Working with and for you during COVID-19Expert group meeting on cultural heritage 10 June 2020

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Presentation slides

Transcript

3 main points:

1: we need to be aware of the **digital divide** between member states, between organisations, and between individuals
2: we need ensure that policies and funding for culture and innovation projects are clearly earmarked as cultural projects, but **spread across the various policy areas** of the EU
3: **we need to think in ecosystems**, networks instead of individual organisations. to join forces and work closely together as a sector, on projects of mutual interest

Moving from Immediate crisis to transitional phase
- We were incredibly impressed at the speed of which we saw cultural heritage initiatives move to the web in the immediate crisis. It was truly impressive to see the great variety of initiatives, ranging from virtual tours of museums to creative twinning projects on social media.
- As has been said, 60% of musea have increased their online presence, which is astounding.
- Now that we are moving to a transitional phase **we need to dig a little deeper** because we have several choices to make that can have very different outcomes to how culture can play a role in the recovery of Europe

Sense making project:
- From the immediate crisis two key observations could be made: 1) **having a digital** strategy is now seen as an absolute necessity for any cultural organisation and 2) there is an obvious **capacity gap** between how we'd like to operate and the reality.
- But **what does that capacity gap really look like**? We felt that we do not have sufficient information at the moment to be able to answer that central question. So we decided to set up a project to dig under the surface of that very important question.

Set up:

- We decided on a creative, qualitative approach, where we invite a relatively small sample of our network to discuss this topic in a peer to peer setting.
- We meet 3 times a week etc.
- And then we extract patterns by crunching through all the data, literally tagging key concepts and notions from the hours of talks and survey input.

The meetings are safe spaces, and the ask from the participants is low, with respect to the fact that we feel they are all already under a lot of stress. The atmosphere is fantastic.

The questions we are asking the participants are of this nature: '**what did you wish you had known three months ago' to tease out a reflection**. We are building up the conversation over the course of the three weeks from the personal, via the organization to the sector as a whole.

Key takeaways after week one:
- Some European countries were fully prepared for public services to go digital and others are still struggling with the essentials
- Some organisations quickly developed new digital audience services and some experienced an almost complete disconnect with their community
- Digital teams have moved to the heart of some GLAMs, and in others, digital has become a shared responsibility of everyone in the organisation

Conclusions

1: we need to be very aware of the **digital divide** between member states, between organisations, and between individuals

For further reading please read this post

2: we need ensure that policies and funding for culture and innovation projects are clearly earmarked as cultural projects, but **spread across the various policy areas** of the EU

Please sign the Manifesto!

3: **we need to think in ecosystems**, networks instead of individual organisations. to join forces and work closely together as a sector, on projects of mutual interest