INTRODUCTION

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BRUSSELS

SMART CULTURE
MID-TERM
CONFERENCE

# NEW TIMES FOR SMARTCULTURES ?

**A VISION OF DEVELOPMENT BASED ON THE PERSON EMPOWERMENT**
**A MID TERM REVIEW TO SHARE OUR IDEAS AND EXPERIENCES !**

Let's be "smart" to think differently the links between:
Culture Economy Heritage Technology Research Industries

- *What happens when the cultural approach puts* human capital *at the* core *of development and markets spaces ?*

- *What if* new technologies *could foster a* sense of citizenship *and* regenerate social innovations *?*

- *What if* cultural heritages *were* dynamic, evolving and personal *?*

SmartCulture Conference inaugurates the project's second phase: from observation to sharing, from analysis to capacities activation, from regional to European strategy, from implementation to internationalization. **NOW IS THE TIME TO SPEAK AND SHARE VISIONS !**

**TOWARDS A "SMART" EUROPE ?**

The construction of Europe is today at a turning point and we need to be "SMART"! We need intelligence and good efficiency to answer the series of damages and connected consequences generated by the crisis. We need SMART initiatives also to activate our potentials in order to face endogenous and exogenous inescapable issues. We need to observe and evaluate our practices and we cannot afford wastage neither in terms of natural impact, than in cultural and social dignity, or in economic systems. This is required to build collectively a new positive agenda in which European citizens may be able to recognize themselves, participate actively and contribute to a knowledge-based culture. Reinforced by the digital age, these dimensions are indeed even more challenging and necessary to take into account. In the context of globalization, interdependences between people and countries are stronger and complex issues to tackle in our frames of development. But it represents above all the opportunities of creating new forms of interactions, partnerships and cooperation. Considering the human person's empowerment and capabilities, at the center of these development issues, the concepts of "learning territories" from a cultural based approach, can be seen as territories opened to transformations, building new kind of synergies between people, public authorities and private actors.

**CULTURE : A SMART INVESTMENT.**

Culture "*includes values, beliefs, convictions, language, knowledge and the arts, traditions, institutions and ways of life in which a person or a group express their humanity and the meaning it gives to its existence and its development[1]*". This confirms the founding values of the **European Treaty** through which States have agreed that "*the Union is founded on the values of respect for human dignity, freedom, democracy, equality, the rule of law and respect for human rights* ". The Article 6 of the Treaty also refers to the **Charter of Fundamental Rights of the EU** which states that "*human dignity is inviolable*"[2]. Finally, in line with the **Universal Declaration on Cultural Diversity** of 2001 and the **Convention on the Safeguarding of Intangible Cultural Heritage** of 2003, approved by the EU and its Member-States, Culture is considered as the central thread in the path towards sustainability.

This enhanced and person-centered definition of culture marked a policy shift in considering development and sustainability from a cultural-based approach. While cultural diversity was seen as an obstacle to development, to modernity and therefore to progress, science and democracy, it is now understood as a 'resource' for each of these areas. Comparable to an ecosystem, the cultural-system is understood as a cross-dimension embodying an essential leverage for people and communities to connect themselves with, and organize, their diverse societal resources. Indeed one could say that cultural values are 'bonding-values', 'connecting capacities' (i.e capacities to build capacities), from which people rely themselves with meanings, knowledge, and can conversely integrate these ones back across the multiple dimensions of human life. Basis for the individuals' processes of identification, as much as learning/empowerment, or socialization (relationships, freedoms, responsibilities) and emancipation, cultural issues are therefore directly related to those of education, training, employment, participation in cultural life. To sum it up, a cultural-based and person-centered approach of development embodies **an investment policy** :

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[1] Article 2, *Cultural Rights*, Fribourg Declaration, 2007
[2] Article 2

- Investment in territories' capacities of creation, of common-action and of resilience.
- Investment, more generally, based on and addressed to the human persons.

"*Because our cultures influence our values and our vision of wealth, our approach to social issues or the economy, relative to the nature and governance, this underlies different forms that can take our creativity, our ability to let go or not to invent a collective peaceful future.*[3] "

## CULTURAL HERITAGE : A SMART CAPITAL

Considering culture as a crucial space to ensure human dignities which are irreducible to the individual, this nevertheless remain inconceivable without any modes of filiation and transmission: schools, communities, media, museums, shops and businesses... This is why, cultural heritage in particular is necessary for the identification process, for communication and for creative capacities of individuals and communities. In this framework, a key for development lies on the right to heritage. Cultural heritage more precisely can be defined as a set of resources (knowledge, references, works/artefacts, objects or products, institutions, everyday practices or lifestyles ) with multiple dimensions (physical and spiritual, economic and social) which unity must be respected as these are inherited and estimated or evaluated as meaningful by people or communities. Cultural heritage therefore stands for the "cultural capital" of people because it gathers a set of complementary knowledge (incorporated, embodied, objectified, institutional) which are source of empowerment enabling both cultural wealth **transmission** and **development** :

- **Transmission:** *A "capital" is a temporal bridge between a past and a future that is preparing to present*. This allows a healthy distancing from the present, promoting critical look at conflicts from the past and the pursuit of excellence through the ages ;

- **Development**. Cultural capital consists in various types of knowledge distinguished by their time or production sites ; responding to each ones by contrast or complementarity as it promotes interaction and synergy.

Supporting heritage priority in this way : cultural resources must be identified, created, preserved,  shared, transformed, exchanged and evaluated. Guidance on their access and sustainability must also be provided to ensure a social return on investment and robust system for their continued support and relevance at the heart of a society. Last but not least, intersubjective relations and cultural interactions are not to be forgotten but on the contrary, valuated and enhanced, to foster people as practitioners of their culture and heritages.

## SMART NEW GOVERNANCES

In this context it appears that to guarantee and ensure responsibility for the effectiveness of these cultural priorities, such as the right to heritage; it is not enough merely the simple duality between state and civil society. In terms of democratic governance, better synergy between competencies should be found to implement the capabilities and specificities of each stakeholders to make their input into this cultural-based approach of development, contributing to the richness of territories, through its assets of diversity. For this, a tripartite approach is recommended linking up interactions between :

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[3] Hélène Combe, in « **Les questions humaines et culturelles au cœur du développement durable** ». (*Human and Cultural questions at the heart of the sustainable development)* Article published in SOSTENUTO (INTERREG IV B) final publication.

- **Public bodies** which are not only states, but also their infra -, inter - and supranational institutions;

- **Private companies** whose responsibilities to society are significant and varied , not only companies producing goods and services called cultural, but all of them, as their products interfere (or even participate) with cultural life (especially the tourism-related businesses) ;

- **Civil persons**, including non-governmental (NGOs) and other non-profit organizations

   "*Responsibility is about tracing paths between these scales ; so that it can flows from one level to another.* "

Cultural heritages' actual recipients  (subjects of rights)  are always people, alone or together through communities, through organizations, institutions and various structures to which they participate. Finally, if the involvement of all stakeholders is an unconditional step to create wealth from cultural diversity.... we should nevertheless formulate properly this issue: **diversity is a condition of complexity, whose political aim is human wealth**.

## CULTURAL WEALTH : SMART ECONOMY AS COMMON SPACE ?

 "*The problem is to identify the place of culture in the neutrality of the state and the market. To do this, it is appropriate to (…) collect dialogues in the respect of cultural diversity. It deals with undoing any political or economic logic that would institutes itself "beyond culture" or reduce it only to exceptions*"

As a product of a society, economy cannot be considered as an automated domain, disconnected from other areas such as political, social or even environmental ones. Laws and regulations, contracts, trading rules, agreements values, deciding on what can or should be sold or not : all this is both cultural and political. The real economy besides, is a plural and multidimensional economy nesting a variety of areas from private sector, public and solidarity economy ; market economy, non-market and non-monetary economy. Contrary to appearances, these areas must be interacting to boost and regulate each other.

In this context, keystone of "Smart economy" is about viewing markets as commons integrated into public spaces and societies (authenticated by these processes), achieving cultural wealth and diversity. The balance of the system of production and exchange can indeed be achieved only through: first preserving diversity and respecting its connected objectives of dignity (human, cultural, social and ecological dignities) ; second, answering the complexity and flexibility of market interrelations.  Therefore, Smart Economy based on cultural approach, are qualified  as such regarding its impacts on cultural resources and making effective cultural rights (e.g goods related to food should address the right to an adequate food) as these are necessary to the identity of individuals and communities. Eventually, cultural identities, as much as economical activities, on a daily basis, are equally concerned by goods or experiences that include food, clothing, housing, tourism, working methods, than disk or film…. and all these are partially "common heritage of humanity" whose management must be democratic.

In a nutshell, this change of paradigm towards "Smart-cultures" ask to resolve at the same time the ambiguity regarding "economy" and "culture" definitions through an enlarged but person-centered vision of both concepts so that it can cover the entire social field and answer to human development. It is exactly what ICTs and digital innovations have reinforced through immerging public, private, cultural and economic spaces since the past 10 years in particular.

**SMARTLINKS :   TECHNOLOGICALY MEDIATED CULTURES ?**

New technologies, including digital, have been directly or indirectly active drivers of these changes. Whether because these new possibilities of creation, mediation and connections have emphasized the cultural potential, and way to interact, of people as much as businesses or public organizations ; or because these new abilities "technologically mediated" were raising issues regarding cultural rights, above all in the way to consider heritage.

While it is more and more recognized that interactive technologies can bring cultural heritages alive, personal and creative in new and engaging ways to a broader range of persons ; it simultaneously raises numerous questions, for instance regarding the ways of production, selections, recycling or concerning the types of material/equipment suitable for such presentations; and among many other, questions about approaches to the securing of heritages of digital artefacts and practices. This growing importance of specific technologies regarding Cultural Heritage or Digital Cultural Heritage (DCH) increases the necessity of closer relations between cultural agents, public institutions and private companies with the appropriate knowledge about digital possibilities with regards to cultural rights.

Beyond the specificities of the "tools", new (digital) technology can be seen as a cultural field in itself. Opening up new ways of perceiving intersubjectivity or the links between physical body and contents, ensuring crossroads between an increasing variety of knowledge for mutual enhancement, it contributes more specifically to the "triangulation issues of communication", namely : 1/information and adequate information, 2/access and training 3/participation-creation. As a territory with its borders, those of digital technologies also exist, but are *hyperfluids* : exciting and scary at the same time. All poles of cultural identity are challenged. Disciplines from technology to sciences also offer this risk. Each invites to redial the world tapping into a variety of contents from virtual, to image, sound, meaning, writing, etc... It engages us, through an enlarged but more centered way, into browsing and revisiting our reality considering differently our physical presence and interactions with the world. It offers above all, other ways and possibilities to relate with our heritages, building our future through SmartCultures diversities!

## SMARTCULTURE in short

SmartCulture emerged from this context. This 3 year project is focused on developing sustainable access and participation in cultural heritage through new technologies in a wide and diverse range of methods, application and processes. Funded by the European Union's **Seventh Framework Programme for Research and Technological Development – Capacities**, SmartCulture was approved by the European Commission under the theme **Regions of Knowledge** and launched in December 2012. Addressed to transnational cooperation between regional research-driven clusters, this programme aims at bringing together the knowledge and resources of 13 EU partners. They are drawn from 8 different EU countries and a diverse range of organisations such as universities, research centers, regional authorities and SMEs forming 8 regional triple helix clusters.

- EuraTechnologies (EUP) (project coordinator)
- Asociación Madrid Plataforma Audiovisual (MAC)
- Asociación Cluster del Sector Audiovisual de Euskadi – (EIKEN)
- The University of Birmingham (UoB)
- Comune di Siena (SIENA)
- Sofia Development Association (SDA)

- Geemeente Eindhoven (Eindhoven)
- Region Midtjylland (MIDT)
- Libera Universita di Lingue e Comunicazione IULM (IULM)
- Sofiiski Universitet Sveti Kliment Ohridski (SU-NIS)
- Design Cooperatie Brainport UA (DCB)
- Aarhus Universitet (UoA)
- Randers Kommune (MMEx)

**OBJECTIVES**

**Fostering relationships** between Cultural Heritage organizations, regional cultural and creative clusters creating partnerships and enhancing the visibility and accessibility of Heritage domains. These relationships will not only provide an opportunity to open up the hidden social and economic potential of heritage and cultural collections through digital technologies, but will also impact on the quality life of culturally diverse citizens.

**Promote the creation of engaging digital experiences for access to cultural resources** by the cross fertilization between ICT enterprises, Creative and Cultural Industries (especially SMEs) and research stakeholders across Europe. This cross fertilization will lead to new opportunities and good practices models for innovative digital access to cultural resources and digital cultural mediation.

**MAIN OUTPUTS**

Together, partners have now submitted half of their deliverables (15/38). These ones intend to develop *a trans-national integrated research agenda on Digital Cultural Heritage and technologies applied into the field, to strengthen people's access to related knowledge and experiences*, including among them :

- At a regional level, partners have developed a first **SWOT ANALYSIS** offering a balanced view of the varied terrain in which each partner's respective clusters operate.

- This enabled the identifications of more specific recommendations and indicators and has fed into a plan for a Europe-wide **Smart Culture Regional Research Agenda**, and the **Strategic and Interdisciplinary Research Agenda.**

- More recently partners have been developing a **Joint Action Plan** supported by a **Business Plan**

## SMARTCULTURE MID TERM CONFERENCE / PUBLIC

SMARTCULTURE Consortium & GUESTS /   **45 people**
AUDIENCE / **50 persons registered**

The SmartCulture conference attendees and stakeholders were mainly representing :
- **3 MAIN DOMAINS**
- Research (Labs, Universities)
- Entrepreneurship  (SMEs, SMIs)
- Territorial Institutions

- **DIFFERENT AXIS**
- Technologies/New Technologies -  Audiovisual, Digital, Computing, Gaming...
- Information / Communication – Medias, Press, Edition, ...
- Training Center – Universities, Institutes, Schools...
- Cultural and Creative Sector - Design, Fashion, Architecture....
- Cultural Heritage - Museums, Associations....

SMARTCULTURE MID TERM CONFERENCE / PLACE AND LOCATION

# BRUSSELS

Office of *Greater Birmingham* & *West Midlands Delegation*
([carte](#))

**Adress :** Av. d'Auderghem 22-28 Oudergemselaan
**Metro :** Schuman (from Brussels Midi, about 20 min of Metro)



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# SMARTCULTURE PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S SEVENTH FRAMEWORK PROGRAMME