

# Compendium of Cultural Policies & Trends

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## ANNUAL REPORT

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2022-2023

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# 1. A Message from the Chair

Dear Compendium community!

Our General Assembly last year took place in Bucharest, in July 2022, and we enjoyed the opportunity to meet in person, discussing concerns and sharing success stories.

Turbulence in the world is continuing through the ongoing war in Ukraine, and new challenges have appeared, e.g. we actively discuss how artificial intelligence may transform our lives. In these settings, culture and the arts have increased their value, serving as lenses that we can look through at difficult choices.

In this context, the role of the cultural policy monitoring platform and the Association of the Compendium of Cultural Policies and Trends is meaningful and significant as this platform offers information that may help individuals and institutions to make informed decisions.

The Compendium Board of the Association and the Coordinator Kulturpolitische Gesellschaft e.V. (KuPoGe) have been working very closely during the last year and in this report you will find an overview of our achievements.

These successes would not have been possible without the support of our 25 valued members and the dedicated work of our 78 experts and their commitment to the Compendium. We would like to take this opportunity to thank you all very much.

And, personally, I would like to thank my colleagues from the Board and from the Coordinator for wonderful and fruitful cooperation during the last three years since I took over the role as Chair of the organisation. I am saying goodbye in my capacity as Chair of the Board now, but I´m looking forward to continuing as a Compendium expert and being part of the Compendium community!

On behalf of the Board of the Association of the Compendium of Cultural Policies and Trends



Chair of the Board  
*Baiba Tjarve*

## Quick Overview

- **25** members
- **76** experts
- Long profiles from **44** European countries
- Short profiles from **27** European countries
- **45** updated profiles published since 2021
- More than **50** news items and **200** social media posts

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## 2. Organisation

The **Compendium of Cultural Policies & Trends** has **25 years of experience** in developing knowledge, research, interaction and exchange in the globalising cultural policy community.

Initiated by the Council of Europe and the ERICarts Institute in 1998 as a transnational project, we transitioned on April 1, 2018 into a multi-stakeholder association “The Association of the Compendium of Cultural Policies and Trends”, with the **goal to secure its services for future user generations**.

The Compendium is an independent, transparent and community-based platform, freely accessible to all. The Compendium Association and its online information system [www.culturalpolicies.net](http://www.culturalpolicies.net) sees its **objectives and mission** as:

- **Empowering cultural policy and cultural research** through qualified information and data in these fields
- Providing substantial **support to the development of cultural policies** by creating better evidence for governments and other actors in the cultural sector
- Enhancing the **international knowledge exchange and networking** in the field of cultural policy and cultural research
- **Highlighting trends and disseminating best practice cases.**

The Compendium Association and its platform benefits from an active community of researchers, cultural policy institutes and policymakers.

The Compendium platform offers systematised, qualified and regularly updated cultural policy related information from, currently, 45 European countries (+ 10 additional countries) for policymakers, researchers, students and journalists.

With the help of renowned national cultural policy experts, the Compendium Platform offers:

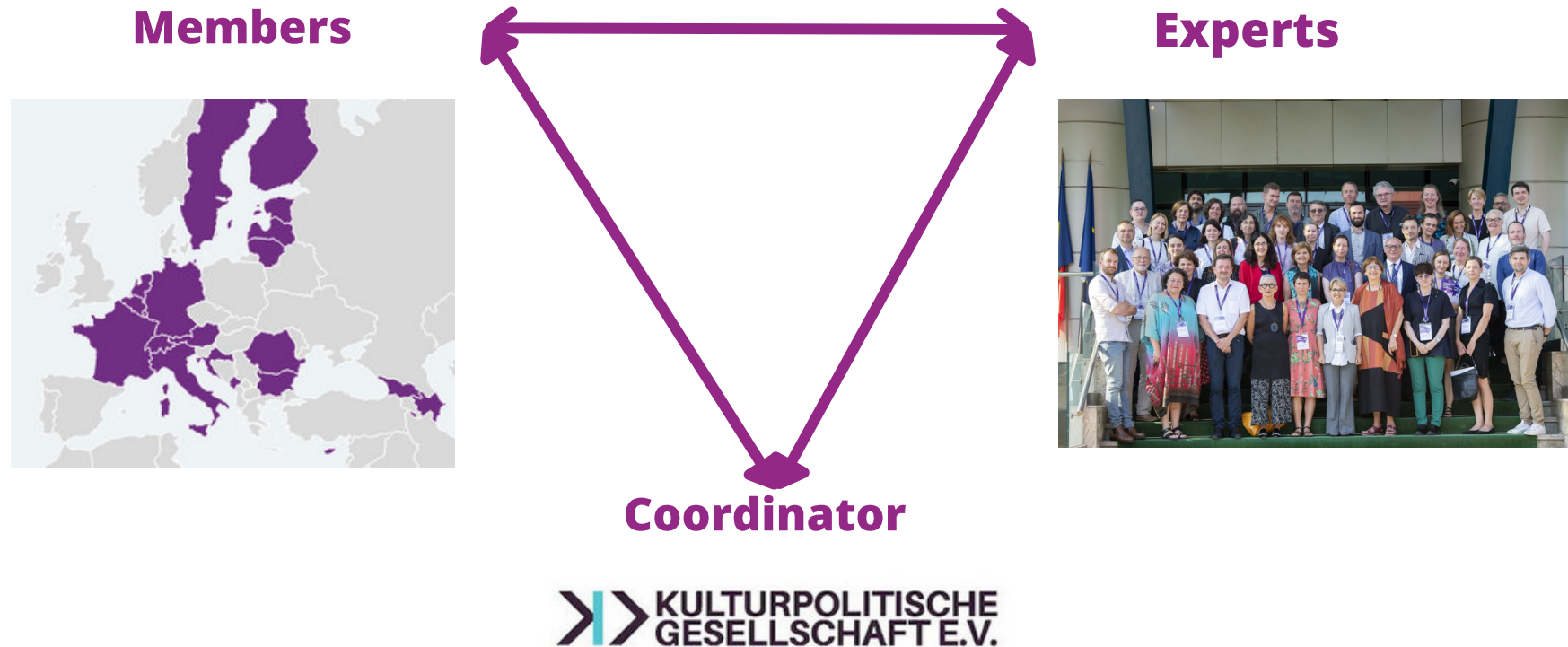
- [Long and short national cultural policy profiles](#)
- [Statistics, comparisons and trends](#)
- [Country reports on current thematic priorities](#)
- [Cultural policy news](#)
- [Key documents](#) and relevant information resources

The **Board of the Compendium Association** supervises the general aims and plans for the Compendium Association.

In addition, the **Assembly of Compendium Experts (ACE)** is also represented in the Board and are key advisors to the (content) development of the Compendium.

The daily management and coordination of all activities and developments is entrusted to the **Compendium Coordinator**, which is currently the Kulturpolitische Gesellschaft e.V. (Germany).

# Organisational Chart of the Compendium Association



## Members

The **Compendium Association** has **25 members** and offers two main types of membership:

- **18 Stakeholder members** are represented by national Ministries of Culture or national research institutes that act as a liaising party.
- **5 Standing members** are public or private (non-profit) organisations, such as universities, cultural observatories and research institutes.
- **2 permanent members** - the Council of Europe and ERICarts Institute (the founders of the Compendium).

## Stakeholder Members

<b>Austria</b>	Federal Ministry for Arts, Culture, the Civil Service and Sport
<b>Azerbaijan</b>	Ministry for Culture
<b>Belgium</b>	Flemish Department for Culture, Youth and Media
<b>Belgium</b>	Federation Wallonia-Brussels Department of Culture
<b>Croatia</b>	Ministry of Culture
<b>Cyprus</b>	Ministry of Education and Culture
<b>Finland</b>	Center for Cultural Policy Research (CUPORE)
<b>France</b>	Ministry of Culture
<b>Georgia</b>	Ministry of Education, Science, Culture and Sport
<b>Germany</b>	Association of Cultural Policy (Kulturpolitische Gesellschaft)
<b>Latvia</b>	Ministry of Culture / Latvian Academy of Culture
<b>Lithuania</b>	Council for Culture
<b>Luxembourg</b>	Ministry of Culture
<b>Malta</b>	Arts Council Malta
<b>Netherlands</b>	Ministry of Education, Culture and Science
<b>Romania</b>	National Institute for Cultural Research and Training (INCFC)
<b>Sweden</b>	Agency for Cultural Policy Analysis (Kulturanalys)
<b>Switzerland</b>	Federal Office of Culture

## Standing Members

<b>Bulgaria</b>	Observatory of Cultural Economics
<b>Estonia</b>	Academy of Music and Theatre
<b>Italy</b>	Associazione per l'Economia della Cultura + Fondazione Scuola dei beni e delle attività culturali
<b>Montenegro</b>	University Meditanean Podgorica
<b>European Association of Cultural Researchers (ECURES)</b>	

## Permanent Members



**Council of Europe**



**European Institute for Comparative  
Cultural Research (ERICarts)**

## Experts

<b>Albania</b>	Blerina Berberi
<b>Armenia</b>	Yulia Antonyan / Haykuhi Muradyan
<b>Austria</b>	Veronika Ratzenböck / Klara Kostal
<b>Azerbaijan</b>	Yashar Huseynli
<b>Belgium</b>	Simon Leenknecht (Flanders)
<b>Belgium</b>	Jean-Gilles Lowies (Wallonia-Brussels')
<b>Bulgaria</b>	Diana Andreeva / Bilyana Tomova
<b>Croatia</b>	Jaka Primorac
<b>Cyprus</b>	Elena Theodoulou
<b>Czech Republic</b>	Pavla Petrova
<b>Estonia</b>	Marko Lõhmus
<b>Finland</b>	Anna Kanerva / Natalie Lefever
<b>France</b>	Jean-Cédric Delvainquière / Thomas Perrin
<b>Georgia</b>	Nino Gunia-Kuznetcova
<b>Germany</b>	Ulrike Blumenreich
<b>Hungary</b>	Péter Inkei
<b>Ireland</b>	Paraic Mc Quaid
<b>Italy</b>	Alfredo Valeri (+ 11 contributing experts)
<b>Latvia</b>	Baiba Tjarve
<b>Liechtenstein</b>	Kornelia Pfeiffer
<b>Lithuania</b>	Audronė Rimkutė

<b>Luxembourg</b>	Giny Laroche / Lidia Gryszkiewicz
<b>Malta</b>	Adrian Debattista
<b>Moldova</b>	Veaceslav Reabcinschii
<b>Monaco</b>	Françoise Gamerdinger / Mélissa Marcel-Jouin
<b>Montenegro</b>	Nataša Kraljevic
<b>The Netherlands</b>	Rogier Brom / Mutaleni Nadimi
<b>North-Macedonia</b>	Zlatko Teodosievski
<b>Norway</b>	Bård Kleppe
<b>Poland</b>	Dorota Ilczuk / Anna Karpsinka / Maciej Koziel
<b>Portugal</b>	Cristina Farinha
<b>Romania</b>	Carmen Croitoru / Andreea Codreanu
<b>Russia</b>	Tatiana Romashko
<b>San Marino</b>	Gloria Valentini
<b>Serbia</b>	Milena Dragičević Šešić / Goran Tomka / Hristina Mikić / Milan Đorđević
<b>Slovenia</b>	Andrej Srakar / Nika Gricar / Vesna Čopič
<b>Spain</b>	Anna Villarroya / Pedro Andrés Pérez Rothstein Victoria Ateca-Amestoy († 12.2022)
<b>Sweden</b>	Tobias Harding / Andreas Petersson
<b>Switzerland</b>	Christoph Weckerle / Claudio Bucher / Yris Apsi
<b>Türkiye</b>	Asu Aksoy / Ayça İnce



## Ukraine

Oleksandr Butsenko

## United Kingdom

Rod Fisher / Carla Figueira

(England and Wales) /

Andrew Ormston (Scotland) /

Steven Hadley (Northern Ireland)

The Compendium will continuously expand the expert's network where appropriate through Open Calls for Experts. In the second half of 2022, we released those for Moldova. The Compendium envisages more Open Calls for further interest in 2024. Furthermore we could welcome contributing experts in The Netherlands, Poland, Serbia, Spain and Türkiye.

## Board



### Baiba Tjarve (Chair, Latvia)

Since 9/2020

Baiba Tjarve's connections to the Compendium of cultural policies and trends span more than 10 years, being an author of the Compendium profile for Latvia since 2008. Since the end of 2020, I hold the Chair of the Board for the Compendium Association.

Baiba is a Deputy Director of Strategic Planning and Development and she is a leading researcher at the Research Centre of Latvian Academy of Culture.

Baiba holds a PhD since 2013 and her main research interests relate to intangible cultural heritage, cultural policy and the latest developments in culture. She has been actively engaged in both academic and applied research projects in the field of culture, both on national and international level.

### Adrian Debattista (Vice-Chair, Malta)

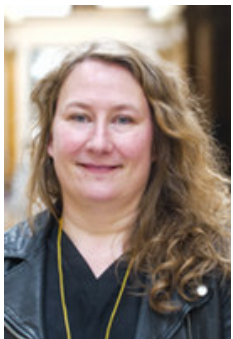
Since 9/2020

Cultural policy researcher, particularly interested in the interdisciplinarity emerging from the convergence of policy analysis, political discourse theory, popular music studies and the sociology of music.



Adrian is currently reading for a PhD in cultural policy at Queen Margaret University, Edinburgh, from where he also obtained his MA in Arts and Cultural Management. Presently he also holds the position of Head of Strategy at Arts Council Malta, where he was previously Research Associate, managing the design and implementation of the Council's strategic framework.

Between 2018 and 2020, Adrian formed part of a think tank that developed Malta's national cultural policy document launched in 2021, through a public consultation process. As an early-career researcher, he has presented at a number of international cultural policy conferences over the past five years and co-authored publications that address public funding in culture, volunteering in the arts and audience development. His current research revolves around the discursive analysis of cultural policy (or its lack thereof) in relation to the social dynamics of music scenes in Malta.



**Anna Kanerva (Secretary General, Finland)**

Since 09/2020

Senior Researcher and Vice-Director at the Center for Cultural Policy Research CUPORE in Helsinki, Finland.

Since the end of 2020, Anna is a member of the Compendium Board and currently the Secretary General.

She has been the Finnish Compendium expert for some years now and was originally brought into the network as co-author by Ritva Mitchell, the former Research Director of CUPORE and one of the founders of the Compendium. Her own research interests include comparative international cultural policies, cultural heritage issues, the cultural and creative industries, digitalization and arts education.

**Blerina Berberi (Treasurer, Albania)**

Since 11/2022

Blerina Berberi holds a Master's in Arts & Heritage: Management, Policy and Education from the Netherlands and is a senior consultant in arts and culture with 17 years of work experience in the Balkans, Europe and Canada.



Blerina's collaboration in management, production and assistance with projects, programmes and events involve bottom up, top down and creative methodologies engaging international and local organizations, public institutions, creatives and rural communities. Keen on research, she has written several articles and reports on arts management, heritage, culture and creative industries and cultural policies. .

She also has very diverse experience including organizing and curating many cultural projects with international scope that are accessible also to marginalized communities. Blerina is known to be a trouble-shooter with great communication, digital and language skills, and is also a member of the Cultural Policy Designers Network.

**Terje Birkrem Hovland (CDCPP, Norway)**

Since 11/2022

Educated at the University of Bergen, Terje holds a degree in archaeology. Since 1997 he has been working in public cultural heritage management in Norway, both at regional and at national level, and since 2012 at the Norwegian Ministry of Climate and Environment, Department for Cultural Environment and Polar Affairs.



Terje has been a member of the Council of Europe Steering Committee for Culture, Heritage and Landscape (CDCPP) since 2016, where he currently holds the position of Chair. As Chair of the CDCPP he is also a Board member of the Compendium Association.

He is a member of the Steering Committee and Governing Board of the JPI Cultural Heritage and Global change, and is also representing Norway in Horizon Europe, Cluster 2: Culture, Creativity and Inclusive society.



### **Francesc Pla Castelltort (Council of Europe)**

Since 11/2022

Francesc Pla Castelltort is an economist by training and an Andorran citizen who, after working as a civil servant in his homeland, joined the Council of Europe in 2002.

From 2005 to 2016, Francesc served as Deputy Executive Secretary of the European and Mediterranean Major Hazards Open Partial Agreement (EUR-OPA) of the Council of Europe, and later joined the Culture and Cultural Heritage Division in 2017. In this role, he deals more specifically with cultural heritage issues, in particular the promotion and implementation of activities relating to the Faro Convention on the Value of Cultural Heritage for Society.

### **Prof. Dr. Andreas Joh. Wiesand (ERICarts)**

Since 10/2017

Executive Director, European Institute for Comparative Cultural Research (ERICarts); Professor emeritus for cultural policy in Hamburg.

Andreas worked first as a journalist in broadcasting, in book publishing, at DER SPIEGEL news magazine and 1972-2008 as Co-Director of the Centre for Cultural Research in Hamburg, Bonn and Vienna (ZfKf), with a focus on cultural professions and arts, heritage and media policies.



In collaboration with colleagues, he developed the concept of the "Compendium of Cultural Policies and Trends in Europe" in 1998/98 and acted as its co-editor until the end of 2017, together with Kathrin Merkle (Council of Europe).

Expert for the EU (e.g. Team Leader "Culture-Biz", "Sharing Diversity", "Mobility Matters"); UNESCO; ECF; etc. Missions around the world for development agencies; the Goethe Institute; etc. (Co-)Author or editor of over 50 publications, including "Culture and Human Rights: The Wroclaw Commentaries" (2016).

### **Our special thanks go to the former Board members:**

<b>Name</b>	<b>Institution</b>	<b>Date</b>
Marjo Mäenpää	CUPORE (Finland)	2017-2020
Jean Cédric Delvainquièrre	Ministry of Culture (France)	2017-2020
Carmen Croitoru	INCFC (Romania)	2017-2020
Anna Villaroya-Planas	ECURES (Spain)	2017-2020
Kimmo Aulake	CECPP Chair (Finland)	2017-2020
Veronika Ratzenböck	Österreichische Kulturdokumentation (Austria)	2019-2020
Andrej Srakar	IER (Slovenia)	2020-2022
Flora van Regteren Altena	CDCPP Chair (Netherlands)	2021-2022
Kathrin Merkle	Council of Europe	2017-2022

## Assembly of Compendium Experts (ACE)

New ACE Board elected at the General Assembly in November 2022

<b>Chair</b>	Blerina Berberi (Albania)
<b>Vice Chair</b>	Milena Dragičević Šešić (Serbia)
<b>Secretary</b>	Péter Inkei (Hungary)



### Thanks to the former ACE Board:

*Veronika Ratzenböck (Austria)*

*Dorota Ilczuk (Poland)*

*Andrej Srakar (Slovenia)*

## Compendium Coordinator Team

<b>Project Head</b>	Ulrike Blumenreich
<b>Project Manager</b>	Olivier Göbel
<b>Project Assistant</b>	Leonard Mertens



Thanks also to our former project assistant *Inga Hörter*

### Kulturpolitische Gesellschaft e.V.

Weberstraße 59a, 53113 Bonn, Germany

Tel: ++49 – 228 – 201 67 22

Mail:

blumenreich@kupoge.de / goebel@kupoge.de /

leonardmertens@kupoge.de

### 3. Activities in 2022 and 2023

The Kulturpolitische Gesellschaft e.V. as Compendium Coordinator is focussing its activities on **six main strategic priorities for the Compendium Association and its Platform for the timeframe 2021-2023:**

1. Sustainable financing of the Compendium
2. Present more updated information and data on the Compendium website
3. Increase public awareness of the Compendium as an information and monitoring platform
4. Increase the pool of experts within the Compendium, their role and commitment to the Compendium
5. Develop more cooperation with other cultural and research infrastructures
6. Strengthen community building of the Compendium family

### What was achieved?

Since the last General Assembly in July in close cooperation with the Board of the Compendium Association, its members and experts several different activities were realised to fulfil these six strategic priorities:

#### 1. Sustainable financing of the Compendium

- **Stabilize the number of members:** Despite the Covid19-pandemic and the financial challenges it presented, we were able to maintain the number of members of the Compendium Association: 25
- **Aquise activities for new members:** In addition, we are in talks with other countries to increase the number of stakeholder and standing members even further in the future
- **Application for the UNESCO Aschberg Call** – with the co-partners: BIE-Network + Arts Rights Justice Programme of the UNESCO-Chair of Hildesheim – in February 2023
- **Application to the Open Call of the ifa programme »Culture and Foreign Policy« on »Safeguarding of Artistic Freedom«** - in June 2023



## 2. Present more updated information and data on the Compendium Website

- **Editing and publishing of 26 updated country profiles** since the last General Assembly (see below)
- Publishing of **5 updated Covid-19 reports** in 2022/2023
- Launch of **Campaign Freedom of Artistic Expression** in December 2022 with papers, background material and a survey (see below)
- **Develop a renewed indicator system and release of a CUIPX Table on Price Levels of Cultural Goods and Services 2022** in May 2023
- **Publication of several “News from the Members” posts** in 2022 / 2023 on the Compendium website featuring national cultural policy related information
- **Restructuring the Compendium website** – for the new campaign “Freedom of Artistic Expression” and for the presentation of profiles of new countries

## 3. Increase public awareness of the Compendium as an information and monitoring platform and as a European Research Network on a national, European and international level

- Prepared and organised an **International Cultural Policy Conference and 6th General Assembly in Malta** from the 4th to the 6th of October 2023 in cooperation with the Maltese member: The Arts Council Malta
- Released **7 Newsletters since 2022** (among those 5 since the last General Assembly)
- Published **around 200 Social Media posts** in 2022/2023

- **Develop, create and launch new formats for Instagram:** since June 2023 Compendium is on Instagram – with short explanatory videos by our new project assistant Leonard Mertens
- Presentation of **Compendium progress report at the CDCPP plenary sessions** in Strasbourg (24th November 2022) – with very positive feedback from numerous members of the CDCPP
- Participation on the international conference **»Free to Create - European Union Conference on Artistic Freedom and Cultural and Creative Industries«** in Umeå 15th-17th February 2023
- Representation of the Compendium at the **9th World Summit on Arts and Culture in Stockholm** 3rd-5th May 2023
- Presentation of the Compendium at the **International Conference »In from the Margins« of the University of the Arts in Belgrade** 26th-28th June 2023

## 4. Increase the expert's pool within the Compendium, their role and commitment to the Compendium

- Organising and realizing of the **ACE-Assembly on the 14th of November 2022** in cooperation with ACE
- Release of an **Open Call for Experts for Moldova** – in November 2022 and welcome of our new expert from Moldova
- Welcome **new co-authors from Serbia, Spain and the Netherlands**
- **Several individual zoom meetings** and other communications with Compendium experts

## 5. Develop more cooperation with other cultural and research infrastructures

- In 2023, continuation of the **cooperation with EGMUS** (European Group for Museum Statistics) as e.g. taking part at their annual meeting + other Zoom-Meetings
- Conversations for building up a **partnership with Culture Action Europe** with its new Secretary General
- **Conversations with IFACCA** – to explore further options of exchange
- **Conversations with EUROSTAT** – and its new statistical officer for cultural issues to explore further options of exchange

## 6. Strengthen Community building of the Compendium family

- Realisation of the **Jour Fixe of the Members**: 14th of April 2023 in order to improve communication with members, obtain their feedback and ideas for the Compendium
- Realised over **20 individual zoom meetings with members** of the Compendium Association with the goal to identify their wishes and improve their visibility within the Compendium, which will be continued
- Continuation of a **“Support Fund for Compendium Experts”**, which is supported by the unused fees of experts

Besides these activities for the six strategic priorities, the Compendium coordinator co-operated constructively with the Board (i.e. prepared and organised the Compendium Board meeting, including agendas, activity reports and minutes).

# Status of Country Profiles

## 18 long profiles released since 2021

Month	Country
March 2021	Croatia
March 2021	Czech Republic
August 2021	Switzerland
September 2021	North-Macedonia
October 2021	Azerbaijan
October 2021	Hungary
November 2021	Monaco
December 2021	Georgia
December 2021	Albania
December 2021	Sweden
February 2022	Lithuania
February 2022	Germany
May 2022	Italy
March 2023	Luxembourg
March 2023	Armenia
April 2023	Czech Republic
May 2023	Liechtenstein
June 2023	Croatia

## 27 short profiles released since 2021

Month	Country
September 2021	Armenia
October 2021	Belgium (Flanders)
December 2021	Czech Republic
December 2021	Croatia
December 2021	Scotland (UK)
May 2022	Romania
August 2022	San Marino
September 2022	Ireland
September 2022	Azerbaijan
October 2022	Hungary
November 2022	North-Macedonia
November 2022	Montenegro
November 2022	Sweden
December 2022	Switzerland
December 2022	Georgia
December 2022	Finland
January 2023	Poland
February 2023	Norway
March 2023	Russia
April 2023	Austria
April 2023	Estonia
April 2023	Belgium (Flanders)
May 2023	Slovenia
August 2023	Moldova
September 2023	Türkiye
September 2023	Malta
September 2023	Germany

## From COVID-19 to Freedom of Artistic Expression

When the COVID 19 crisis erupted, the Compendium initiated the first campaign to identify the impact on the European cultural sector and its policies and to learn from each other's measurements of support. This initiative led to more than 30 country members publishing a "COVID 19 Update Report" monitoring the crisis management of their respective countries. The aim was to quickly share and compare experiences in order to speed up adaptation processes in case of further pandemic waves.

After the WHO announced the end of the COVID-19 pandemic in 2022, the Board of the Compendium Association defined Freedom of Artistic Expression as an annual topic. It is a matter of major interest for the Compendium and its community observing that Freedom of Artistic Expression is challenged / in danger in times of war, pandemic, or an increase in populist and anti-democratic tendencies. For the Compendium, as well as all other art and cultural actors, it is an important concern to highlight the importance of freedom of artistic expression as a fundamental element of cultural policy for the preservation of an open-minded, healthy and free society.

That's why the Compendium's focus for this year is a cultural policy research campaign "Silencing Dissent? – On Barriers to Freedom of Artistic Expression". The campaign takes a critical look at the status quo of today's freedom of artistic expression and an open exchange about the barriers that limit the creative diversity of artists.

As a basis for the campaign, Andreas Joh. Wiesand wrote a series of four articles for contextualising, highlighting the main instruments and stakeholders and exploring various barriers related to freedom of artistic expression (e.g. political climate, censorship, social and community pressures). In addition, a collection of material on stakeholders, studies e.g. was published. Finally, an expert's survey was realised in summer 2023, the results of which will also feed into the debates at the Compendium conference in Malta.



## 4. What is next?

As the previous chapters show, the Compendium has realised also in the last year various activities and initiatives in 2022/2023 and continued its positive development, thanks to the valuable help of its members and experts. The development is framed by the six strategic priorities for the 3-year period brought in by the new Compendium Coordinator which took over its task in January 2021.

Overall, the Compendium Board and the Compendium Coordinator assess the development of the Compendium Association and its platform/website as positive and successful.

However, in line with the mission statement and values of the Compendium Association, and out of a commitment to the Compendium and its community of practice, we believe that there are even more opportunities to further develop the cultural policy monitoring tool.

In this context, we welcome any new ideas and initiatives from our valuable Compendium members and experts. Below you can find different potential activities and initiatives worth discussing and elaborating in the coming years:

### Visibility

- Develop a Compendium Ambassadors' Programme with the intention of facilitating connection to individuals dedicated to the Compendium and its promotion
- Expansion of information in original languages on the website (using AI)
- Define a new thematic focus of the Compendium after Covid-19 (2020-2022) and Freedom of Artistic Expression (2022-2023)

- Optimising the Compendium Website regarding its functionality, user friendliness and up to date visual elements

### Capacity building

- Develop "capacity building seminars/workshops" in cooperation with the Compendium experts and cooperation partners regarding specialised themes in the field of cultural policy. Target group being civil servants, cultural administrators, cultural policy makers or »newcomers«/next generation.
- Develop a "Database of Training Programmes for Cultural Policy Research in Europe"
- Cooperation with Universities on PhD programme on Cultural Policy
- Building up a peer review process of the country profiles in cooperation with Assembly of Compendium Experts (ACE)

### Statistics

- Reset the statistics section with new or updated comparative or statistical tables
- Intensify the cooperation with Eurostat

### Research Activities

- Built up networks with other European Associations to develop research projects (e.g. cultural infrastructure)
- Apply for international research funding in correspondence with the annual topics
- Conduct own surveys in correspondence with the annual topics
- Develop new visual elements

### Enlargement of the Compendium

- Enlargement of the Compendium community – among both members and experts
- Discuss "Compendium goes beyond Europe"

## 5. Audience Development

The **user figures for the Compendium website are good and constantly growing**: the page views increased from 165 896 to 172 788 (see table on next page).

Other **main user figures kept relatively constant**, such as the sessions per user, the average duration of sessions and pages per session (see below).

The **bounce rate rose** from 55% to 63%, which is a figure that calls for improvement.

**Growing number of Compendium Newsletter subscribers.**  
From 4 113 to 4 895, growth of 19%.

**Compendium has an increasing number of social media followers.** In August 2023, the Compendium reached 4 265 Facebook followers (compared to 2022, a growth of 4% and compared to 2018, a growth of 73%). At the same time, the Compendium reached 714 followers on Twitter (compared to 2022, a growth of 30% and compared to 2019, a growth of 1 457%). In August 2023, the Compendium LinkedIn channel had 450 followers.

**New Instagram account for the Compendium.** The new project assistant Leonard Mertens has started promoting the Compendium via Instagram with video clips in order to improve visibility and find new users for the Compendium. In August 2023, the Instagram account had 50 followers.

**Most popular content of the Compendium website:** 30% country profiles, 20% cultural policy news, 15% Campaign on Freedom of Artistic Expression and Covid-19.

**Major source of Compendium website entries:** 35% organic search entries (via search engines such as Google), 25% direct entries (users who know the Compendium), 20% referral entries (users coming from external web-links) and 15% referral entries via social media (users entering the website via social media).

**Potential to improve the audience figures of the Compendium website:** initiate a search engine optimisation (SEO), intensify social media activities, improve number of referral weblinks.

Improving the awareness of the Compendium Association, of its knowledge and information platform as well as to enhance the visibility of its members and experts is a basic objective.

Therefore, the Compendium Coordinator will continuously enhance cooperation and promotional activities.

## Compendium website user figures

PERIOD	PAGE VIEWS	SESSIONS PER USER	AVERAGE DURATION SESSION	PAGES PER SESSION	BOUNCE RATE
01-01-2018 - 30-06-2018	119 748	1.34	02:10	2.28	74.70%
01-07-2018 - 31-12-2018	113 353	1.28	01:59	2.11	76.28%
01-01-2019 - 30-06-2019	121 670	1.28	01:59	2.15	76.02%
01-07-2019 - 05-12-2019	87 606	1.26	01:49	1.96	77.17%
06-12-2019 - 30-06-2020	128 572	1.62	03:36	3.30	49.32%
01-07-2020 - 05-12-2020	80 927	1.65	03:46	3.24	50.65%
06-12-2020 - 30-06-2021	101 084	1.74	03:40	3.24	52.03%
01-07-2021 - 12-06-2022	165 896	1.58	03:19	3.03	55.65%
13-06-2023 - 30-06-2023	172 788	1.56	03:03	2.64	63.56%

## Compendium newsletter

DATE	SUBSCRIBERS
05-06-2018	3 350
01-07-2019	3 594
27-07-2020	3 904
15-07-2021	3 989
15-06-2022	4 113
16-07-2023	4 895
Growth since 15-06-2022	+ 19.0%
Growth since 05-06-2018	+ 46.1%

## Compendium SOCIAL MEDIA

DATE	FOLLOWERS FACEBOOK	FOLLOWERS TWITTER
01-01-2018	2 470	x
01-01-2019	2 697	49
06-01-2020	3 239	177
27-07-2020	3 500	316
15-07-2021	3 883	449
15-07-2022	4 117	547
16-07-2023	4 265	714
Growth since 15-06-2022	+ 3.6%	+ 30.5%
Growth since 01-01-2019	+ 72.6%	+ 1 457%

## Annex 3: New Social Media Format

### Description of New Social Media Format

The Compendium Coordinator in agreement with the Board of the Compendium Association has launched a new Social Media account on the platform **instagram**. The handle of the account is as follows: **compendium\_cp**.

### Goal and Strategy:

Through the new Social Media account the Compendium is trying to reach a new target audience, composed of young people with an interest in cultural policy. The posts on the platform differ from the content the Compendium puts out on Facebook, Twitter and LinkedIn. It has a stronger emphasis on explaining certain aspects of the Compendium, like the cultural policy profiles, or the research campaign. It does so by creating short explanatory videos in form of “Reels”. Another focus is the use of photos taken during events, conferences and meetings, to ensure a more visual social media approach. The usual cultural policy updates will be posted in a “Story” and therefore be only visible for 24 hours. The reason for this is to not overload the account with content, which would negatively impact the engagement.

## Annex 4: Conference Programme 2022



Organized by  
**Compendium**  
cultural policies & trends

Hosted by  
**culturaldata.ro**  
NATIONAL INSTITUTE  
FOR CULTURAL RESEARCH AND TRAINING

Co-hosted by  
**BIBLIOTECA  
NATIONALA  
DNR  
A ROMANIEI**

Under the patronage of  
 **MINISTERUL CULTURII**

## International Cultural Policy Conference

Thursday, 30th of June 2022

09h30 Registration & Coffee

### 10h30 Introduction | Opening | Welcoming

- Lucian Romaşcanu, Minister of Culture of Romania
- Adrian Mihai Cioroianu, Director of the National Library of Romania
- Carmen Croitoru, Director of the National Institute for Cultural Research and Training
- Sergiu Nistor, Presidential Adviser
- Andrei Țărnea, General Director for Communication and Public Diplomacy, Ministry of Foreign Affairs
- Kathrin Merkle, Head of Culture and Cultural Heritage Division, Council of Europe
- Daytime moderation by Carmen Croitoru & Kathrin Merkle

### 11h00 Panel I: The Effects of Crises on the Cultural Sector

Where do the cultural sector and cultural policies stand?

What crises do the cultural sector and cultural policies face?	20 min
Keynote I by Milena Dragičević-Šešić, Head of the UNESCO Chair on Interculturalism, Art Management and Mediation, Belgrade	
War & humanitarian crises	10 min
Input I by Oleksandr Butsenko, Director of the Development Centre "Democracy through Culture", Ukraine	
Climate crisis	10 min
Input II by Guiliiana De Francesco, Head of Unit, Coordination of European and international affairs, Italian Ministry of Culture	
COVID-19 crisis	10 min
Input III by Péter Inkei, Director of the Budapest Observatory	
Panel I discussion	40 min

12h30 Lunch Break



## International Cultural Policy Conference

Thursday, 30th of June 2022

### 14h00 Panel II: The Importance of Culture in Times of Crises

What are the roles of the cultural sector and cultural policies?

Culture & Democracy	10 min
Input I by Kathrin Merkle, Head of Culture and Cultural Heritage Division, Council of Europe	
Cultural education	10 min
Input II by Susanne Keuchel, Board member, European Network of Observatories in the Field of Arts and Cultural Education	
Culture to Address Global Challenges: Enhancing the Importance of Cultural Policy	10 min
Input III by Philippe Kern, Founder and CEO, KEA European Affairs	
Freedom of artistic expression	10 min
Input IV by Andreas Wiesand, Board member of the Compendium Association	
Panel II discussion	50 min

### 15h30 Coffee Break



## International Cultural Policy Conference

Thursday, 30th of June 2022

### 16h00 Panel III: Needs of Transition - How to Face the Challenges?

**What do we need? How do we get there?**

Do we have to change our objectives?	15 min
Keynote by Levan Kharatishvili, CEO of the Creative Strategies Lab	
Romania: New cultural strategy	15 min
Input by Carmen Croituru, Director of the National Institute for Cultural Research and Training	
Various Perspectives from the Audience	20 min
Fishbowl	
Panel III discussion	40 min

17h30 Closing: Short summary and outlook from Baiba Tjarve, Chair of the Compendium Association

17h45 Group picture of conference participants and end of first day

18h00 Dinner & Cultural Act

## Annex 5: Conference Programme 2023



# CONFERENCE Programme

*Policymakers, researchers, politicians, experts, artists representatives, and academics will come together in Malta to engage in debates addressing the pertinent theme of "Right to Culture", on 5th October 2023.*

## Beyond the Conference

6<sup>th</sup> October 2023  
The 6th Assembly of the Compendium Association

7<sup>th</sup> October 2023  
The State of the Arts National Symposium 2023:  
"Right to Culture" presented by Arts Council Malta

[righttoculture.com](http://righttoculture.com)



## Panel I Artistic Freedom



Even though it is constantly challenged, artistic freedom contributes to social progress, challenges societal norms, and encourages dialogue on important issues. What is the role of government, civil society and the cultural sector to promote and strengthen artistic freedom?

### Moderator

**Mary Ann DeVlieg**  
*Independent Consultant*

### Panelists

**Andreas Wiesand**  
*ERICarts Institute*

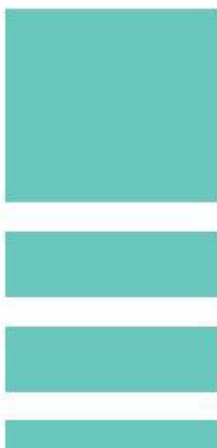
**Anupama Sekhar**  
*International Federation of Arts Councils and Culture Agencies (IFACCA)*

**Ferenc Czinki**  
*Society of Hungarian Authors*

**Maria Galea**  
*Malta Entertainment & Arts Industry Association (MEIA)*

**Sara Whyatt**  
*Expert for the Council of Europe Directorate of Democratic Participation*

**Oliver Göbel & Ulrike Blumenreich**  
*Compendium Coordinators*



Panel 2

## Cultural Diversity & Accessibility



Cultural Diversity is the recognition and appreciation of differences that make each society unique. How can cultural policies and civil society be catalysts for cultural diversity and ensure equal opportunities for everyone?

Moderator

**Andrew Ormston**  
*Drew Wylie Projects*

Panelists

**Anna Villarroya**  
*University of Barcelona*

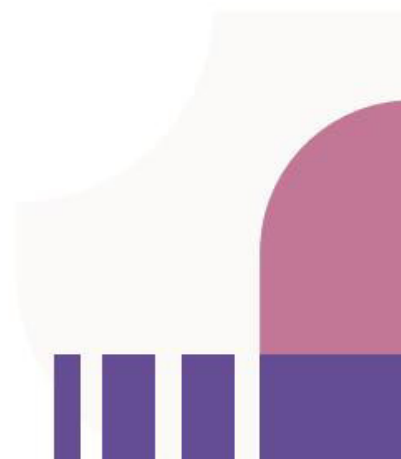
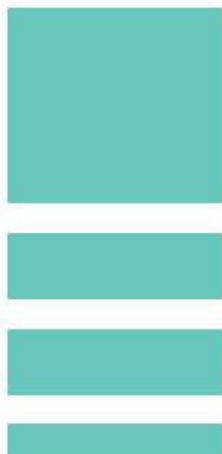
**Ása Richardsdóttir**  
*IETM (International network for contemporary performing arts)*

**Ben Walmsley**  
*University of Leeds*

**Lexi Parra**  
*Project MiRa*

**Romina Delia**  
*Arts Council Malta*

**Simone Inguanez**  
*Arts Council Malta*



### Panel 3

## Cultural Democracy



Cultural democracy is an approach that seeks to ensure equal and inclusive access to cultural expression, representation, and participation for all individuals and communities within a society. In what ways can cultural democracy empower individuals and communities to actively participate in cultural activity, governance and in shaping decision-making processes?

#### Moderator

**Karsten Xuereb**  
*University of Malta*

#### Panelists

**Adrian Debattista**  
*Arts Council Malta*

**Carsten Brosda**  
*Ministry of Culture and Media for the City of Hamburg*

**Jaka Primorac**  
*Institute for Development and International Relations (IRMO)*

**Terje Hovland**  
*Council of Europe Steering Committee for Culture, Heritage and Landscape (CDCPP)*

**Gabriele Rosana**  
*Culture Action Europe*

