process of cultural experiences

Unpacking the box...

5 Conceptual and theoretical development. The production process + Handbook



Production process of

The Delphi exercise

	Cultural volunteering	Cultural entrepreneurship										
Cognitive (better school results, new skills, reinforcing memory...)	27.1%	36.5%	32.9%	24.7%	42.4%	49.4%	77.9%	29.4%	50.6%		18.8%	25.9%
Attitudinal (better habits, autonomy, confidence...)	54.1%	29.4%	25.9%	25.9%	49.4%	20.0%	51.8%	47.1%	48.2%		28.2%	37.8%
Health (lower anxiety, reduced symptoms and medication...)	32.9%	5.9%	77.9%	21.2%	41.2%	12.9%	42.4%	9.8%	25.9%		8.2%	21.2%
Wellbeing (happiness, satisfaction, enjoyment...)	55.2%	15.3%	50.6%	36.0%	55.2%	17.6%	37.6%	31.8%	43.5%		18.8%	28.2%
Motivation (better mood, increased levels of energy...)	51.8%	35.3%	27.1%	28.2%	52.8%	11.8%	48.2%	45.9%	57.6%		30.6%	32.9%
Sociability	56.6%	16.9%	31.3%	21.7%	59.0%	18.1%	27.7%	39.8%	45.8%		16.9%	22.9%
Social cohesion	49.4%	9.8%	14.5%	19.3%	56.6%	38.6%	25.3%	47.0%	43.4%		22.9%	30.1%
Civic engagement	77.9%	15.7%	3.6%	19.3%	39.8%	24.1%	15.7%	38.6%	39.8%		22.9%	36.1%
Social inclusion	44.6%	10.8%	28.9%	12.0%	51.8%	30.1%	31.3%	38.6%	37.3%		16.9%	44.6%
Community self-management	24.1%	30.1%	3.6%	12.0%	59.0%	15.7%	16.9%	59.0%	55.4%		33.7%	39.8%
Cultural practice	47.0%	30.1%	16.9%	31.3%	59.0%	26.5%	47.0%	41.0%	57.6%		34.9%	39.8%
Social use of public space (safety, space renewal...)	37.5%	16.3%	16.3%	21.3%	51.8%	41.3%	22.5%	46.3%	41.3%		12.5%	48.8%
Better internal and external city perceptions	26.3%	22.5%	13.8%	30.0%	42.5%	56.3%	16.3%	32.5%	36.3%		12.5%	45.9%
Networking capacity	38.8%	36.3%	18.0%	23.8%	51.8%	15.0%	17.5%	41.3%	57.5%		42.5%	30.0%
Business as a living space	8.8%	28.8%	20.0%	40.0%	41.3%	36.3%	25.0%	41.3%	43.8%		18.8%	26.3%
Quality (better jobs and incomes, capacity building, skills...)	23.8%	11.8%	8.8%	38.8%	17.5%	12.5%	42.5%	36.3%	38.8%		32.5%	18.8%
Business environment (entrepreneurship, competitiveness...)	10.0%	79.0%	2.5%	23.8%	12.5%	7.5%	18.8%	30.0%	26.3%		48.8%	15.0%

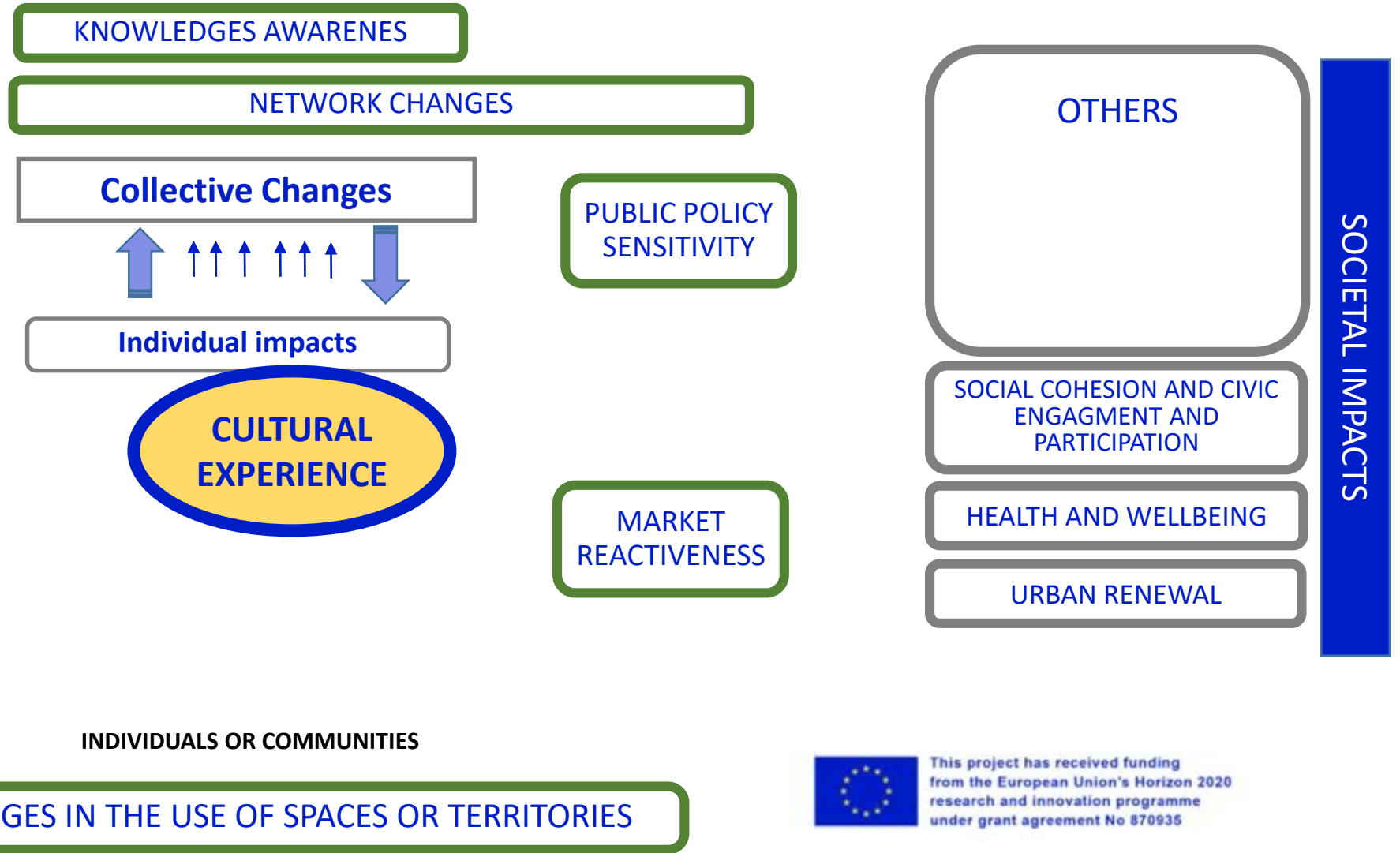
- 42 academics or consultants (48,3%)
- 24 directors or facilitators of a cultural project with social impact (27,6%)
- 21 professionals responsible for public or private programmes or funds (24,1%)

Unpacking the box...

II. identifying those factors that enabled social impact generation.

6 Conceptual and theoretical development. Knowledge contribution

The meso level



Cultural planning in the city of Jerez

Table with 3 columns: Derechos culturales de ciudadanía, Fortalecimiento económico, Bienestar y activación ciudadana. Rows include Reactivación del entorno físico, Acción cultural y creativa, Recombinación creativa, etc.



The city pilots



PUBLIC POLICY SENSITIVITY

Image of City, Territory and Architecture journal cover.

Individual impact

Changing mega-events' spatial strategies and cultural policy: scaling down, spacing out, and assembling organizations in the cases of London and Milan

ences in the framework of 'S': measuring the socioeconomic impact in urban performance

nsitions: a plea for culture to empower deep change

The creative city approach: origins, construction and prospects in a scenario of transition

Special issue: Cities in transition: Exploring the role of urban cultural policies

Signals of sustainability transition: Sensing enabling factors through cultural initiatives

ing the boundaries of cultural policies: inclusive and sustainable urban contexts: the case of Issy-les-Moulineaux in France

ical policies of cultural transition: dimensions, and quality

There is no doubt that the city, as a device for human interaction and a mechanism for generating wealth, has been remarkably successful. The key to the city's success and persistence lies in the fact that it satisfies human needs with high efficiency levels, and when it does not, mechanisms appear to generate the necessary changes to

used the COVID crisis to accelerate the transformation of public space allowing for more green spaces, cycling or walking (Griffiths et al. 2021; Newman 2020). Similarly, city governments develop urban food strategies to stimulate diet change and regenerative food production. Or they work on the shift in electricity and heat moving away from fossil fuels to increasingly sustainable sources. To support such urban sustainability transitions (Franzetti et al. 2016), often large policy programs have been developed, new departments established, and all sorts of new financial and policy instruments developed.

different aspects related with culture as key elements in the future of urban realities (Scott 1997; Landry 2000; Easte 2004; Duvale 2002). It is a slightly problematic way, due to the loss of nuance, although acceptably appropriate, these notions were encompassed within the label of 'the creative city'.

where (Cultural Sector Cities and Regions 2015; Kagan et al. 2018) and the main international organizations recognize the central importance of culture, creativity and innovation in urban governance and city development (OECD 2018; UNCTAD 2019; UNESCO & World Bank 2021).

potential of this perspective has been evidenced beyond of works focusing on sustainability transitions (Ezrafi et al. 2016; Geis 2018), cross-social innovation and with 'plan-change' in spatial, relationships, logic, norms and performance will emerge (Dunbar et al. 2012, 2011). Nevertheless, the detection and understanding of significant analytical challenges (Lambert 2019; Peltarian and Molas 2019). Difficulties are encountered in positioning the 'observation point' to capture transition dynamics that emerge and develop in complex and open systems, have multiple points of origin, co-evolve, and affect interdependent systems' components at multiple levels. Other challenge relates to incorporating the temporal and spatial dimensions (see Helmen and Marne 2019; Berra et al. 2013, 2016) often refer to reading sustainability transition signals in which form 'spiral' actions from which it is hard to disentangle who or even through more or less purposeful actions by multiple agents.

to read and maintain. This multiple logic is a relevant key for understanding transition towards sustainability dynamics and lack society with its cultural transition. From the theoretical point of view, this contribution refers to transition studies described in T. J. in emerging field of research that seeks to integrate insights from areas such as complexity science, innovation studies, sociological and environmental science to better understand large scale systems change in societal systems and explore possibilities for influencing the speed and direction of these systems' (Lundvall et al. 2013, p. 3). since it assumes a specific use case and verification, to be described as a 'transition' (Lundvall et al. 2013, p. 3). since it assumes a specific use case and verification, to be described as a 'transition' (Lundvall et al. 2013, p. 3).

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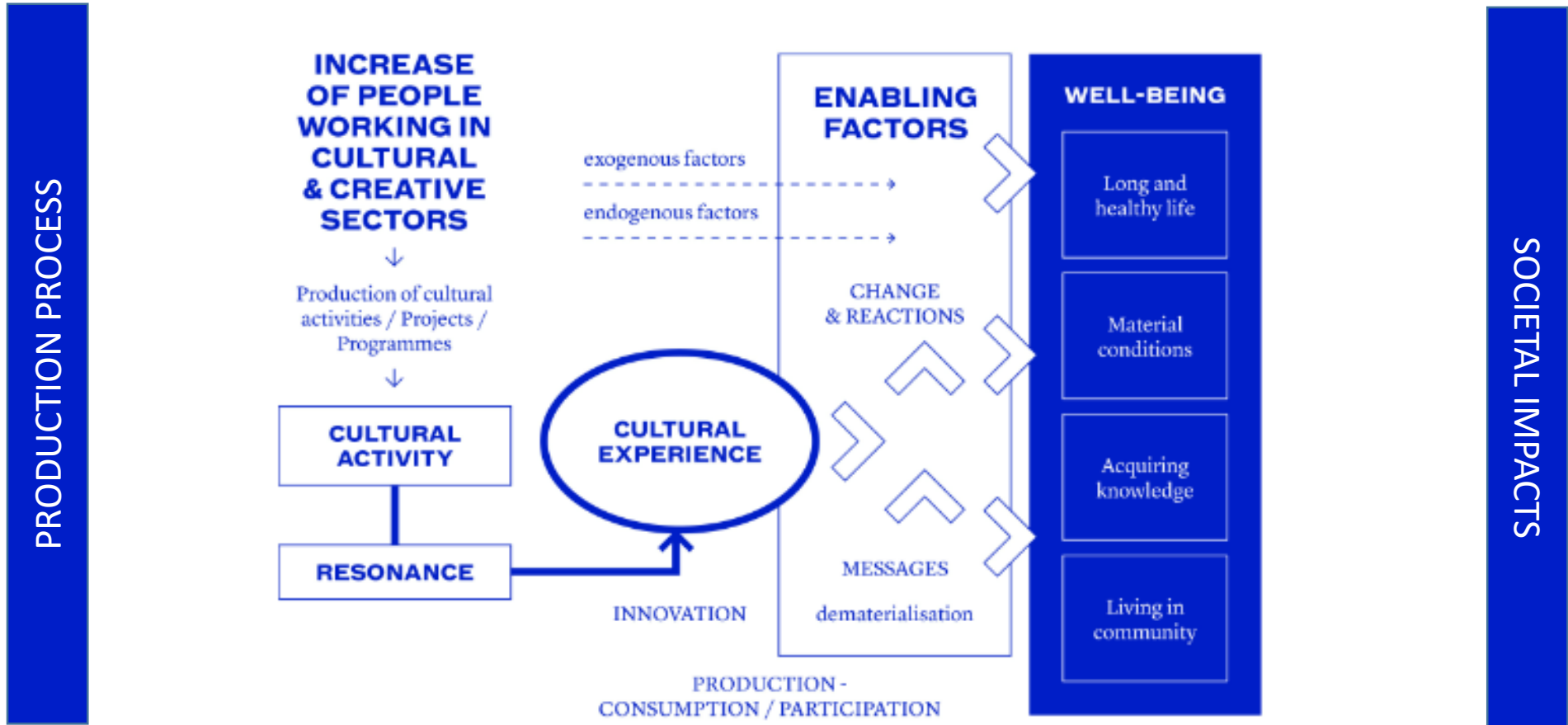
Unpacking the box...



7 Conceptual and theoretical development. Knowledge contribution+ SICCRED

TRANSFORMATIVE PROCESS

The macro level



Unpacking the box

7 Conceptual and theoretical



CCRED

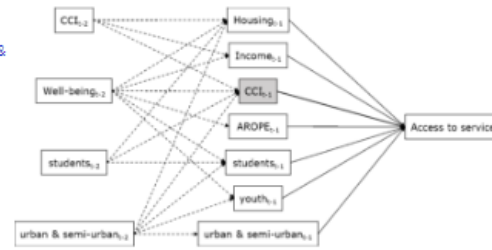
The macro level

PRODUCTION PROCESS

SOCIETAL IMPACTS

SPECIFICATION OF THE MODEL

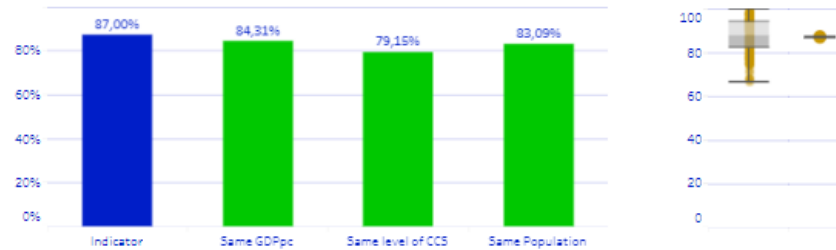
$$Access\ to\ services_{i,t} = f(CCI_{i,t-1}, Housing_{i,t-1}, Income_{i,t-1}, urban\ \&\ semiurban_{i,t-1}, students_{i,t-1}, youth_{i,t-1}, AROPE_{i,t-1}) + \epsilon_{i,t}$$



The robustness of this model, although statistically significant, is **LOW**

Goodness of fit
Mean FPrad: 1,06*
Diff. FPrad: 1,43***

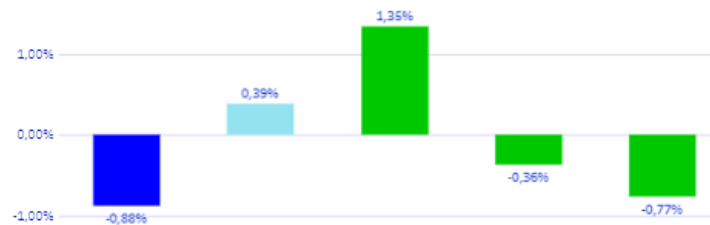
The reliability of the estimate depends on the effect of the CCS being significant, the two goodness-of-fit measures being significant, and the 'Mean FPrad' being close to 1 (between 0.8 and 1.2 can be considered optimal values).



IMPACT

What will be the impact of a one percentage point increase in CCS employment on the sense of community indicator?

This means going from the current 1,44% to 2,44% of total workers.
The impact will be a decrease of -0,88% of households with broadband access, and that are with data of 2019 more or less -2.587 households less with broadband access.



WELL-BEING

Long and healthy life

Material conditions

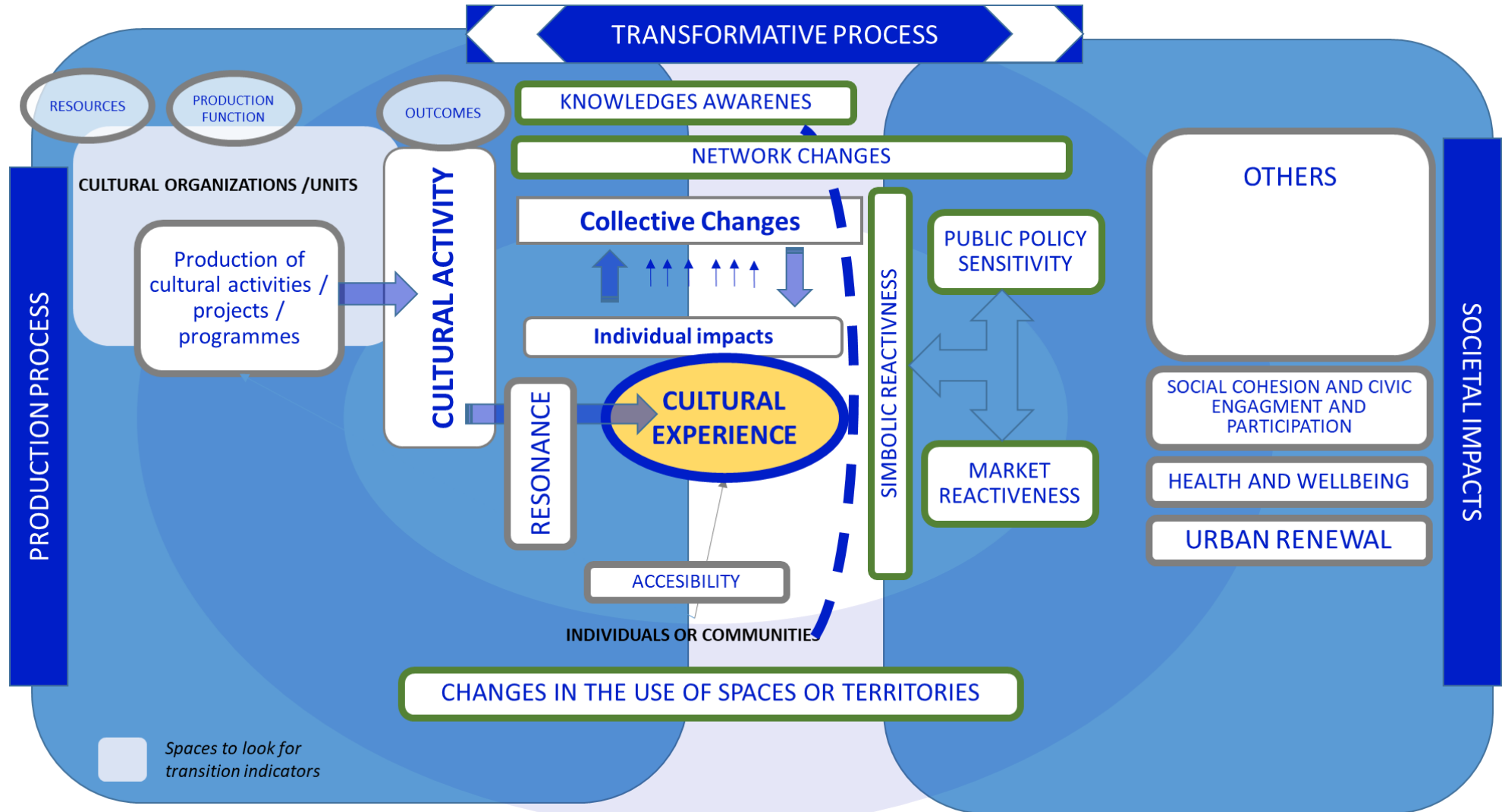
Acquiring knowledge

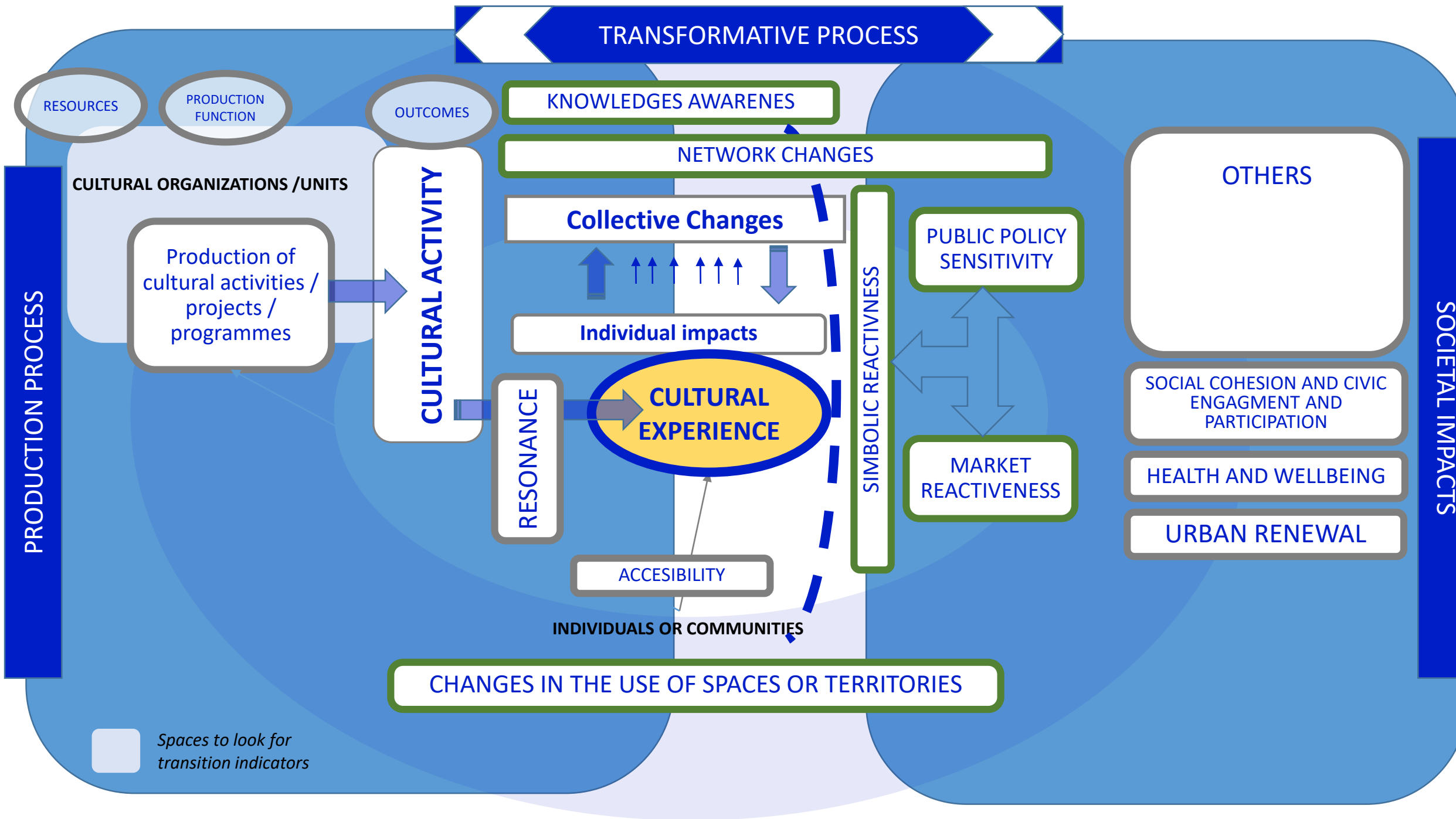
Living in community

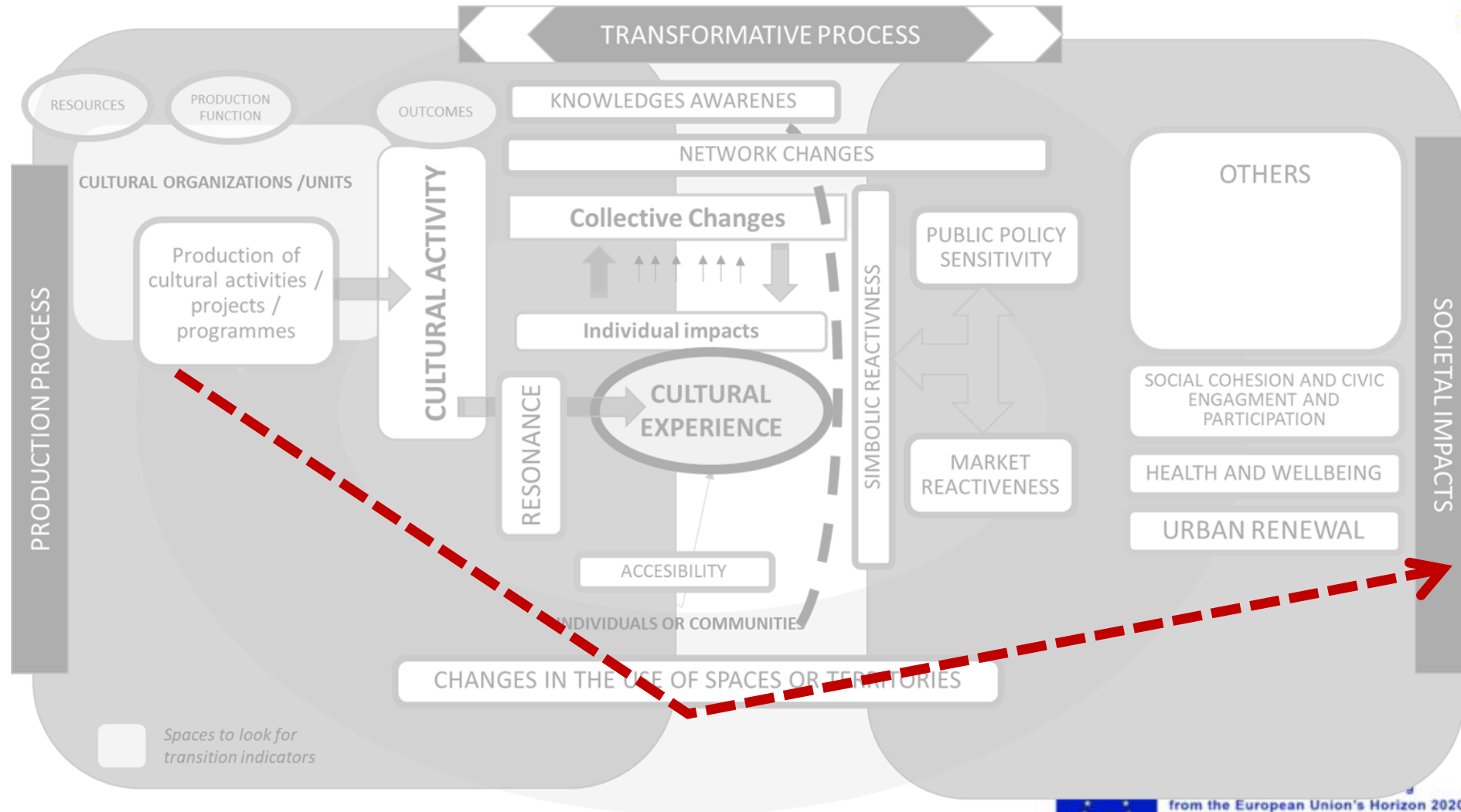
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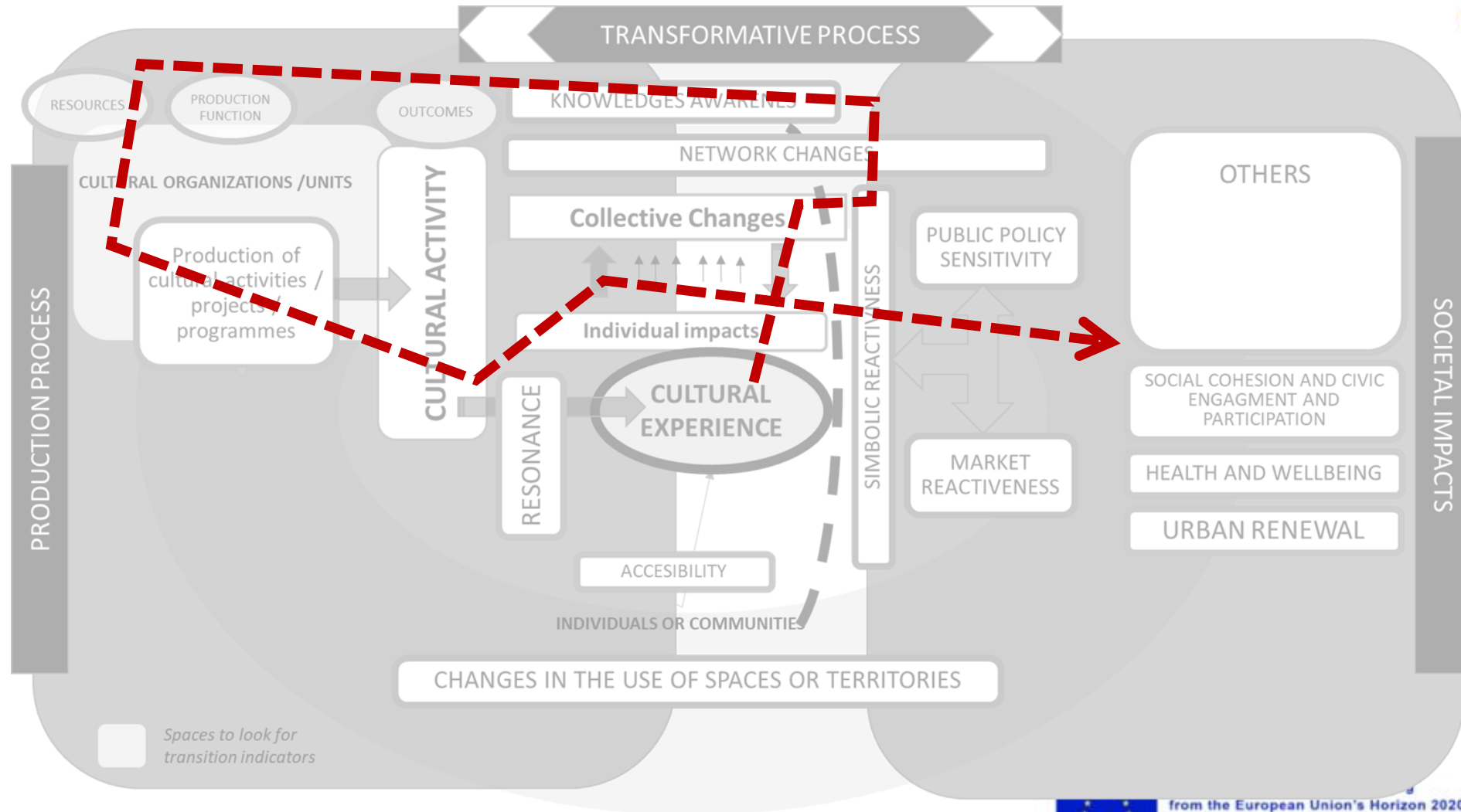
8

Conceptual and theoretical development. The Convergent Model









TRANSFORMATIVE PROCESS

MESOC Serapeum | Where cultur x +

mesoc-serapeum.eu/index.php#home

MESOC Serapeum

Home Description Search Analysis Transition variables Indicators Mesoc taxonomy Tools About project

MESOC SERAPEUM

Place where **Artificial Intelligence** meets **CULTURE**

AI analysis of scientific papers regarding impact of culture

About

PRODUCTION PROCESS

SOCIETAL IMPACTS

CHANGES IN THE USE OF SPACES OR TERRITORIES

Spaces to look for transition indicators

RESOURCES

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WELLBEING

RENEWAL

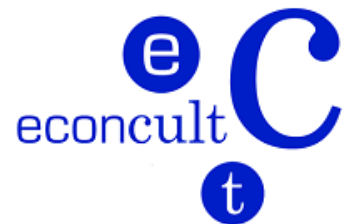
What have we learnt?

- **We have a model;** The Convergent Model
- We know that **different pathways for generating impacts** are possible.
- We need different visions, methodologies, to address the different micro, meso or macro scales. And is possible with more or less difficulties to find indicators to measure the ***transition signals***. Its feasible to develop urban indicators to measure the social cohesion derived from cultural activities
- We know that although we are talking about a general conceptual model, the model is **modulated** to a large extent by the variables **of the specific context** in which it is played out.
- Yes, there are social impacts at all levels and MESOC has developed several methodologies to and we are testing methods to measure them.

PARTNERS



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WORLD CRUNCH



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Any questions?