

# MESOC Final Conference

9th - 10th March, 2023

# 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

*G. Concilio, I. Bianchi, DASTU Politecnico di Milano*

# Insights from MESOC City Pilots

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- 1. MESOC Pilot approach and activities**
- 2. Factors enabling social-value generation**
- 3. Towards indicators**



**MESOC Pilot  
approach and  
activities**



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# Pilot activities in the MESOC framework | 1



1. Conceptual Framework for exploration of impact generation mechanisms and the identification of indicators ( → see Convergence Model)

2. Testing/contributing to the conceptual and evaluation models through research activities in 11 Pilot cities

- Collection of cultural initiatives
- Shared reflection on impact generation mechanisms
- Identification of key enabling factors and indicators

3. Development of an AI based online service (named the MESOC Toolkit) to be used by both researchers and practitioners (policy makers and cultural operators) to measure the societal value and impacts of cultural policies and practices.

CITY	Theme
1.Athens (EL)	People's engagement and participation
2.Cluj-Napoca (RO)	Health and well-being
3.Rijeka (HR)	Urban and territorial renovation
4.Barcelona (ES)	People's engagement and participation
5.Gent (BE)	People's engagement and participation
6.Milano (IT)	Urban and territorial renovation
7.Issy-Les-Moulineaux (FR)	Urban and territorial renovation
8.Turku (FI)	Health and well-being
9.Valencia (ES)	Health and well-being
10. Jerez de la Frontera	Urban regeneration
11. Lublin	Test of MESOC's toolkit



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# Pilot activities in the MESOC framework | 2



Evaluation model  
| MESOC Indicators

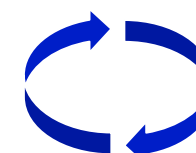
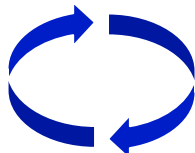
MACRO-LEVEL

MESO-LEVEL  
Perspectives from cities  
and cultural operators  
(UB)

MICRO-LEVEL

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Convergence model  
| MESOC Concept

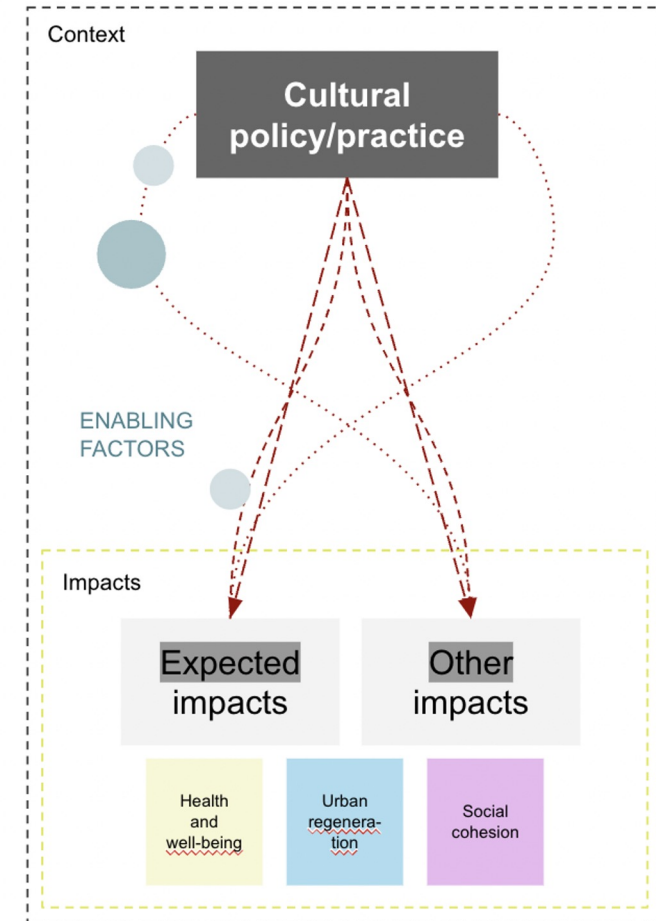


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# Pilot activities objectives

Pilot activities worked in 11 European cities, to:

- Detect **enabling factors** that affect the capacity of cultural policies and initiatives to generate social value in 3 impact domains (Health and Well-Being, Urban Regeneration, Social Cohesion).
- Work on a meso-level of analysis towards the identification of **indicators** capable of measuring the social value of culture.



# Pilot activities approach

## STARTING POINT – cultural policies and practices

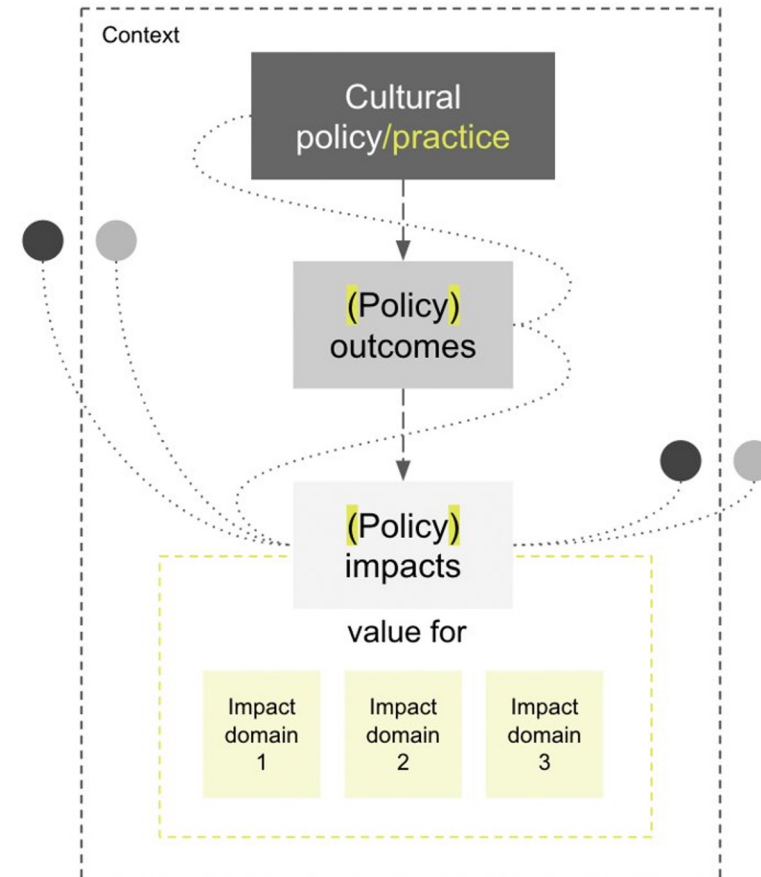
- \* different degrees of formalisation
- \* different cultural domains (see EuSSNET classification)

## POINT OF ARRIVAL - social impacts

- \* Policy medium and long-term effects
- \* Unexpected policy results (*positive and negative*)
- \* Spillover effects, trade-off (*positive and negative*)

## CHALLENGES

- \* complexity / non-linearity
- \* multiple social impact determinants
- \* assessment of non-tangible impacts
- \* context-specificity





# Pilot cities guiding questions



**1. What factors affect the capacity of cultural interventions to produce social impacts at the city level in the three MESOC impact domains?**

**2. How can we capture them?**



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# Pilots activities

**Pilots'  
kick-off**

**Case-studies analysis**

Key associated impacts

2020

First hypothesis on enabling factors facilitating social impacts

**International  
Workshop**

2021

2022

**Policy Dialogues  
with experts and  
practitioners**

- > identification of most recurrent enabling factors across the City Pilots
- > identificazione di categorie di enabling factors (+ alignment with CM)
- > identification of a set of indicators

# Pilot activities | Analysis of cultural initiatives

Pilots' kick-off

## Case-studies analysis

Collection of 35 cultural policies and practices from Pilot Cities

**AIM:** validation and alignment of transition variable concept and definition

2020

1. Heritage
2. Archives
3. Libraries
4. Book and press
5. Visual arts
6. Performing arts
7. Audiovisuals and Multimedia
8. Architecture
9. Advertising
10. Art crafts

### Health and well-being

1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3

### Urban Regeneration

1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3

### Citizens' engagement and social cohesion

1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3
1	2	3	1	2	3

### CLUJ-NAPOCA

- 1 Unspeakable
  - 2 Tablo
  - 3 Inner Space
- ### VALENCIA
- 1 Caixa dels Records
  - 2 Museus per la Salut
  - 3 Ocio Inclusivo y Sensibilización

### MILAN

- 1 Il Pertini
  - 2 Cascina Martesana
  - 3 Caravanseray
- ### ISSY-LES-MOULINEAUX
- 1 Le Temps des Cerises
  - 2 Musée Français de la Carte à Jouer
  - 3 Espace Andrée Chedid

### ATHENS

- 1 Culture in the Neighborhoods
- 2 Athens Gardens Festival
- 3 Athens escape route

### BARCELONA

- 1 Apropa cultura
- 2 En Palabras
- 3 Xamfrà



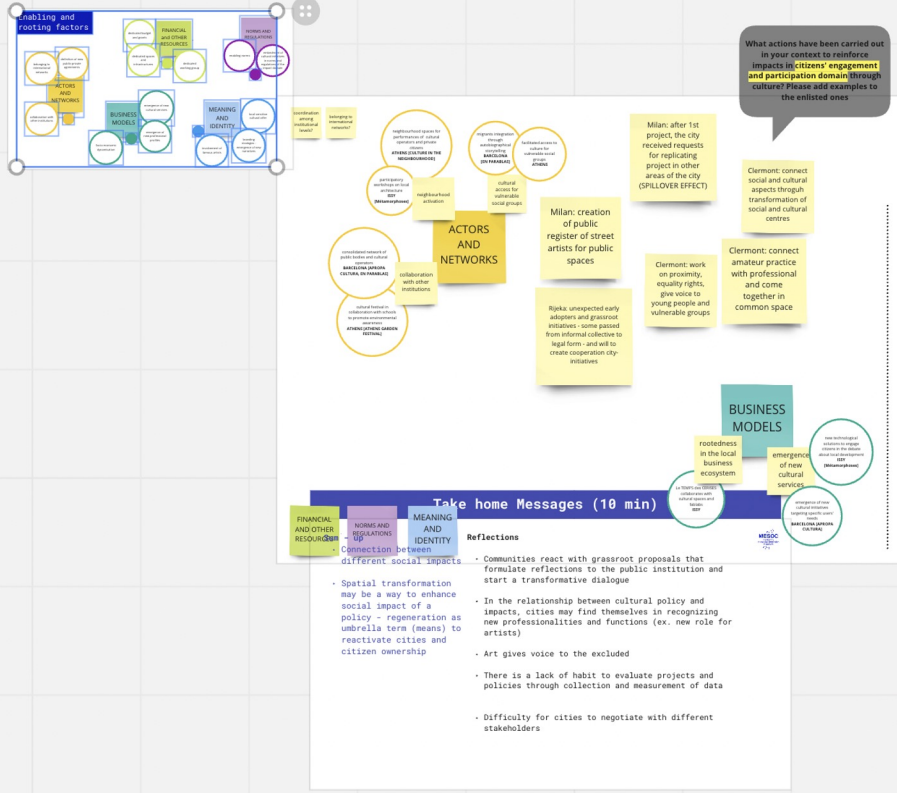
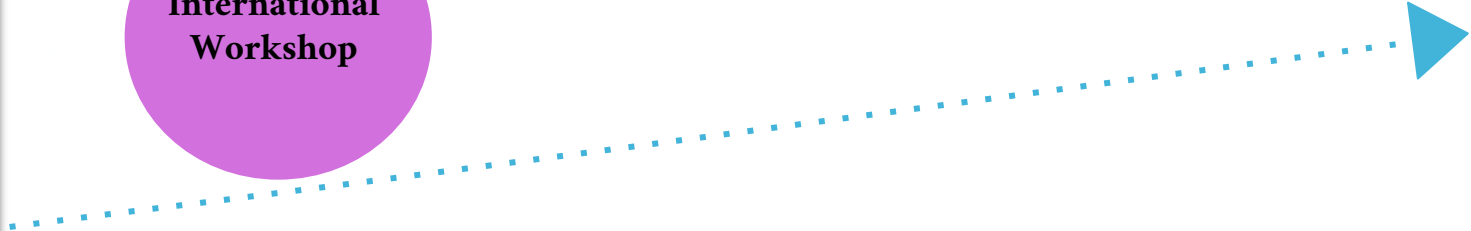
# Pilot activities | International Workshop & Focus groups

Pilots' kick-off

78 participants from 8 Countries, 19 Cities

2021

International Workshop



- AIM:**
- Share experiences
  - Establish policy dialogues
  - Identify and discuss enabling factors and indicators

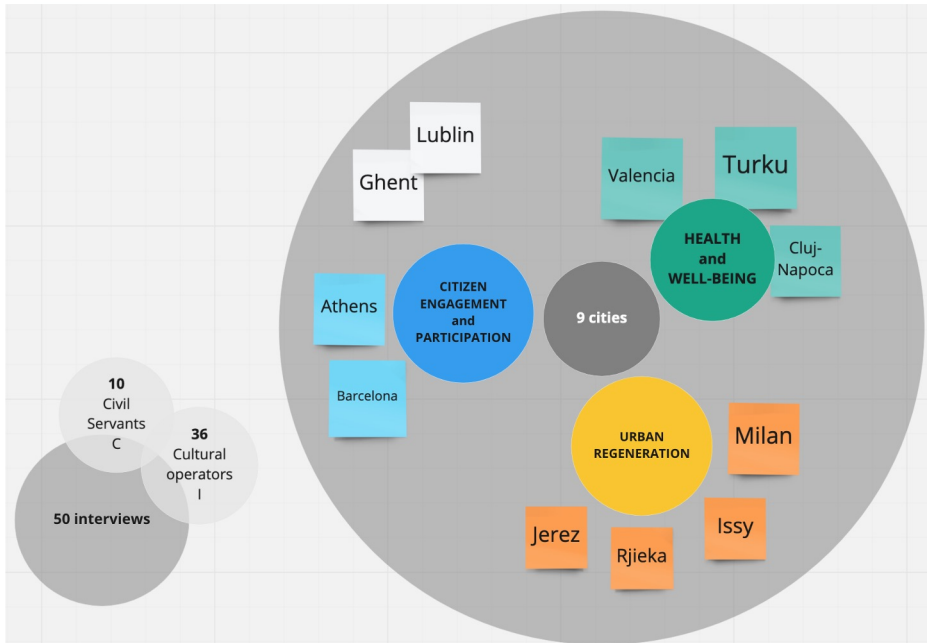


# Pilot activities | Policy dialogues

Pilots' kick-off



2020



Policy Dialogues with experts and practitioners

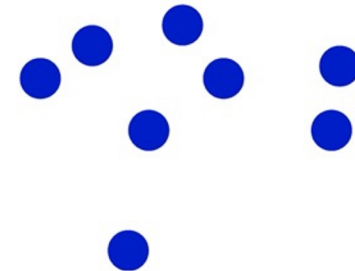
- > Identification of **most recurrent enabling factors** across the City Pilots
- > **Generalization** through proximity and similarity across recurrent semantics and described situations.
- > Alignment with the “**comprehensive enabling factors**” as defined in the **Convergence Model**.
- > **Identification of a set of indicators**

## Factors enabling social value generation

1. What factors affect the capacity of cultural interventions to produce social impacts at the city level in the three MESOC impact domains?



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# Final clusters of enabling factors (aligned with the dimensions of the convergence model)



**Network  
Changes**

**Market  
Responsiveness**

**Learning  
awareness**

**CROSS-CUTTING**  
**Spatial  
intelligence**

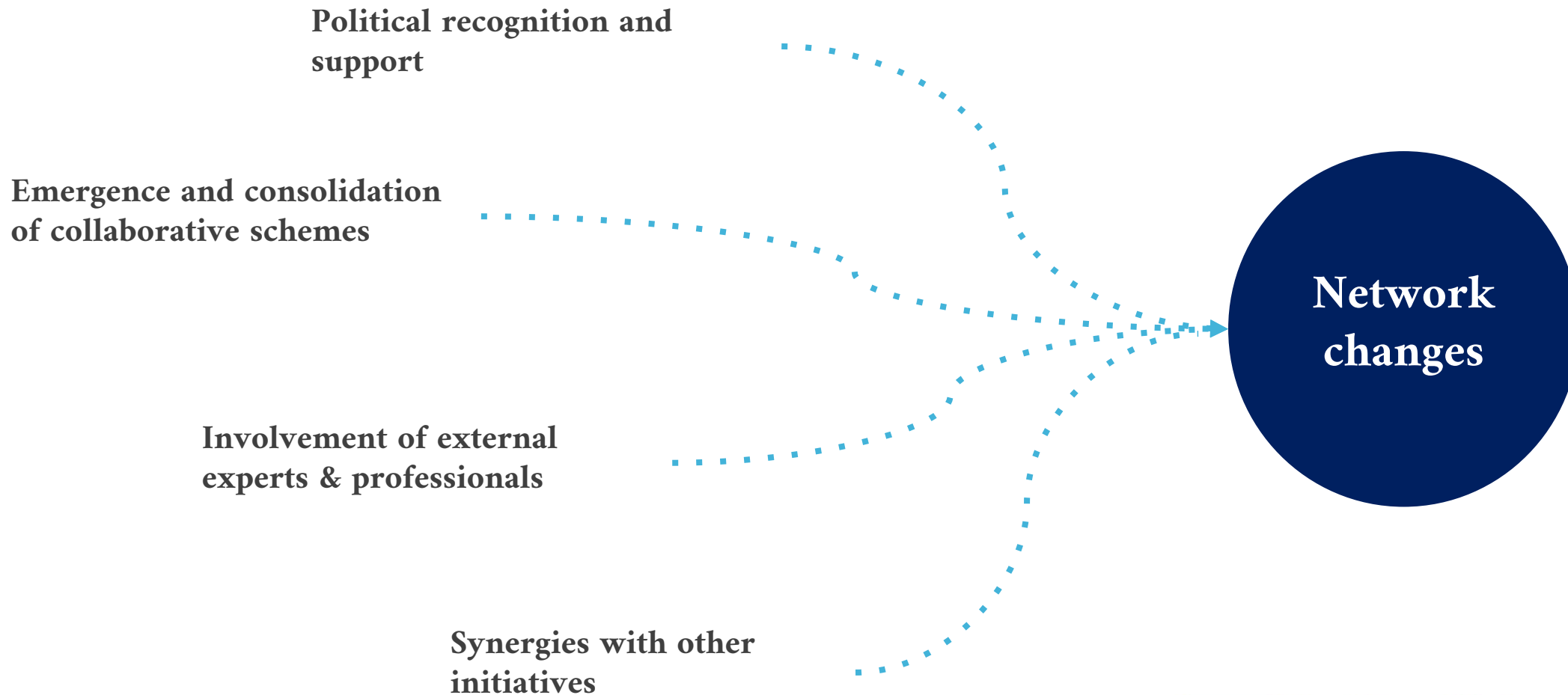
**Public  
policy  
sensitivity**

**Symbolic  
reactiveness**



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**1. What factors affect the capacity of cultural interventions to produce social impacts at the city level in the three MESOC impact domains?**



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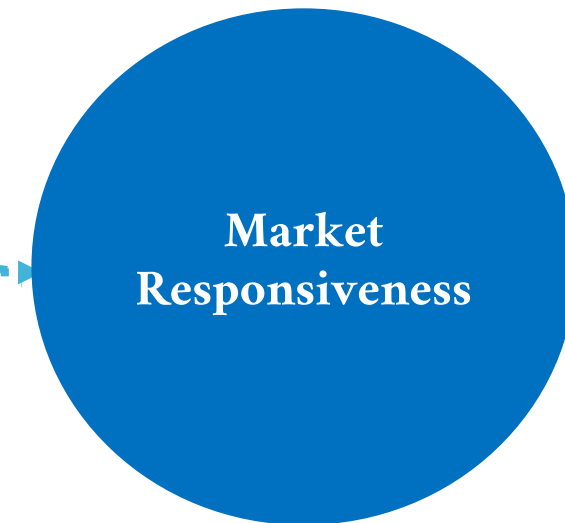
**1. What factors affect the capacity of cultural interventions to produce social impacts at the city level in the three MESOC impact domains?**



Access to / Mobilisation of financial resources

Access to / Activation of spaces and infrastructures

Dedicated human resources

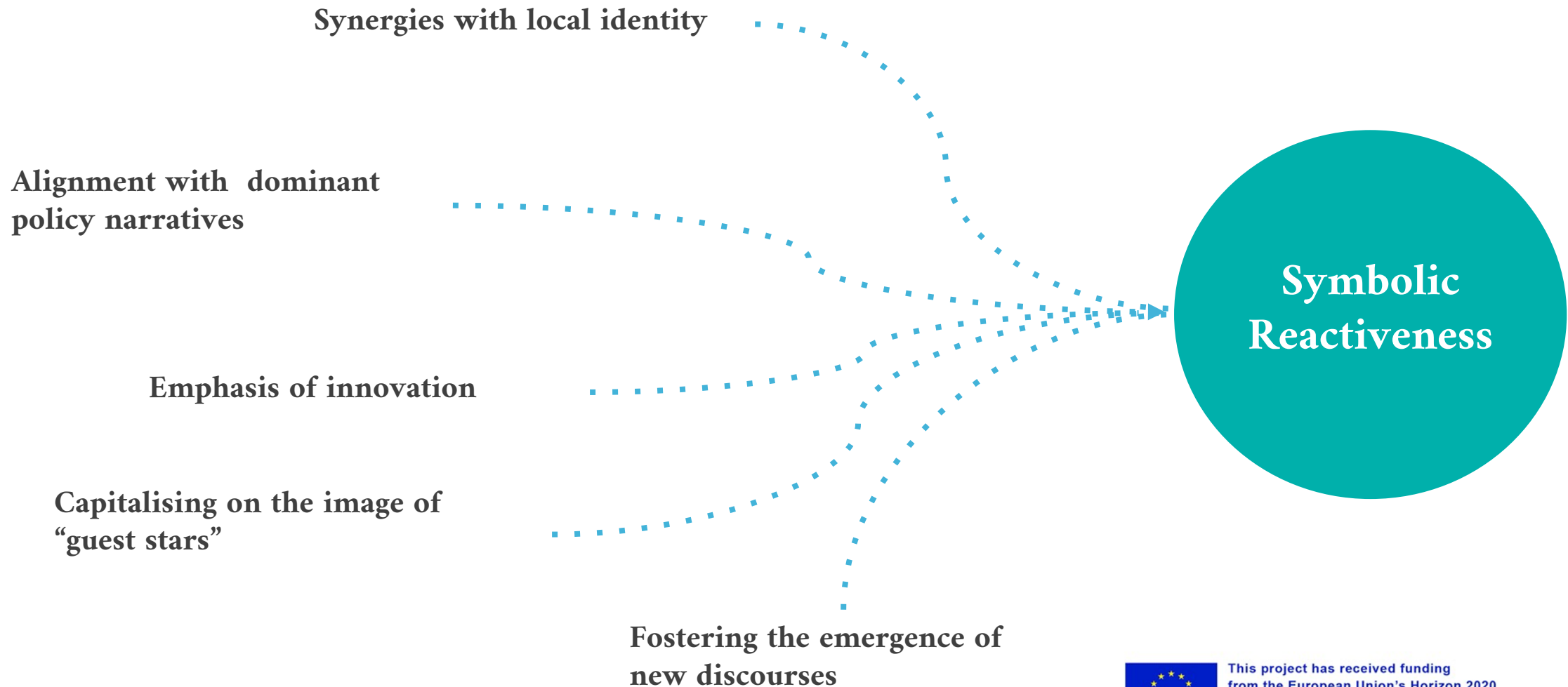


At the city level: resources & infrastructures



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**1. What factors affect the capacity of cultural interventions to produce social impacts at the city level in the three MESOC impact domains?**



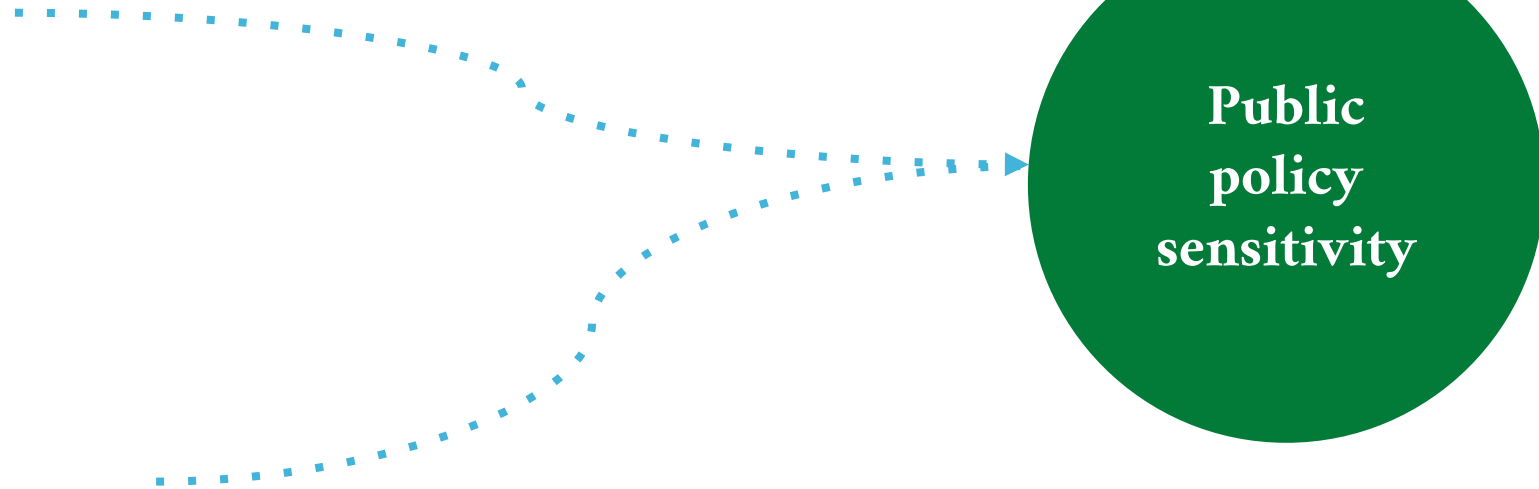
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**1. What factors affect the capacity of cultural interventions to produce social impacts at the city level in the three MESOC impact domains?**



**Sensitiveness towards culture-generated social impacts**  
| cultural actions can build on existing rules and norms

**Openness and proneness to change**  
| cultural actions can contribute to modify existing rules and norms



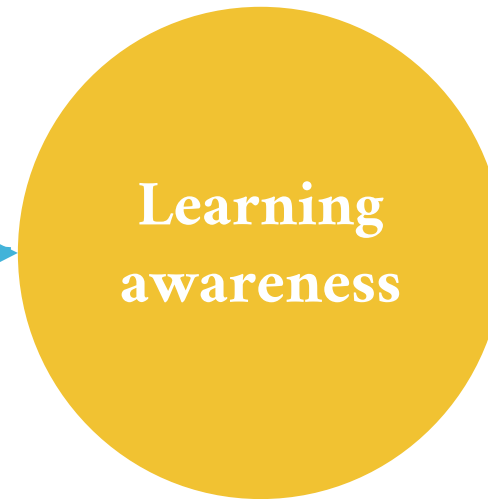
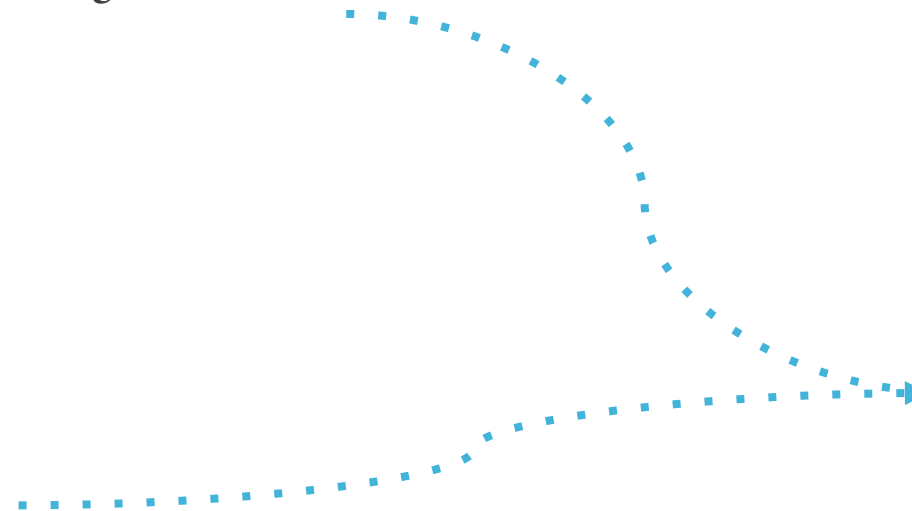
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**1. What factors affect the capacity of cultural interventions to produce social impacts at the city level in the three MESOC impact domains?**



**Building on existing skills and expertise**

**Focus on awareness and capacity building**



**At the city level: knowledge and abilities**



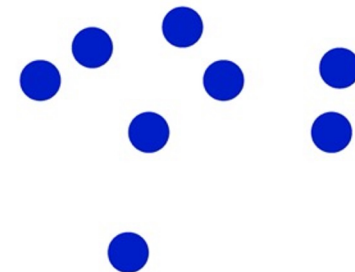
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## Towards the indicators

### 2. How can we capture them?



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# Indicators at the meso-level: a city perspective



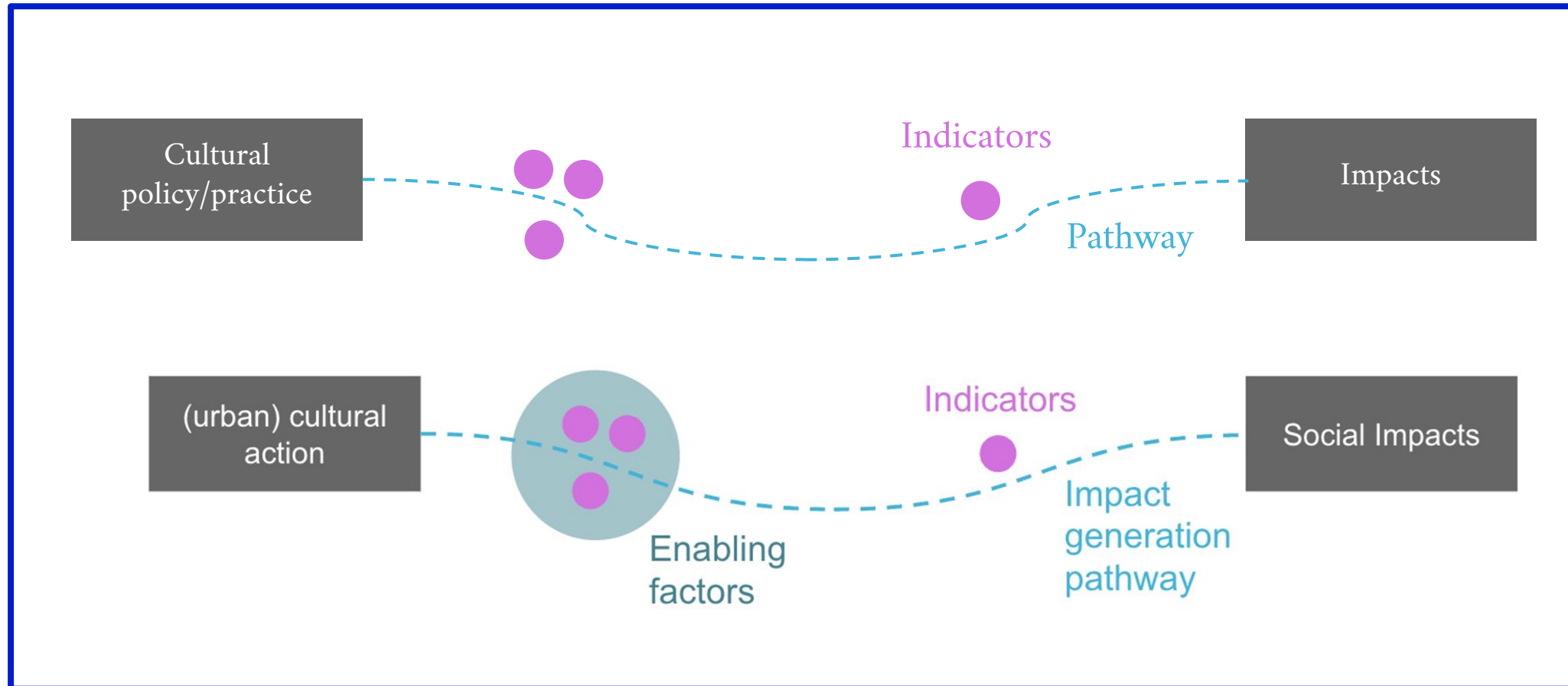
Evaluation model  
| MESOC Indicators

MACRO-LEVEL

MESO-LEVEL

Perspectives from cities  
and cultural operators  
(UB) →

MICRO-LEVEL



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# Help us in the validation!

## A short survey is coming soon



### PUBLIC POLICY SENSITIVITY - Allocation of public resources to the cultural sector

**MESOC's Statement:** *Changes in rules, regulations, and public policies signal the degree to which regulatory structures actively support the pursuit of social impact.*

Thinking about your city, can you identify rules and/or regulations changes in the last 3 years that explicitly facilitate or enable the achievement of social impacts on [civic engagement, urban renewal, health and well-being] through cultural programs or projects?

- None
- Yes, some changes, but only marginally.
- Yes, rules or regulations have appeared more than occasionally promoting or facilitating social impact through cultural projects or programmes
- A very significant part of the new normative and regulatory development facilitates or promotes social impact through cultural projects or programmes
- Yes, most of the new normative and regulatory development facilitates or promotes social impact through cultural projects or programmes

**How would you rate the following indicator in terms of its adequacy in describing public policy sensitivity towards culture-led social impact in your city?**

Indicator 3

	Absolutely appropriate	Appropriate	Neutral	Inappropriate	Absolutely inappropriate
Total amount of the municipal budget yearly allocated to cultural initiatives targeting social impact generation on Total amount of municipal budget (per year)	○	○	○	○	○

# MESOC

**THANK YOU**



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