Value –based Approach: assessing spillovers of Rotterdam Unlimited Festival

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CREARE Foundation/Erasmus University

CCS research project: ”Innovative evaluation methods of CCI spillovers”

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Value-based Approach: history

- 7 years of history. Initiated by a group of cultural economists, led by prof. Klamer
- Pilot applications in Dutch context since 2012
  - Performing Arts Fund (on organizational level)
  - Rotterdam Unlimited (on event level)
- Pilot Implementation in international context since 2013
  - Giovani Investimenti (education sector)
  - Costruire Belezza (cross-fertilization between design, education and social sectors)
  - Piemonte Regional government/ Association for the Development of Evaluation and Public Policy Analysis (ASVAPP) - DG Employment, Social Affairs and Inclusion
- School Value of Culture
Value-based Approach and cultural change: theoretical considerations

• Qualitative method to assess changes in values: the roles of values.
• Interdependence of various stakeholders.
• The creation of a context takes a “deliberate valorization” – a process of development, enhancement and strengthening of certain values Klamer (2003).
• Cultural valorization realises in two steps (Klamer, 2016):
  (1) awareness and articulation of the goods/values we are striving for
  (2) persuading the others/ create a process of appraisal (Hutter 20015).
    – Involvement of different stakeholders
    – experiencing, negotiating and balancing conflicting values
**Value-based Approach:**

<table>
<thead>
<tr>
<th>Economic</th>
<th>Social</th>
</tr>
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<tbody>
<tr>
<td>Creativity</td>
<td>Creativity</td>
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<tr>
<td>Craftsmanship</td>
<td>Craftsmanship</td>
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<tr>
<td>Excellency</td>
<td>Excellency</td>
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<tr>
<td>Optimism</td>
<td>Optimism</td>
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<tr>
<td>Flourishing</td>
<td>Flourishing</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Cultural</th>
<th>Societal</th>
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<tbody>
<tr>
<td>Education</td>
<td>Education</td>
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<tr>
<td>Justice</td>
<td>Justice</td>
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<tr>
<td>Cohesion</td>
<td>Cohesion</td>
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<tr>
<td>Solidarity</td>
<td>Solidarity</td>
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<tr>
<td>Civilization</td>
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<table>
<thead>
<tr>
<th>Cultural</th>
<th>Transcendental</th>
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<tbody>
<tr>
<td>Beauty</td>
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<td>Love</td>
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<td>Grace</td>
<td>Grace</td>
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<tr>
<td>Redemption</td>
<td>Redemption</td>
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<tr>
<td>Freedom</td>
<td>Freedom</td>
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</tbody>
</table>

*Culture creates values*
Date: 26-30 July 2016.

Performing arts: music, dance, film and poetry

Audience: annually 700,000-900,000 visitors

Funding: predominantly public (municipality & cultural foundations)
Venues:
different settings indoor and outdoor
Venues:
different settings indoor and outdoor
Cultural diversity
(Inter)national audience
Diverse genres
Upcoming/well-known artists

Social cohesion
Togetherness
Solidarity
Intergenerational relations
Knowledge and network spillovers: a case study of Rotterdam Unlimited Festival

Hypothesis 1 (social values)

The (systematic) engagement with culture-led creative activities facilitates the generation of new type of social interaction in a group and new working methods.

Knowledge spillovers (increasing visibility, tolerance and engagement among different groups of the community).

Changes in economic, social, cultural values

Hypothesis 2 (societal values)

Experiencing and practicing culture-led creativity translates into new practices of social collaborations and social cohesion in a community,

Network spillovers (building social cohesion in a community).
Preliminary Findings

Nationality

Nederlands

iets, naamlijc

Family origin

Other western

Dutch/Ethnic

Different ethnicity

Dutch

0 10 20 30 40 50 60 70 80

0 10 20 30 40 50 60
Cultural and creative spillovers in Europe research stage 2 and beyond
Cultural and creative spillovers in Europe research stage 2 and beyond

![Bar chart](chart.png)

- **Personal Values**
- **Belonging**
- **Mutual acceptance**
- **Mutual respect**
- **Sharing among people with different background**

1. Belonging: Low
2. Mutual acceptance: Low
3. Mutual respect: Low
4. Sharing among people with different background: Low
Cultural and creative spillovers in Europe research stage 2 and beyond

APPRECIATION OF AUDIENCE DIVERSITY (EXPECTED/EXPERIENCED)

- Fun with friends
- Multicultural communication
- Intergenerational communication
- Communication among diverse social groups

EXPECTED vs EXPERIENCED
Cultural and creative spillovers in Europe research stage 2 and beyond

APPRECIATION OF PROGRAM DIVERSITY (EXPECTED/EXPERIENCED)

- Broad range of art forms
- Genres
- Culturally and ethnically diverse art
- Artists from different generations
- Emerging and well-known artists

Expected vs. Experienced
Cultural and creative spillovers in Europe research stage 2 and beyond

SOCIAL/SOCIETAL VALUES

SHARING
SOLIDARITY
BELONGING

EXPECTED
EXPERIENCED
Cultural and creative spillovers in Europe research stage 2 and beyond

SOCIAL COHESION / ARTISTIC DIVERSITY (PERCEIVED)

- RU contributes to the diversity of the cultural (artistic) offers within the city of Rotterdam
- RU contributes to the social cohesion within the city of Rotterdam
Evaluation challenges

- Set of proxies/indicators;
- Assessing in long term vs short term;
- New data collection and analysis - time consuming process;
- Needs context interpretations;
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