

Session 3. Workshop

“Innovative strategies for CCI's at the European level: Long term perspectives”



Representing CCI's role indicators, contradictions, narratives

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Beyond Rhetoric

The debate about CCI's is often characterised by a huge use of rhetoric: over-evaluation of impacts and jobs, despite the difficulties of defining the sector and – sometimes – the lack of reliable methods used for monitoring effects on the long term, especially at the local level.

Sometime a fascinating narrative prevails on evidence-based assessment.

The reason relies also on the dimension of the “sector” and the highly fragmented activities focused on different issues and matters encompassed from implementing and nurturing social and territorial impacts to high-tech innovation in the industrial cultural field.

Therefore, it is necessary to develop a big and large toolbox with different methods and different approaches, tailor made on the specificity of the different case studies, just to light up the distinctive contribution of each action in the local society.

From the point of view of Innovation and Monitoring, what aspects of CREADIS3 project would you highlight and why?



3 issues from the point of view of innovation and monitoring

- Comparison of different policies and national and regional action plans is crucial to disseminate a higher awareness about reliable expectations;
- List of indicators coming out from the project can help decision makers also in better defining the objectives of their actions;
- A new taxonomy of impacts in different country can inspire the design of new policies, i.e. facing innovative policies to overcome the effect of pandemic.

How can this type of research and innovation project contribute to the medium and long-term policies of European programs and national and regional development?



Long term and regional assessment

- One of the most important contribution would be witnessing the effect of the policies on the long term. In lot of cases the evaluation is ending soon after the closing of the project, when the real effects and impacts are not still visible. This risks is to transform assessments in wishful thinking, if not in Sci-Fi.

Taking into account the time dimension is essential to an evidence-based evaluation.

- Another crucial point is to take into consideration also non-economic dimensions: social cohesion, cultural impact, contribution to the cultural and social welfare. Very often in the cultural field side effects, collateral impacts, indirect consequences are much more important then the contribution to GDP production. Also if it is extremely difficult to measure these lateral consequences, it is necessary at least to describe them, using a narrative that lights up the network of complex interactions, avoiding at the same time the temptations of forgetting negative impacts while overestimating all the positive effects.



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THANK YOU

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