



**Cultura
Algarve
Horizonte
2030**

briefing talk 1

CONNECTION, CULTURE AND INNOVATION

*Culture as an engine for the innovation of territories in a
phase of global resilience and economic recovery*

**April 21 | Streaming @Faro2027
10h30**

Reinventing today, Looking forward: Culture in a time of transition

Nancy Duxbury, PhD
Centre for Social Studies
University of Coimbra
duxbury@ces.uc.pt



Centro de Estudos Sociais
Universidade de Coimbra

Centre for Social Studies
University of Coimbra



- **Disruption and uncertainties**
- **Highlighting resilience – Exposing weaknesses and inequities**

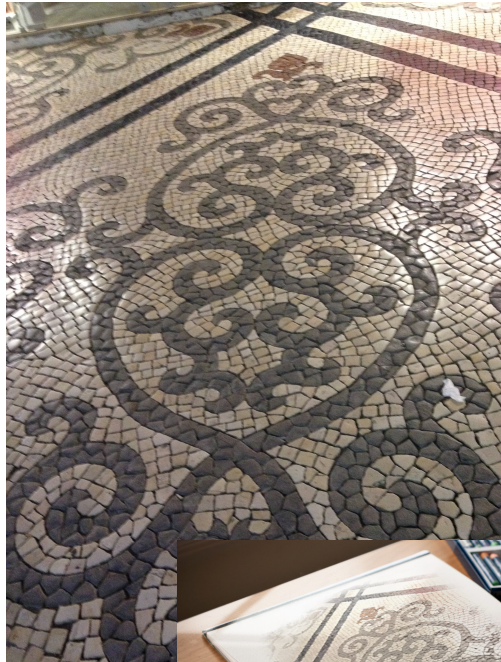


- **Planning and preparing for economic recovery ...**
 - new paradigm?
 - renewed/revised strategies and structures?
 - reinvention?

_What is the potential of culture and creativity for the development and innovation of territories and their communities?

“culture as a cornerstone of reconstruction ahead”
(Enrique Avogadro, Argentina)

“sometimes culture is the solution;
sometimes culture helps us find other solutions”
(Karima Bennoune, UN Special Rapporteur on Cultural Rights)



Culture (tangible and intangible aspects) ...

- Seed – inspiration
- Asset and resource – distinctiveness
- Cultural events, activities, milieu, sites – attractors
- Cultural products – avatars of imaginaries and identity
- Connector among varieties of activities and peoples





Recommendations put forward in research literature

Re: arts-based economic development at the scale of small communities:

- **An emphasis on individual artists** - concentrates on the **needs and characteristics of artists**, emphasizing policy that supports artists through affordable live-work spaces, arts centers and incubators that **help artists network and become more skilled** at running their businesses, and distribution of financial support to **smaller arts organizations**
- **An emphasis on permanent arts facilities such as arts centers and incubators**, viewing cultural assets as networks of resources and arts organizations to address localized problems and build community capacity
- **Urban-rural linkages and broader networks**
- **Networking across rural/remote territory**

Balfour et al. (2018)

(Ortiz 2017, Gonçalves et al. 2020)



5 centros de investigação e 40 pilotos

- Pilotos CREATOUR—1.ª Chamada
- ✕ Pilotos CREATOUR—2.ª Chamada

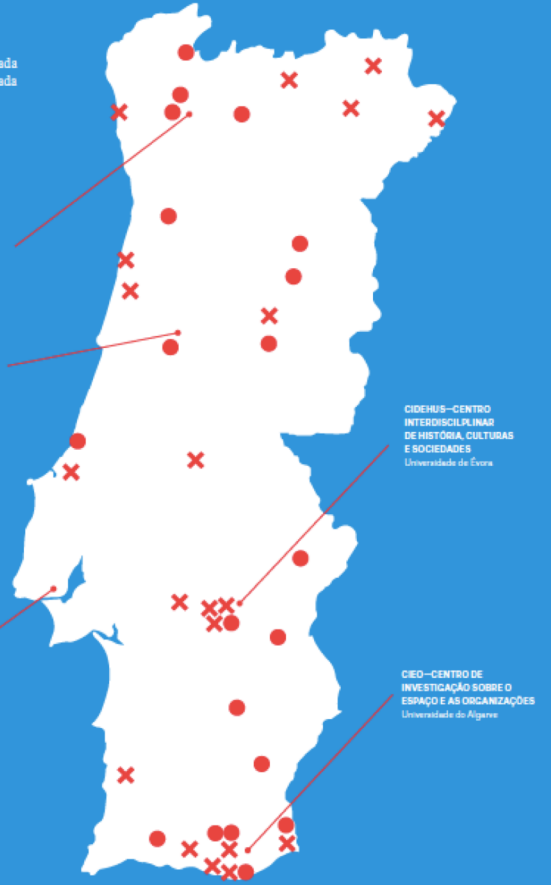
LAB2PT—LABORATÓRIO DE PAISAGENS, PATRIMÓNIO E TERRITÓRIO Universidade do Minho

CES—CENTRO DE ESTUDOS SOCIAIS Universidade da Coruña "caad"

CIDEXHIS—CENTRO INTERDISCIPLINAR DE HISTÓRIA, CULTURAS E SOCIEDADES Universidade de Évora

DINÂMICA CET-IL—CENTRO DE ESTUDOS SOBRE A MUDANÇA SOCIOECONÓMICA E O TERRITÓRIO ISCTE-IL

CIEO—CENTRO DE INVESTIGAÇÃO SOBRE O ESPAÇO E AS ORGANIZAÇÕES Universidade do Algarve





The importance of place

Place is an inspiration and resource –
the tangible and intangible elements
embedded in an environment

Cerdeira, Aldeias do Xisto
(ADXTUR)

creatour.pt



A “geographic space that is defined by meanings, sentiments and stories rather than by a set of co-ordinates”

(Hague & Jenkins, 2005, p. 4)

COOLWOOL
CREATIVE WORKSHOPS

15/12 NEW HAND LAB
14H30/18H

**WORKSHOP AGULHA MÁGICA
PUNCH NEEDLE**

Crie presentes de Natal originais!
Create unique Christmas gifts!

WWW.COOLWOOL.PT

creatour.pt

**CENTRO
COOLWOOL, Covilhã**

creatour.pt



Creative tourism has significant potential for inspiring new ideas for:

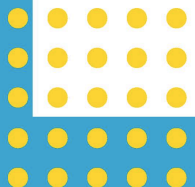
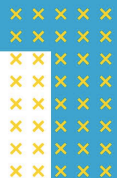
- revitalizing local culture and heritage resources
- reimagining community self-representation for tourism, and
- providing social, cultural, and economic added value for smaller places.

ALENTEJO
Centro de Estudos de Cultura,
História, Artes e Patrimónios

creatour.pt



Creative tourism development in small cities and rural areas



Policy Recommendations

Alexandra R. Gonçalves
Maria do Rosário Borges
Nancy Duxbury
Cláudia Pato Carvalho
and Pedro Costa

EN

Within this policy framework, we identify 5 main interlinked domains that should determine short and medium-term strategic planning measures:

1. Product and enterprise development
2. Inter-sectoral cooperation, networking, and soft infrastructure
3. Capacity-building and training
4. Communications and marketing
5. Research, monitoring, and industry intelligence

_How to reinvent the cultural and creative sector in a period of resilience and economic recovery?

_What are the certainties and uncertainties of the new decade for culture, creativity and innovation globally?

At this time ...

- Prepare – R&D – connect, network
- Distinctiveness of place and people – past and present
- Envision niches
- Connectedness locally – “*culture and ...*” (e.g.) tourism + exchange and networks nationally/internationally
- Link specifics of place to global issues and urgencies



Reflections during the Covid-19 pandemic re CCIs

Reinvent ↔ **Looking forward**

“Looking beyond a recovery approach”



CCIs

Four key interlinked dimensions highlighted:

Nature of the CCI sector

- Fragmented
- SMEs and freelance
- Need for structural reinvention
- Global breakdown of production chains

Financing, compensation issues

- Income breakdown, precarity
- Low access to credit

Technology

- Huge investments in technology and skills for producers
- Customers not accustomed to pay for digital content

Social and personal valuation of culture

- Pandemic revealed critical role of culture re: social cohesion and psychological well-being

Reflections during the Covid-19 pandemic re CCIs

Reinvent ↔ Looking forward

“Looking beyond a recovery approach”



Four key interlinked dimensions highlighted:

Nature of the CCI sector

- Fragmented
- SMEs and freelance
- Need for structural reinvention
- Global breakdown of production chains

- Stronger integration between CCI's and cultural institutions
- “denser, more structurally cohesive cultural ecosystems” (EP 2021)
- Networked cooperation, collaboration
- Possibility to develop new content platforms, private and public → “opportunity to redesign the global content ecosystems” (EP 2021)

Financing, compensation issues

- Income breakdown, precarity
- Low access to credit

emergency and temporary supports ... ???

- Proposal to develop a fair work system in the CCS in Europe

Technology

- Huge investments in technology and skills for producers
- Customers not accustomed to pay for digital content

- Massive digitalization
- Emergence of AE, enriched reality
- New forms of expression, cultural production, and dissemination

Social and personal valuation of culture

- Pandemic revealed critical role of culture re: social cohesion and psychological well-being

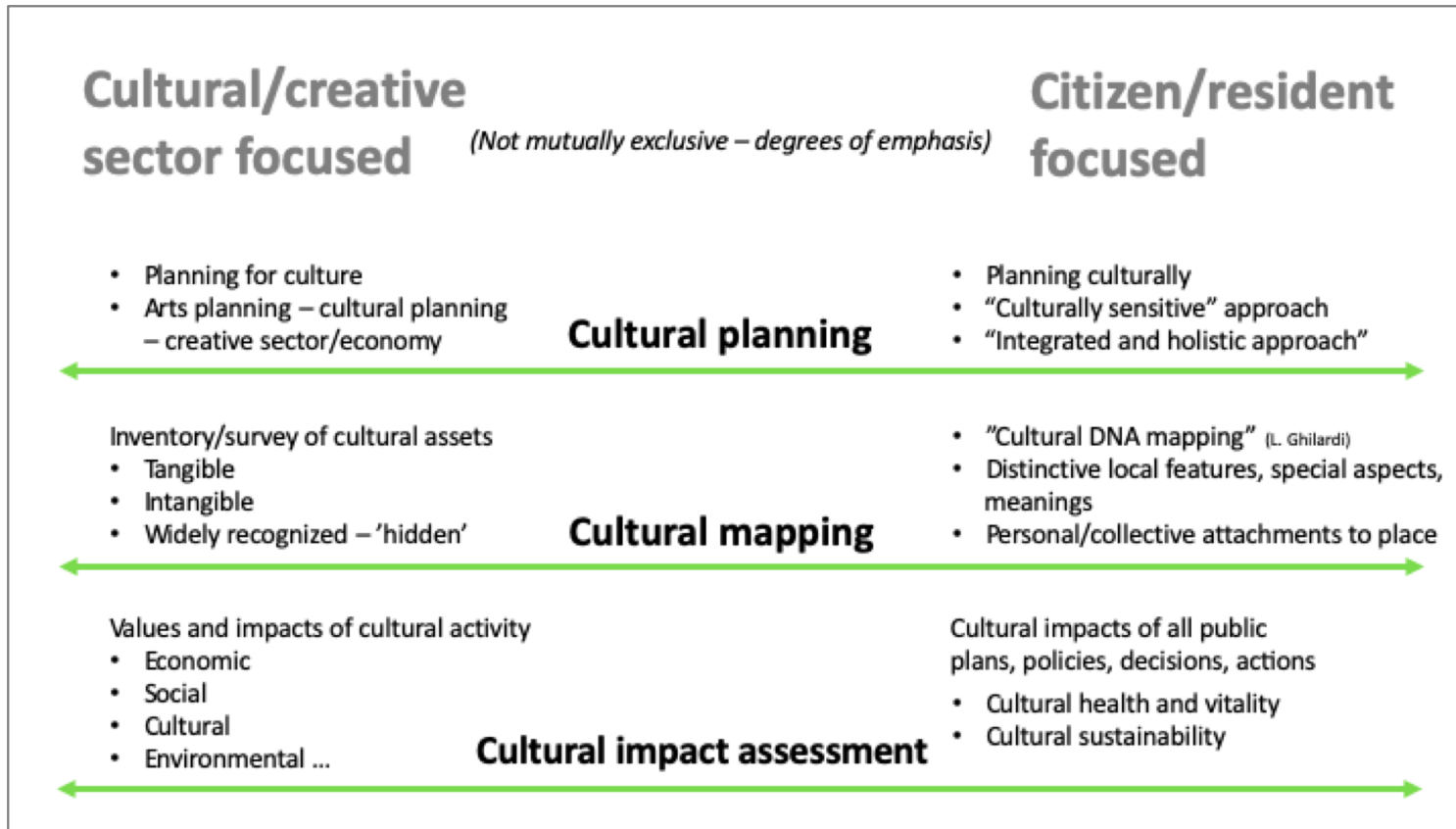
“Strategic complementarities”
with educational and welfare sectors

EP 2021: European Parliament study - *Cultural and creative sectors in post-COVID-19 Europe: Crisis effects and policy recommendations* (Feb. 2021)

_How to reinvent the cultural and creative sector in a period of resilience and economic recovery?



Context: Shifts in cultural mapping, planning, and impact assessment



_What are the certainties and uncertainties of the new decade for culture, creativity and innovation globally?



Looking forward ...



The individual in society

Climate change and environmental destruction

Tackling social inequities, vulnerabilities, insecurities, relationships

Active agent, meaningfulness, self-creation



Societal foundations, expectations shattered

- Fear of “race back to ‘normal’”
- Growing uncertainties and pressing realities
- Culture as a core dimension of sustainability

Including poverty, Social tensions and conflicts

_What collective discussions are necessary to promote authentic and transformative learning actions and experiences?

- How do residents, communities envision their past, present, and future? What trajectories shape them? What do they need and aspire to become? What cultural transformations, legacies, and potentialities are perceived?
- What do artists, cultural organizations, and other creators need and aspire to become?
- How do individuals see themselves and their work/actions connected with this place *and* the key issues of our times?
- How are they *making* the world?

- Culture as a dynamic resource
- Direct involvement/engagement, trust in process, ownership, and follow-through
- Vision + risk-taking, enabling the not-known to materialize
- Be inspired by creative processes
- Anchor in real-life stories, trajectories, and aspirations



Thank you

Obrigada!

Nancy Duxbury
duxbury@ces.uc.pt



CES | Alta

Colégio de S. Jerónimo
Apartado 3087
3000-995 Coimbra
Portugal
T +351 239 855 570
www.ces.uc.pt
ces@ces.uc.pt

CES | Sofia

Colégio da Graça
Rua da Sofia, 136-138
3000-389 Coimbra
Portugal
T +351 239 853 649
www.ces.uc.pt
ces@ces.uc.pt

CES | Lisboa

Picoas Plaza
Rua Viriato, 13 Lj 117/118
1050-227 Lisboa
Portugal
T +351 216 012 848
www.ces.uc.pt/ces-lisboa
ceslx@ces.uc.pt



Centro de Estudos Sociais
Universidade de Coimbra

Centre for Social Studies
University of Coimbra

