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1. Introduction

The current workplan for the EU's cultural policy strategic framework specifies six priorities for European cooperation in cultural policy-making areas, which include: *sustainability and cultural heritage*; cohesion and wellbeing; *an ecosystem supporting artists*; *gender equality*; *international cultural relations*; and *culture as a driver for sustainable development*. Given its broad scope, the INVENT project will be able to contribute insights and evidence-based recommendations regarding each of these policy spearheads, but particularly regarding the way culture can contribute to **social cohesion and wellbeing**.

In this INVENT policy brief, we will first focus on the connection between culture and wellbeing and the ways in which the Covid-19 pandemic has affected cultural engagement and life satisfaction. To this end, we will draw on the comprehensive survey data that we recently collected and the pilot study that we conducted in nine European countries in the framework of the INVENT project.

Subsequently, we will look into the cultural value orientations of European citizens in 27 countries in relation to the European policy focus on *accessible and inclusive culture, cultural heritage, cultural and creative sectors (creative economy and innovation), promotion of cultural diversity, culture in EU external relations, and mobility*. Here, we draw on our secondary analysis of existent survey data collected in September and October 2017 in the Eurobarometer 88.1 survey.

2. About INVENT

EUROPEAN INVENTORY OF SOCIETAL VALUES OF CULTURE AS BASIS FOR INCLUSIVE CULTURAL POLICIES (INVENT) is a research project funded under the H2020 Programme of the EU. The INVENT project sets out to identify, through research, the cultural and social preconditions required for the strategic goals of the New EU Agenda for Culture to be realized.

The INVENT consortium aims to contribute to a “social turn” in cultural policies, that takes into account how the way of life and cultural participation of European citizens has been influenced by the mega-trends of globalization, European integration and the migrations that accompany them, the digital revolution, and rising social inequalities. The bottom-up approach of the project will provide insight into multiple, often mutually contradictory, concepts of culture and understandings of societal values of culture among various social (demographic, socio-economic, ethnic, religious...) groups in European societies. At the same time, it will offer the foundation for new methodologies for capturing the societal value of culture. This is the overall goal of the project, aimed at supporting the values of culture vital for the preservation and improvement of the European project, by means of striving to promote identity and belonging, inclusiveness, tolerance, and social cohesion.

The INVENT project employs a multi-method and mixed-methods research design (secondary data analysis, surveys, smart phone study with experimental stimuli, data scraping of online content, focus groups, case studies, and interviews) to identify the elements which must be

present in cultural policy at the national and European level in order to aid in the realization of a higher level of inclusiveness, tolerance and social cohesion in European societies and Europe as a whole. The aim is also to equip policymakers with useful methods and insights for measuring, understanding, and enhancing the impact of cultural policies. The fieldwork of the project concentrates on nine European countries: Croatia, Denmark, France, Finland, The Netherlands, Serbia, Spain, Switzerland, and the United Kingdom.

In the past year, among other things, the INVENT team prepared and conducted a comprehensive survey among representative samples of the population aged 18-80 years in all nine countries that are included in the INVENT project: Croatia, Denmark, Finland, France, the Netherlands, Serbia, Spain, Switzerland, and the United Kingdom. The survey was administered between mid-April and early July 2021 by specialized agencies in each country. Multiple methods were used to facilitate participation and optimize the representation of people of all ages and socio-economic backgrounds. The representativeness of the realized sample in terms of socio-demographics proved to be quite satisfactory and the target of 1,200 completed surveys per country was amply reached. Across all countries, more than 15,500 people filled out the questionnaire.

3. Culture and wellbeing

Increasing policy and scholarly interest in culture and wellbeing

A prime interest of INVENT is the way culture can contribute to social cohesion and wellbeing. In recent years, the impact of culture on cohesion and wellbeing has come to rank high on the cultural policy agenda of the EU, as well as that of national and local governments and research. In line with this interest, research on the relation between culture, cohesions, and wellbeing has proliferated. This is part of a move to measure and foster the progress of societies in various dimensions by looking at alternative measures that go beyond the established economic indicators like Gross Domestic Product (GDP) (OECD 2007). Various studies have demonstrated the importance of participation in cultural activities and sport to emotional and physical health, to social capital, and to social cohesion (Bacon et al. 2010). Culture holds a significant role in constructing and consolidating the bases for social cohesion and inclusion and for individual and collective wellbeing (Ateca-Amestoy et al. 2016). This occurs both at the individual level in terms of happiness, health, and personal growth, and at the societal level in terms of integration into plural, reflexive and inclusive societies. Indeed, evidence shows that cultural participation is associated with psychological and physical wellbeing (for an overview see Grossi et al. 2011). Empirical evidence for the social impact of culture and the arts has been reviewed and appraised by numerous authors (e.g., Belfiore and Bennett 2007; Chatterjee and Camic 2015; Cicerchia 2015; Oman 2019, 2020). This includes evidence of the impact of engagement in culture in areas such as health (Staricoff 2004), education (Winner and Hetland 2000), social inclusion (Simplican et al. 2015), and regeneration (Lees & Melhuish 2015).

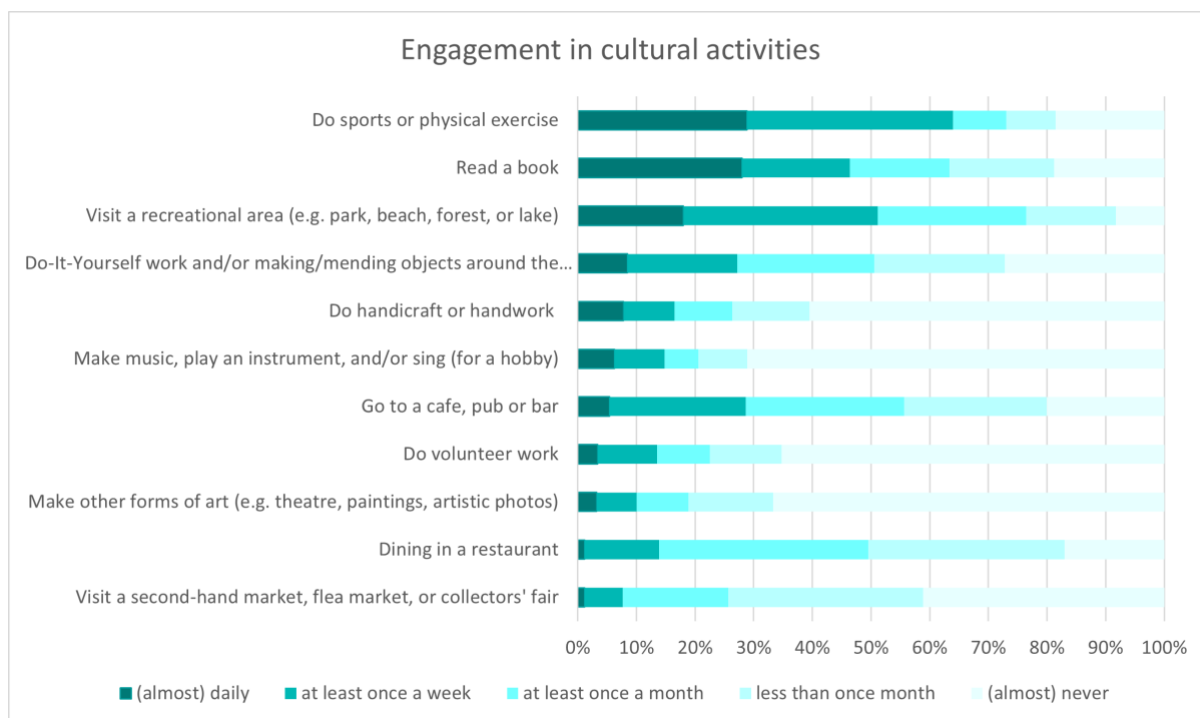
Culture and wellbeing: preliminary findings INVENT survey

As noted above, policy makers and scholars alike have become increasingly interested in empirical social research on the relation between culture and wellbeing. We have tried to broaden this research in the INVENT survey (*see introduction*) by taking into account the diverse meanings of culture in European populations, thus covering the role of culture in everyday life. Specifically, previous research on cultural participation in Europe has often focused on traditional elite conceptions of culture, like opera, classical music, and art museums (Gerhards et al. 2013; Falk & Katz-Gerro 2015). In our survey, we have broadened this perspective by including more mundane activities, that ordinary people do in their everyday lives, like going to a restaurant or café, engaging in sports and physical exercise, making arts, or playing a musical instrument. Thus, in this policy brief we present some preliminary information on what cultural activities people in nine different European countries actually undertake in their everyday lives. We also report also on their level of satisfaction with cultural offerings in their vicinity and their overall life satisfaction. Finally, we exploratively analyse how cultural participation and life satisfaction are related.

What do people do in their everyday lives?

Figure 1 shows the frequency of different cultural activities for the population of nine European countries covered by the INVENT survey. Three activities lead the ranking and are performed by many Europeans at least on a weekly basis: doing sports or physical exercise (64%), visiting recreational areas (51%), and reading a book (46%). Following on the ladder of frequency, more than a quarter of individuals in the covered countries goes to a café or bar at least once a week. The same is true for do-it-yourself (DIY) activities. More than 50% of Europeans go to a restaurant at least on a monthly basis. Finally, around a quarter of Europeans do volunteer work, make music, perform different forms of art, visit second hand or art markets or do handicraft at least every month. Thus, large parts of the European population are involved in different cultural activities.

However, there are clear country differences to this pattern: whereas countries like France, the United Kingdom, and the Netherlands are rather close in their profile of cultural activities, south-eastern European countries like Croatia and Serbia exhibit a much less culturally active population with the exception of going to cafés or bars, indicating the importance of a public everyday lifestyle in these countries. We find quite the contrary in the Nordic countries, Denmark and Finland, where lifestyles take place more in private surroundings rather than in public arenas like cafés and restaurants. However, people in the Nordic countries do visit recreational areas very often, thus spending their leisure time in forests, parks, and at lakes. This is something that is not found in the Mediterranean countries, like Croatia, France, and Serbia. Finally, both the Spanish and Swiss population show a very active cultural participation profile in terms of the activities that are covered in our survey.

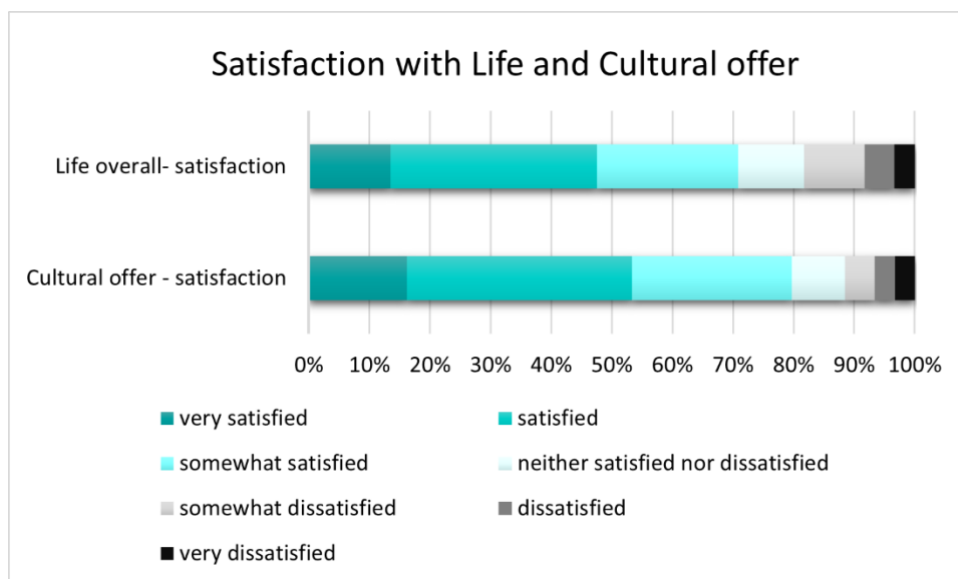


How satisfied are people with their life overall and with cultural offerings?

As a next step in our exploration, we investigated people’s satisfaction with cultural offerings and their overall life satisfaction, to cover the importance of well-being in everyday life and especially in the realm of culture. The results of our survey are quite striking: the distribution of satisfaction with life and with cultural offerings is quite similar. Only roughly half of Europeans are actually satisfied with both, 30% are not satisfied with life, and 20% not satisfied with cultural offerings.

However, similar to engagement in cultural activities, Europeans’ satisfaction with life and cultural offerings differs between countries. People in Denmark and Switzerland are especially satisfied with both their life as a whole and with cultural offerings, with around 20% saying that they are very satisfied. In contrast, in Spain and Serbia 10% and less of the population confirm to be very satisfied with life and cultural offerings. We conclude that overall, just 50% of Europeans are satisfied with life and cultural offerings and furthermore, this clearly varies between countries with Denmark and Switzerland being leaders in satisfaction and Serbia and Spain lagging behind in terms of satisfaction.





What does cultural participation have to do with satisfaction?

Finally, we aim to get a provisional insight into the association between cultural activities and life satisfaction, both overall life satisfaction and satisfaction with cultural offerings. Almost all correlations are statistically significant, but here we only focus on those correlations with a substantial magnitude.

Regarding overall life satisfaction, we find in general, that more active people are also more satisfied with their life. This is especially true for persons, who visit recreational areas and do a lot of sports and physical exercise. For volunteering and do-it-yourself work we also find clear correlations with life satisfaction. Turning to satisfaction with cultural offerings, we find again, that more active persons are also more satisfied with what is offered. On the level of specific correlations, we find similarities between the two types of satisfaction: clearly, persons, who visit recreational areas and do a lot of sports are more satisfied with cultural offerings. However, dining in a restaurant is also substantially correlated with satisfaction. Furthermore, we find noteworthy correlations between satisfaction with cultural offerings and going to cafés, visiting markets, making music, doing volunteer work, and reading a book. In sum, our results show that more active people are also more satisfied with their life and with cultural offerings. This holds especially people who visit recreational areas and do sports and exercise. Volunteering, do-it-yourself work, going to restaurants, cafés and markets, making music, and reading books also seem to contribute to satisfaction. These results further confirm the idea that cultural participation is positively related to well-being. However, both cultural participation and wellbeing may be influenced by an array of factors, such as people’s socio-economic backgrounds, their personal networks, their value orientations as well as features of their place of residence, and wider societal conditions in their countries of residence. We will need to further analyse the interplay of these and other factors to establish the extent to which cultural participation, other things being equal, indeed advances people’s wellbeing and life satisfaction. The INVENT team will investigate this issue in the forthcoming period.



Policy implications and recommendations

- The first analyses of our survey data pointed out that there is a diversity of groups within studied societies with very different cultural needs and habits, different conceptions of culture, attitudes towards culture, and cultural practices. The existence of these "cultural microcosms" underline the need of formulating plural and inclusive cultural policy, which avoids a "one-model-fits-all" approach.
- Policy makers should recognize the broad array of cultural expressions that Europeans find important in their daily lives. In order to build an inclusive EU cultural policy, attention should be paid to both "popular" and "legitimate" forms of culture, but also to broader, more everyday forms of culture. Our preliminary results show that Europeans participate in a heterogeneous set of cultural activities. Thus, a future oriented cultural policy should not focus on specific subsets of cultural activities but provide a broad and diverse cultural infrastructure.
- Policy makers need to gain a better understanding as to why a large group of Europeans are not satisfied with the cultural offerings in the place where they live. Our analyses show that Europeans engage in many different activities. Also, most Europeans mention several cultural activities they do on a regular basis. Yet not all citizens are fully satisfied with the supply they encounter in their immediate environment. In the next stages of the project, we aim to shed more light on what people are dissatisfied with: a lack of infrastructures (for example, recreational areas, libraries, sports accommodations), a lack of specific cultural offerings and institutions (for example, live performances or museums), or, possibly, insufficient variety in available cultural content.
- Our comparative analysis points to significant differences across European countries both in the type of activities people engage in and what is considered important in terms of cultural offerings and opportunities for cultural participation. Cultural policy has to take this diversity between countries into account to cater for the different needs of different populations. Partly these differences reflect local traditions, meanings of culture, and infrastructures. Partly they could also indicate different interpretations of certain cultural categories. The current analysis was only a first step. In later stages of the project, we will analyze the open questions of what Europeans consider to be culture, and conduct (focus group) interviews on what they consider to be important.
- The preliminary analyses also confirm the very strong influence of levels of cultural capital (particularly education) and economic capital (income and possessions) on types and intensity of cultural participation. This indicates that cultural policy measures must be linked with measures in educational, media, economic and social policy. In other words, improvements in cultural participation cannot be achieved solely by cultural policy measures (including audience development activities) but need broader social reforms in order to be accomplished.
- Our exploratory analysis of the relationship between cultural participation and life satisfaction supports the idea that culture and wellbeing are positively correlated, as described in the academic literature. This means that cultural policies can be an important instrument to increase wellbeing in the European population. However, in the shaping of policies it should be considered that especially more mundane cultural activities, like visiting recreational areas and doing sports and physical exercise are positively correlated with life satisfaction.



4. The impact of Covid-19 on cultural engagement, everyday life, and wellbeing

Many feel that adjusting to new routines in our everyday life since the advent of the Covid-19 pandemic, making changes in our daily habits during lockdown, and restrictions of social distancing have significantly shaped the way we engage in culture. But what changes have actually occurred and how do individuals feel about them?

To start thinking about this new condition, we conducted a pilot study between June-August 2020 in each of the nine countries included in the INVENT project. We used a snowball method to distribute a short questionnaire through various platforms, such as email, Twitter, Facebook, and Reddit. This yielded non-representative samples for all countries that can provide a glimpse into the question specified above.

“Holidays celebrated alone, languages that go unspoken, and always feeling like an outsider in the current country I live in”

“The new situation forced people to interact with communities based on local geography, rather than cultural echo chambers across a more dispersed geography”

“I’ve missed going to the theatre and concerts but have enjoyed good drama at home (National Theatre etc). I’m dancing most days with friends via Zoom and am listening to more music with Spotify”

Findings from the INVENT pilot study 2020

Many of the participants in our study indicated that the pandemic has a mostly negative impact on their cultural practices, their cultural engagement, and their daily life more generally. Cultural participation has been limited as a consequence of cultural institutions closing down and events being cancelled. Everyday life has been restricted, working conditions have changed, social activities have not been possible, and meetings with friends and family have become difficult or even impossible. Some participants highlight their inability to travel, while others stress the feelings of loneliness, isolation, and disconnection they experience.

Some highlight more positive implications, such as a changed cultural consumption (“read more”, “listen to music”, “online activities”), more free time, or cultural innovation – they find that artists and the cultural sector have become innovative in creating new types of cultural events and experiences. Some have become more creative themselves. People mention to make photo albums, participate in public singalongs, explore nature more often, or become more attentive to the possibility of going on vacation in their own or nearby countries. Several respondents also report an increase in social interaction and engagement with local communities and experience an increased sense of togetherness.

Quite a few respondents reflected on opportunities for digital cultural participation. Some consider online access to be an unsatisfactory substitute for offline cultural activities. Various degrees of digital literacy are a central intervening factor here. In contrast, others note how they detected alternative digital cultural avenues and enjoy trying out and experiencing online forms of creativity.

Nonetheless, most participants indicated an experience of loss or missing out on cultural participation and social interaction, in the narrow as well as the broad sense. This applies to respondents in all countries, with the exception of the United Kingdom, where our respondents consisted of a more equal mixture between those who consider the lockdown an exciting opportunity to engage with culture in different ways, and those who experience it as a barrier.

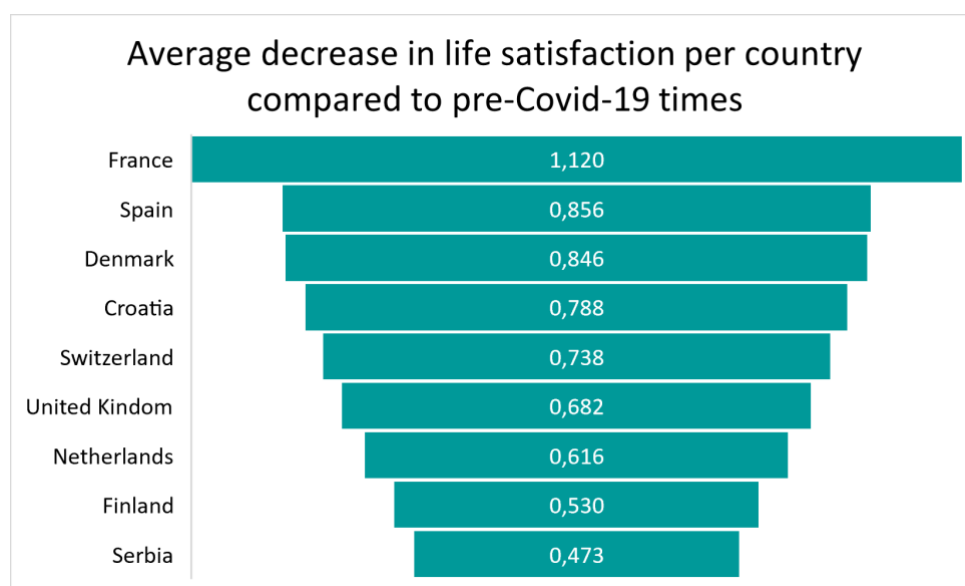
Findings from INVENT survey 2021

About eight months after the pilot study, the comprehensive INVENT survey was conducted (15 April-early July 2021) in nine European countries. The timing of this survey offered a unique opportunity to find out how the pandemic (had) influenced people’s life satisfaction as well as their cultural activities and everyday life.

Satisfaction with life before Covid-19 and at the time of the survey

Survey respondents were asked to indicate on a scale from 1 to 7 how satisfied they were with their life before the pandemic and how satisfied they were currently, that is at the time of completing the survey. Using these two ratings, we calculated the difference in life satisfaction scores for each respondent. Overall, 7% of our respondents indicated that they were actually more satisfied with their lives at the time of the survey than before the Covid-19 pandemic. For about half of the respondents, the current life satisfaction proved to be the same as in pre-Covid times, whereas more than 40% of appeared to be (far) less satisfied.

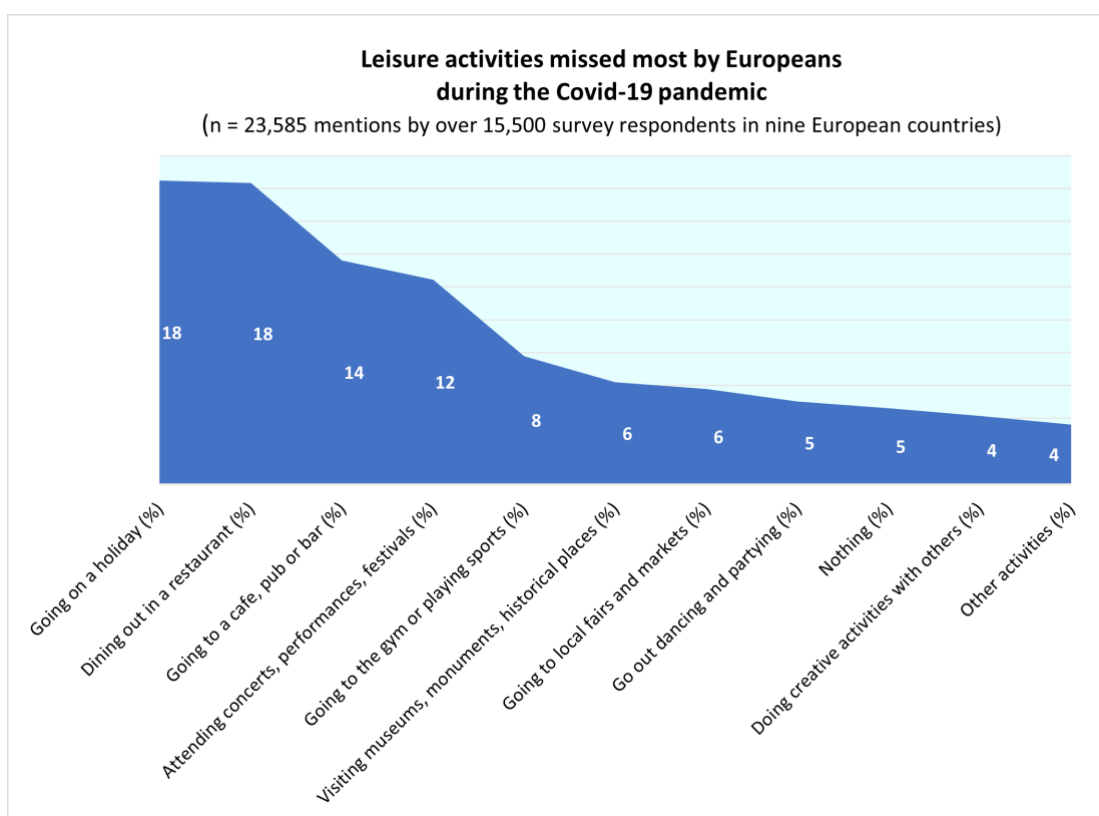
The difference in life satisfaction scores, pre-Covid and at the time of the survey, clearly varies between countries. French respondents on average experienced the largest decline in life satisfaction, whereas the Serbian respondents on average reported the lowest decrease.



Leisure activities missed most during the pandemic

Survey respondents were asked to indicate which leisure activities they missed most during the pandemic. They could choose up to two items from a list of ten activities. The survey also offered space to mention “other activities” that were not included in the list.

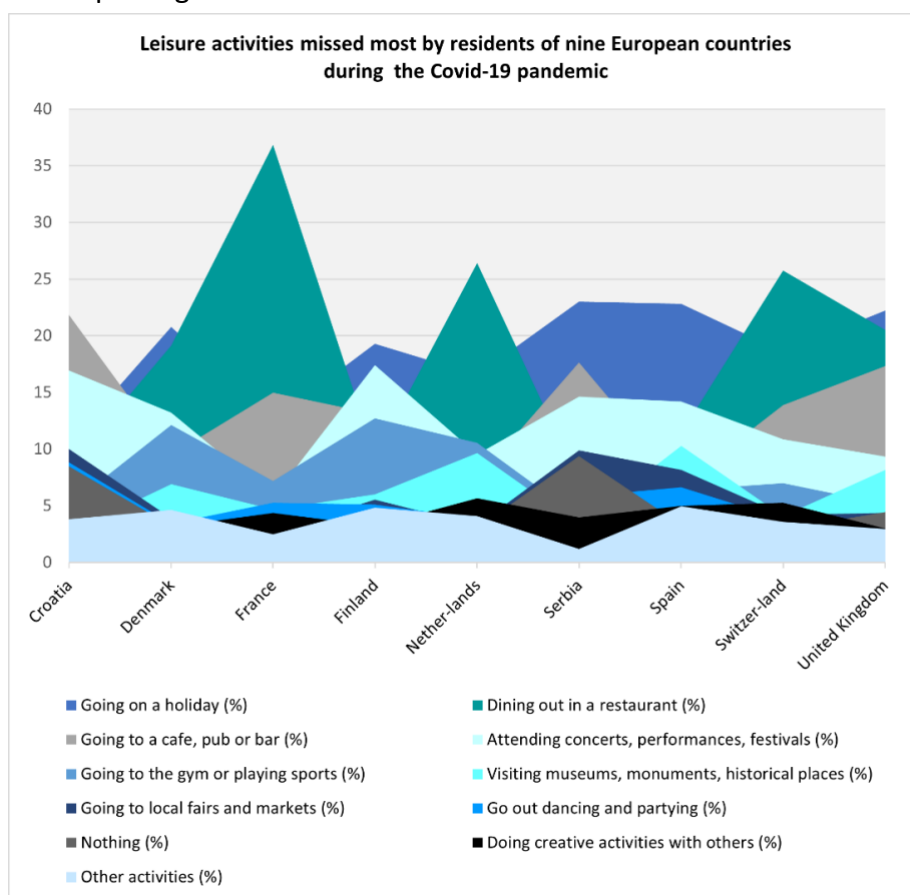
The first graph shows the average results across residents of all nine countries included in the INVENT project. Going on a holiday and dining out in a restaurant are activities that many people (18%) missed the most during the Covid-19 pandemic. A sizeable group of respondents (14%) in particular missed going to a café, pub or bar, while attending concerts performances and festivals is also mentioned relatively often (12%). A smaller part of our respondents (6%) greatly missed visiting museums, monuments, and historical places. A significant group of people noted that they especially missed more everyday activities, such as going to the gym or playing sports (8%), Going to local fairs and markets (6%), and doing creative activities with others (4%). And finally, in contrast to 5% of European people who missed dancing and partying the most, a similar percentage of Europeans indicated that they did not miss any leisure activity at all during the pandemic.



The above picture is definitely not the same for all countries. The second graph shows remarkable differences between countries in what people yearned for the most. For example, while going on a holiday was generally missed on an equal level in all countries, we find considerable variations between countries when it comes to dining out in a restaurant. For 37% of the French, dining out was the activity they especially longed for during the pandemic, whereas in Serbia only 7% of our respondents missed this activity the most. By contrast, Serbian citizens, as well as people from Croatia and the UK missed going out to a café, bar or pub more often than residents of other countries, respectively 18%, 22% and 17%. Attending



concerts, performances and festivals is missed most by people in Croatia and Finland (both 17%), but the least in France (6%) and the UK (9%). Going back to the gym and playing sports was deemed especially attractive by people in Northern European countries: the Finnish (13%), the Danes (12%), and the Dutch (11%) more often report to have missed this activity than people in other countries (8% on average). Visiting museums, monuments and historical places was missed most in The Netherlands and Spain (both 10%) and not so much by people in Croatia and Serbia (both 3%). Instead, Croatians and Serbs rather missed going to local fairs and markets (both 10%), which was less yearned for by residents of other countries (6% on average). Finally, going out dancing was missed three times as much by people in Croatia (9%) compared to people in Denmark (3%). And while in all countries a small part of the people actually said to have missed nothing (approximately all around 3% and 4%), relatively many people in Serbia and Croatia were satisfied during the pandemic, with respectively 9% and 8% of respondents reporting to have missed no cultural leisure activities at all.



While the various items presented in the two graphs cover a very broad scope of activities, the survey participants also willingly made use of the open answer option to the question of what they missed most during the pandemic. Among many other things, respondents indicated that they greatly missed attending football matches; going to the cinema, library, or swimming pool; going to church, and visiting family abroad. Meeting with friends and family, and, more generally, social contacts and social gatherings were also often mentioned. The diversity of items that people reported to have missed, other than the aforementioned pre-set answer options, underlines the importance of the use of open-ended answer categories in structured surveys.



Policy implications and recommendations

- The Covid-19 pandemic greatly impacted people's possibilities for cultural participation, across all European countries included in our study. While the largest part of European citizens across the investigated countries missed going on a holiday, many other cultural activities were missed, from going to local markets, the gym, and attending church to going to bars, restaurants, and festivals. As engaging in cultural activities is prone to contribute to people's life satisfaction and wellbeing, policy makers should pay due attention to countering the negative impacts of Covid-19 on people's cultural life. A plan for the recovery of cultural activities and events, and for enhancing opportunities to participate, should be brought in place.
- A plan for recovering cultural participation is especially key for European citizens who are vulnerable in terms of health and have refrained from participating to culture the most. Policy makers who are concerned with inclusive cultural policy should be wary of a new societal divide that might have become decisive to cultural participation in times of Covid, namely a division between healthy and frail citizens of Europe.
- Due to the abrupt start and stringent nature of the restrictions, the Covid-19 crisis was difficult for all parties involved: artists were unable to perform in theaters and at other venues, cultural and leisure organizations had to cancel or limit access to events, while audiences missed culture in the broadest sense. Given the uncertainty regarding how the pandemic can be curbed or ultimately ended, policy makers are advised to increase the amount of flexibility in the funding schemes for cultural organizations. Cultural organizations should incorporate adaptability in their strategic plans, in order to be able to cater for audiences also in times of physical restrictions.
- An important outcome of our study concerns the emphasis on local communities and the need for social contacts among audiences. Policy makers could take a cue from these findings to restore local cultural facilities and infrastructures where they may have disappeared, and strengthen existing ones.
- Cultural policy makers are advised to intensify the contact with audiences and organizations at times when regular patterns of cultural activity fall away. The large variety in answers to our questions suggest that many aspects of cultural life were missed, and input from audiences and organizations would help to decide on first priorities in restoring cultural life.
- Considering the importance of digital cultural participation in the period of the Covid-19 pandemic, policymakers should find ways to support cultural institutions (and cultural operators in general) who offer their programs for free via digital platforms (either in terms of equipment, tax reliefs or funds).
- On the other hand, policy makers need to pay due attention to deficiencies in digital skills before they fully embrace digital cultural participation as an alternative for regular cultural participation. While for younger and higher educated citizens' digital cultural participation can be a viable alternative, there are barriers for older and lower educated citizens.

5. EU cultural policy and cultural value orientations of Europeans

We conducted an analysis of secondary data to gain more insights on how cultural value orientations of Europeans can be described and explained. In doing so, we paid special attention to how cultural values are related to people's media usage and the specific media environment in their country of residence. We used survey data on European citizens collected in September and October 2017 in the Eurobarometer 88.1 survey. The starting point of the analysis was the European policy framework in recent years, which can be summarized as written on the website of the European Commission: *"The 2015–18 Work Plan focused on accessible and inclusive culture, cultural heritage, cultural and creative sectors (creative economy and innovation), promotion of cultural diversity, culture in EU external relations and mobility."* The literature review linked this to three dimensions of cultural value: cultural value from (1) the "high-brow" or legitimate cultural perspective, (2) the identity perspective, and (3) the socio-economic perspective. Next, in the Eurobarometer data, designed with EU cultural policy goals in mind, we looked at 16 statements which cover these three dimensions and with which respondents could agree or disagree. We conducted statistical analyses to find patterns in the answers of Europeans.

We find three distinct types of cultural value orientation among Europeans: 1) **Valuing cultural heritage** (e.g., feeling proud about cultural objects and believing in the positive socio-economic impact of culture); 2) **Valuing cultural exchange** (e.g., having a positive view on diversity and cultural exchange and seeing a uniting effect of European culture), and 3) **Scepticism towards European culture** (e.g., disbelieving in the existence of European culture). The first two value orientations map onto two of three pillars of EU policy goals – to propagate European cultural heritage and to create a stronger European identity – while the third suggests that there is also a category of disengaged Europeans, who takes a negative stance towards the idea of Europe and a common culture.

Explanatory regression analyses that were next conducted show that:

- Both **valuing cultural heritage and valuing cultural exchange** tend to be larger amongst older persons, women, the higher educated, persons from higher social classes, persons with more income, politically interested, persons leaning more to the politically left, and those who trust politicians. Both online media use and legacy media use are positively associated with these orientations.
- The third type of value orientation – **being sceptical about European culture** – should be understood very differently. Males, the young, the lower educated, the less affluent, the less politically interested, and more right-wing leaning persons are more likely to adhere to this orientation. Media usage only has a limited association with this value orientation: individuals who more often use online media appear less sceptical. Trust in experts means less scepticism, and trust in social media has no clear relationship.

- On average, Europeans from **countries** with a democratic-corporatist media system (Scandinavian countries, Netherlands, Belgium, Germany and Austria) are most supportive of cultural heritage, and least sceptical towards European culture. There are large differences between individuals, however, suggesting that this positive take on cultural value should be attributed to the individual level, rather than to a positive context.

Policy implications and recommendations

- First of all, policy makers should realize that a specific group of people might be difficult to convince of the value of European culture. We find three distinct types of cultural value orientation: valuing cultural heritage (e.g. being proud), valuing cultural exchange (e.g. being positive about diversity), and scepticism (e.g. not believing in one European culture). The emergence of the first two orientations seems to accord with the policy aims to propagate European cultural heritage and to create a stronger European identity. It does not necessarily imply the success of the policy – citizens can adhere to these value orientations in various degrees – but the average scores are for most countries relatively encouraging. However, the third value orientation suggests that there is also a category of disengaged, who takes a negative stance towards the idea of Europe and a common culture. More research is needed to find ways of bring back these individuals to the European project.
- Second, online media usage does not hamper positive cultural value orientations, although the association with legacy media still appears to be stronger. This implies that EU cultural policymakers should seek a mix of media for promoting European culture, acknowledging the hybrid media ecology
- Third, the degree to which individuals trust experts and journalists also matters. Regardless of how often people use legacy and online media, they are more positive if they trust these agents as sources of information. Thus, trust in professional journalists and experts remains important for creating cultural value orientations which are positive and geared toward the European agenda.
- Fourth, policy makers from the EU should realize that positive cultural value orientations are more often found among citizens interested in politics, and less often in citizens whose political orientation is more right-wing oriented. This implies that development of EU policy cannot be completely decoupled from politics. EU citizens might perceive certain policy initiatives as political endeavours. Policy makers should think of ways to loosen this association in order to increase the support base for new policy.



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6. Project Identity

PROJECT NAME	European inventory of societal values of culture as a basis for inclusive cultural policies in the globalizing world (INVENT)
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CONSORTIUM	Erasmus University Rotterdam (EUR), The Netherlands Universitat Autònoma de Barcelona (UAB), Spain University of Haifa (UoH), Israel, conducting the research in the UK University of Copenhagen (UCPH), Denmark Tampere University (TAU), Finland University of Zurich (UZH), Switzerland Institute of social sciences “Ivo Pilar” (ISSIP), Croatia Centre for Empirical Cultural Studies of South-East Europe (CECS), Serbia Ecole normale supérieure Paris-Saclay (ENS), France.
FUNDING SCHEME	Horizon 2020 Framework Programme for Research and Innovation (2014-2020); Societal Challenge 6 – Europe in a changing world: inclusive, innovative and reflective societies; call H2020-SC6-TRANSFORMATIONS-2019; topic TRANSFORMATIONS-08-2019 - The societal value of culture and the impact of cultural policies in Europe
GRANT AGREEMENT ID	870691
DURATION	1 February 2020 – 31 July 2023 (42 months)
BUDGET	EU contribution: € 2 999 875
WEBSITE	https://inventculture.eu/



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