

## EspooCult Research Plan

### The Research Project

Project name: EspooCult

Timetable: 1.1.2018 – 31.12.2019

Site of research: Center for Cultural Policy Research Cupore

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For information about the merits relevant to the project of all the different research team members, visit the Cupore website: [www.cupore.fi/en/contact/researchers](http://www.cupore.fi/en/contact/researchers)

The research project is divided into six work packages (WP):

*WP 1 Management – guidance, agreements, timetables, resource allocation, evaluation, feedback, approval*

*WP 2 Research and publishing plan*

*WP 3 Current challenges*

*WP 4 Goals, structures and financing of cultural policy*

*WP 5 The cultural consumer in Espoo – work and leisure*

*WP 6 Solutions for the future - CultureEspoo 2030*

### Brief description of the purpose of the research project

The goal of the project is to gather research information about cultural services in the city of Espoo, to support development and strategic work in the city.

The research project is part of current research on the broader societal effects of culture, general municipal and urban research as well as research on the impacts of regional and local cultural policy on the everyday life of citizens.

EspooCult gathers new information in the field of cultural policy, especially on urban development in Finland both in the broader European and local context as well as from the viewpoint of the individual citizen.

### **Scientific goals and expected impacts**

The project results will contain new information for Finnish cultural policy as well as for urban and municipal research. The different research methodologies which include interactivity, inclusivity and exemplification expand the formation and evaluation of research information in culture and cultural policy research.

The evaluation and analysis of the functionality and effectiveness of the projects administrative processes will expand the understanding of public decision-making and strategy also from the point of view of the citizen.

The methods and conclusions of the project will generate more information about the importance of cultural policy in both urban and municipal research.

The research aims to produce research information about the city of Espoo and:

- the position and importance of cultural policy activities in the strategic development of the city
- the functionality of the management processes of cultural policy and their effectiveness on the set goals
- the effectiveness of cultural policy decisions on the set goals
- the importance and effectiveness of cultural policy interventions in the municipal citizens lives

The research evaluates the strategic goals of cultural policy in relation to research information and thematic international references. The theoretical starting points are among others impact assessment research, urban studies, cultural policy theory and future studies. Methodological starting points bring together both qualitative and quantitative analysis.

Central research questions:

- What is the operational environment that affects the cultural development of Espoo (metropolitan area, demographic growth, economic situation, business structure)?
- What does culture in Espoo and the cultural field in the city consist of? (including structures, services, actors, financing)
- How does the current strategy for culture and the presented visions compare to the current state of Espoo?
- Are the strategic goals (Strategy for Culture 2030 and The Espoo Story) clear and is it possible to evaluate/follow/measure these goals?
- How could the cultural services develop the role and significance of culture as a part of urban development?
- How are the impacts of societal change considered in cultural policy?

Research hypotheses:

- Cultural policy could be a bigger part of urban development in the city of Espoo – current measures/interventions/discourses do not reach different sectors and citizens
- The interventions and operational models need to be improved to diversely reach the municipal citizens
- The ecosystem of cultural actors in Espoo is not developed or recognizable enough to have a strong profile in urban development
- There is not “entrepreneurship” in cultural development comparable to other sectors in society
- The anticipated changes in society and culture are not sufficiently taken into account in current cultural policy

### **Work Package 3: Current challenges**

The goal of WP3 is to produce literature and desk research about the city of Espoo. This research will map out the urban development from the point of view of culture, the service structures and the operational environment as well as collect information from available relevant data on Espoo. Through analysis a comprehensive description of the current state of the city and of the starting points and challenges in cultural activities will be produced.

The main research questions are:

- What is the operational environment that affects the cultural development of Espoo (metropolitan area, demographic growth, economic situation, business structure)?

- What is the demographic makeup of Espoo (location, income, education) by zip code or smaller geographical areas)
- What is the city of Espoo like as an organization?
- What is the decision-making organization and cultural administration like in Espoo?
- What is cultural activity like in Espoo?
  - Where are the cultural services located?
  - What kind of information is available on the use of cultural services and the users?
  - How are the cultural services financed?

#### ***Work Package 4: Goals, structures and financing of cultural policy***

The goal of WP4 is to research the most important structures and goals of cultural policy in Espoo and the financing and handling of these. The work package analyses the central strategies of Espoo as policies that direct cultural policy. The analysis focusses on the strategies, goals, and actors central to the achievement of the goals, and their relationships (guidance, financing, cooperation) and responsibilities.

The main research questions are:

- What does the cultural field in Espoo consist of: structures, services, financing of the cultural sector?
- What are the choices and the actors in cultural policy in Espoo?
- What are the cultural goals presented in the strategies (CultureEspoo 2030, The Espoo Story)? Are there goals set for certain sectors/actors and if for whom/what?
- What/who are the co-operational actors central for the strategic development of the city?
- What is the role of cross-sectoral administration in the achievement of the goals of cultural policy?
- How do strategies and visions relate to the current state of affairs?
- Is it relevant and possible to systematically follow up on the goals and their effectiveness?

#### ***Work Package 5: The cultural consumer in Espoo – work and leisure***

Work package 5 concentrates on the use of art and cultural services and cultural practices in both everyday life and in festivities. WP5 treats culture broadly from market and publicly produced or supported art and culture services to cultural activities of citizens in their own terms. Sustainable development also belongs to the themes of WP5, especially its social and cultural themes.

The main research questions are:



- What are the users of institutional art and culture services in Espoo like compared to the population of Finland as a whole or the inhabitants of other big Finnish cities? What are the most popular cultural services in Espoo? Who are the users of the services, and who does not use them? Are the inhabitants of Espoo satisfied with the cultural services and their possibilities to participate in them? What do they want more of?
- How easy is it to reach geographically the cultural services that the city provides and supports in Espoo?
- What is known about the users of the cultural services provided and supported by the city from audience surveys? Is the use somehow biased?
- What are the possibilities like for different people with varying backgrounds to participate in cultural activities in Espoo?
- How are cultural rights realized in Espoo for people from different demographic groups and different parts of the city?
- How can the citizens of Espoo participate in planning and the decision-making about cultural activities?
- In what ways can the citizens of Espoo participate in cultural activity and collective cultural production on their own terms? Does the city of Espoo support this kind of activity by for example providing premises?
- What is the role of cultural events in the participating in culture in Espoo (participating as spectators, organizational activities, voluntary work etc.)?

### ***Work Package 6: Solutions for the future - CultureEspoo 2030***

The last work package collects results, viewpoints and interpretations from the research process. We carry out thematic comparisons based on aforementioned analysis and formulate different future scenarios and problem solving-models for the Department of Culture in Espoo. Using these scenarios and models, different recommendations and proposals are made in cooperation with the research teams to provide answers to the question of how to develop cultural policy within the framework of the strategic goals of urban development.

### **Impacts and effectiveness: reaching outside of the scientific community**

EspooCult is in direct interaction with the Department of Culture cultural in Espoo and the goal is to produce concrete, practical recommendations to strengthen cultural policy actions. Thus, the research has a direct goal of using the results of the scientific research in the strategic planning of Espoo.

EspooCult is also directly connected to the citizens of Espoo both as cultural consumers and as fellow producers by ways of inclusive research processes. The research results are communicated to the general public four times a year through the medium of comics.

It is possible to see the effects of the EspooCult project in the cultural activities of the city of Espoo because of the interactive nature of the process. The project broadens the diversity of the research, and this can in the long run have effects on regional and local cultural activity planning, realization and evaluation.

## Publication plan

The results will be published twice a year as fact sheets during the project. The fact sheets are primarily meant for the administrative department of Espoo. Research results might also be published as working papers in the publication series of Cupore. Information for the citizens of Espoo will be published four times a year through the Espoo-magazine. The websites of Cupore ([www.cupore.fi](http://www.cupore.fi)) and Espoo ([www.espoo.fi/espooocult](http://www.espoo.fi/espooocult)) will follow the research and publish visualized information on the findings.

The research framework and results will be presented in scientific conferences and there will be articles in relevant Nordic and Finnish scientific journals (Nordisk Kulturpolitisk Tidsskrift, Kulttuuripolitiikan vuosikirja, Yhdyskuntasuunnittelu etc.).

A final report will be published in the publication series of Cupore in the end of 2019.

## Research ethics

Cupore complies with the ethical principles of research in the humanities and social and behavioral sciences and strives for good research data management practises. The EspooCult research plan includes a separate plan for research data management, where the different research practices of the individual work packages are presented. The plan includes research permissions, descriptions of the processes of gathering research data (metadata), registers and records and information on the short and long term storage and handling of the research data. The project has a privacy policy as required by the Personal Data Act. It is stored at the Cupore offices and is available on demand.