



MONITORS OF CULTURE:

FINAL RECOMMENDATIONS

- » The European landscape of Cultural Observatories is rich and varied. Institutional formats, organisational structures, resources, goals and actions are quite heterogeneous. This must be considered an element of vitality and democracy, responding to the wide range of needs and expectations on the part of local communities, cultural actors and public administrations.
- » The present transition requires deeper involvement of Cultural Observatories. Its features are evident: public budgets for culture are subject to cuts, but creative industries are viewed as a driver for economic growth; cultural markets are converging and incorporating technology; cultural consumers migrate through forms and styles, and often produce and share cultural contents.
- » Cultural Observatories can effectively play their role of critical mediators between society and cultural community on one hand, and public decision-makers on the other. This requires independence from political power and from the market, arm's length from cultural actors, multi-disciplinary approach, stable financial resources from a variety of sources, and a strategic vision.
- » Culture is quickly evolving, and its contents are prevailing upon its material substratum. It's a long and wide process, requiring a balanced combination of general analysis and specific focuses. Cultural Observatories should adopt a long-run perspective and track supply and demand in their complexity and multi-dimensionality. Economic and social benefits generated by culture must be also analysed.
- » Action undertaken by Cultural Observatories should go beyond data collection, focus upon interpretation and elaborate guidelines. This requires co-operation with other organisations committed to data collection and evaluation, ability to consider stakeholders' views, to incorporate qualitative analysis and to elaborate appropriate indicators and benchmarks to measure performance and impact upon markets.
- » Cultural Observatories can play a crucial role in this period of transition. This implies a common willingness to overcome the local dimension, activating a wider network able to share methodologies and to adopt a comparative approach. In such a way the complex evolution of culture can be properly interpreted, and its dynamics optimised within a wider territorial scope and a long-run view.