



Advocacy Brainstorming Session #3 | Culture and Wellbeing

15 July 11:00 - 13:00 Online meeting

Agenda:

1. Presentation of CAE's activities on the topic
2. Open discussion
 - Members' actions & views
 - Possible alliances and partnerships
 - Next steps

Pre-Reading

1. As you might know, in 2014 - 2017, Culture Action Europe implemented actions aimed at assessing the impact of culture on people's wellbeing, starting from the direct experience of cultural practitioners and organisations and from their public. The purpose of this exercise was to work with cultural organisations to become accountable for their contribution to the wellbeing of both their own operators and their audiences, as well as to find new ways to share their contribution to societal change.

As part of this itinerary, CAE produced a number of reflection papers - we are attaching the most recent one, together with a handbook on Culture and Wellbeing to this email.

2. Value and Values of Culture

Culture Action Europe's impact review "Value and Values of Culture" (attached) also has reference to culture's contribution to wellbeing.

3. Some other background reading in the attachment:

WHO publication on Culture, Health and Wellbeing and research paper on relations between arts and wellbeing.

4. As part of the alliances and partnership building part of the agenda, we will talk in detail about the 2020 Rome Charter

<http://www.2020romecharter.org/>

MEETING MINUTES:

List of participants:

Carla Schiavone (City of Rome)
Inigo Lopez
Mieke Renders (TEH)
Stefan Gies (AEC)
Katharina Weinert (EMC)
Simone Dudt (EMC)
Almuth Frieke (Amateo)
Julie Ward
Corinne Szteinszneider (Michael Culture)
Luca Bergamo (City of Rome)
Robert Manchin (CAE)
Tere Badia (CAE)
Gabriele Rosanna (CAE)
Natalie Giorgadze (CAE)
Kornelia Kiss (CAE)

Tere Badia (CAE) opened the meeting, the last in a series of the advocacy brainstorming sessions, as a follow-up of the CAE Annual General Assembly 2020. Tere informed participants that these series of brainstorming will inform our thinking of restructuring the network, as well as Creative Europe application 2021. These exchanges will also feed our advocacy work at the EU level.

Tere opened informing the group about the response we have just received from the Commissioner Gabriel answering some of our questions related to Creative Europe, as [compiled in these two letters](#). According to Gabriel, the commission is working on solutions to avoid the funding gap between old and new Creative Europe programs.

Afterwards, Tere gave the floor to Robert Manchin, who moderated the session.

Robert Manchin proposes to use this meeting to brainstorm together on how to mobilise beyond slogans with concrete proposals and projects to link culture and wellbeing. Robert mentions that the word wellbeing is becoming a buzzword with different sectors using it in a different way (health, psychology, politics etc).

Before going to the next steps and what and how we can do together, Robert contextualises the topic, explaining the Well-being Index (WBI), indicator developed by Gallup and used widely, as one illustration of how to approach empirically. According to Robert, it is a unique index, as the only Index that goes beyond traditional Objective measures such as GDP, Health, Employment, Literacy, Poverty. In addition to Objective measures, the WBI also considers subjective measures which are divided into two components – Evaluative (How one rates his/her life) and Experienced (What one experiences in daily life).

This science and methodology has been vetted and tested by world renowned researchers and Gallup over the past 50 years and through numerous surveys such as Gallup's World Poll. When you took the survey, you may recall questions such as did you experience sadness, happiness, etc. yesterday...

Historically, definitions of well-being have fallen into two broad categories. The first category consists of traditional neoclassic measures such as income, GDP, life expectancy and poverty rates.

The second includes the subjective or psychological measures of well-being that seek to measure how people feel about their lives. The second, based on more recent research, can be separated into two general types: those measures that tap into the evaluating or remembering self and those that tap into the experiencing self.

Afterwards Robert presents global indicators on well-being, highlighting 5 big components (all equal): career wellbeing, social wellbeing, financial wellbeing, physical wellbeing, community wellbeing

Robert presents the list of indexes globally that have statistical and empirical consequences on the sense of well-being. Can we contribute to a more holistic concept of well-being as cultural actors, and if so, how?



Gallup measurement model of overall well-being: core indicators

CAREER WELLBEING Components	SOCIAL WELLBEING Components	FINANCIAL WELLBEING Components	PHYSICAL WELLBEING Components	COMMUNITY WELLBEING Components
INTEREST Waking up every morning with something to look forward to that day	NETWORK Having close relationships that help you achieve, enjoy life, and be healthy	BASICS Having enough money to pay for basic needs such as food and healthcare	INDEPENDENCE Having the freedom to do what you want to do because you have minimal or no disease burden and daily pain	SAFETY Feeling safe and secure where you live
STRENGTHS Having the opportunity to use your strengths each day and to make progress	MENTOR Surrounding yourself with people who champion your development and growth	PROGRESS Being satisfied with your overall standard of living and having a sense that it is getting better	ENERGY Managing your life so that you feel good throughout the day, with little stress or sadness	PRIDE Caring deeply for your community and believing that it is headed in the right direction
ACHIEVEMENT Making progress on your personal goals	INVESTMENT Devoting a significant amount of time to your closest relationship	STABILITY Having financial freedom and lack of stress as a result of wise money management	MANAGEMENT Making good dietary, exercise, and health management choices throughout the day	HOME Living in an area that "feels like Home" and meets your basic needs
LEADERSHIP Having a leader or manager who makes you feel enthusiastic about the future	PLANNING Making time for social gatherings and events that strengthen your close relationships	FUTURE Having the confidence that comes from evaluating long-term financial goals and positioning yourself so you can satisfy your future financial needs	APPEARANCE Feeling good about how you look	INVOLVEMENT Giving back to your community and contributing to its progress

GALLUP POLL
World Poll

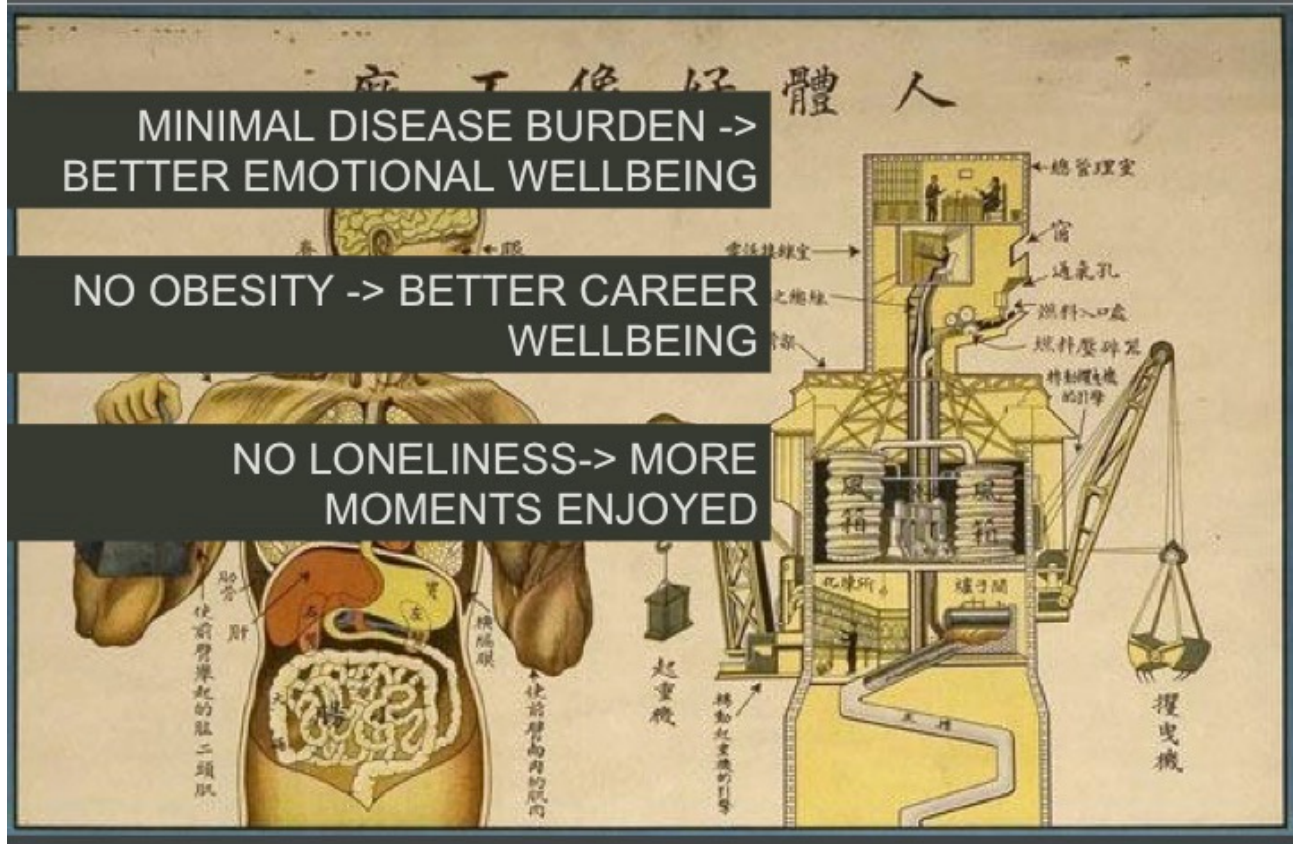
WELL BEING INDEX

- Life satisfaction index
- Purposeful life index
- Life enthusiasm index
- Overall life quality index - today
- Overall life quality index - 5 yrs ago
- Overall life quality index - 5 yrs future
- Love in life index
- Pride in life index
- Interesting life index
- Treated respectfully index
- Personal time decisions index
- Laughter index
- Quality food index
- Sleep hours index
- Religion importance index
- Religious service attendance index
- Religious group harmony index
- Cultural preservation index
- Lifespan estimate index
- Life controlled by others index

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- DEX
- dex
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- index - 5 yrs ago
- index - 5 yrs future
- ix
- ly index
- sions index
- ix
- attendance index
- emory index
- on index
- index
- others index
- im index
- dex
- NDEX
- ance index
- o attendance index
- index
- OPMENT INDEX
- index
- portunity index
- in satisfaction index
- UR INDEX
- ess index
- entreprenuers index
- index
- ENGAGED CITIZENRY INDEX
- Personal opportunity index
- Pride in country index - today
- Pride in country index - 5 yrs ago
- Satisfaction with community index
- Satisfaction with country index
- Confidence in future of country index
- Child treatment index
- Child learning opportunity index
- Visitor treatment index
- Personal freedoms index
- Personal inner peace index
- Generosity index
- Public transportation satisfaction index
- Roads / highways satisfaction index
- Schools / education satisfaction index
- Air quality satisfaction index
- Water quality satisfaction index
- Country situation index - today
- Country situation index - 5 yrs ago
- Country situation index - 5 yrs future
- ENVIRONMENT INDEX
- Air quality satisfaction index
- Water quality satisfaction index
- Environmental system confidence index
- CORRUPTION INDEX
- Business corruption index
- Government corruption index
- TOLERANCE INDEX
- Help stranger index
- Good place for minorities index
- Good place for gay/lesbians index
- Good place for immigrants index

Empirical influences on well-being



Robert then opens the floor to brainstorm how to promote wellbeing through culture, especially in the (post)-pandemic reality. Pandemic has demonstrated that culture can contribute to the sense of wellbeing of population. How can we use this hook to make our advocacy work more concrete? Of course advocating for more funding for culture remains central, but no matter how much or less funding the cultural sector has, it contributes to the community wellbeing.

Julie Ward mentions the importance of class and learning environment to have happy children overall as a foundation for learning. This is important to remember. People who feel happy are more effective and this is related to economic wellbeing too. Not sure politicians have fully understood that as yet. There is a lot of work to do to join these dots. We need to create environments where people feel welcomed, feel happy at ease, all the other bits of a societal jigsaw will follow.

Inigo Lopez: My contribution to this debate comes from my profession: I am an anthropologist working on cultural diversity. 20% of Europe's population have a migrant background, we have to think about the holistic way of approaching this. The objective is to use culture as a dimension to obtain a feeling of wellbeing. Being in harmony, together with the community. This is a very interesting tool. Creating a strong knitted society needs time and culture needs to be used as an important dimension..

Stefan Gies points out that if we talk about culture and wellbeing there are two aspects: wellbeing of artists and impact of culture on the wellbeing of society. These are two sides of the same coin, however we still need to differentiate what exactly we are talking about. These two issues are quite different and require different actions and proposals. It is important to know what we are aiming at so as not to be lost in these sorts of conversations.

Tere Badia mentions that at our previous advocacy brainstorming meeting, that focus on living and working conditions of artists, next to precariousness of cultural professionals a topic of the mental health of artists and cultural workers has been added.

When it comes to the impact of culture on wellbeing: this is why we are here in this discussion today. I propose we think together how to work on this topic, identify projects, actors working on the issues, which stakeholders we need to involve in these discussions. Tere mentions the [Culture 2030 Goal Campaign](#), informing the group that the WHO has signed the statement, officially recognising the fundamental role of culture for sustainability and general wellbeing of societies. Interdependence is another crucial issue, also linked to sustainability - holistic, immersive experiences are also very important, she adds.

Carla Schiavone proposes to bring some elements to narrow down this broad discussion. During the covid we have seen culture had a role to take us through these difficult times. The topic of culture and wellbeing is revamping, becoming a new trend.

Carla then proposes to contextualise this discussion maybe from the [Capabilities of Human Development perspective \(Marta Nussbaum\)](#) that talks about our capabilities: what is each person actually able to do and to be? and opportunities: what real opportunities are available to human beings? This connects to culture and cultural participation as a right - an interesting perspective that comes up in the discourse.

Robert: Meaning and importance of sustainability, culture and wellbeing are becoming more visible and people are becoming more sensitive to the topic. We have seen this connection also moving at the UN level - it seems we are reaching the point - at least verbally - with high ranking institutions UN, WHO, OECD, UNESCO are sending the same type of signal.

But let me ask the question again: What future for CAE - how to create alliances, how to be a connector? How to create strategic alliances? What kind of actors to create alliances and cooperations with to put wellbeing and sustainability in the centre?

Simone Dudd: It is great to hear that the culture and wellbeing discussion is taken by international organisations, they can help us to advance our plea. At the same time there is an ambiguity on the arguments and indicators on the impact of our projects. A concern that I wanted to raise, it is kind of a trap embedded in the discussion of culture and wellbeing.

Regarding the crisis and the impact of Covid19 on the arts and cultural sector. We need to have a look on how crisis is preventing some of our practices (singing for example, is now prohibited, but we also know that singing creates a feeling of wellbeing).

Mieke Renders: She suggests to include thematic actions in the next network application (status of artists, sustainability/ecology, wellbeing, impact of culture). Regarding the restructuring of the network (although I would need to have more information about it), but I think what can be possible is to have the trans-sectoral approach - working with the UN etc - to break these barriers and bubbles.

Robert gives the floor to Luca Bergamo asking to share his experiences on how to create cross-sectoral connections.

Luca Bergamo mentions that his position allows him to use resources and leverages that the network does not have. At the same times there are limitations and challenges. You have the same problem of gaining legitimacy, but the way of gaining legitimacy is completely different. What I have been trying to do is to put in practice what we have been discussing for years at CAE. Trying to connect the rights enshrined in the article 27 of the Human Rights Declaration, reading it very carefully and assuming that there is a responsibility to

work towards eliminating steps that makes this right not to be achieved. We began the work to measure culture and wellbeing and while doing that connections came in a very simple way, alliances are not that simple though. These alliances however tend to still remain within the cultural sector globally. How crisis situations like covid and how does it affect our fundamental rights - meeting people, participating in the community life etc - there are still a lot of questions there.

Robert opens up the discussion to see how we can connect in between the bubbles (European and International for example) and he refers to EMC and IMC. He mentions that Culture Action Europe is interestingly positioned in between: we have voices who say there is no such a thing as European culture, only CULTURE as such exists and on the other hand there are voices saying that there is no such a thing as European culture but only national local culture. From this perspective, it would be interesting to hear from EMC/IMC how the collaboration on these different levels work and what the experiences are.

Simone Dudt explains that EMC is the regional representation of the IMC, together with other regional groups like Africa, LAX etc. What we experience, she says, is that as the European group, we need to be careful of the European dominance, we are always trying to be the last to speak etc. Also when it comes to indicators Robert presented earlier, we were wondering if all of these were applicable in all the regions of the world and if how we experience well-being, or what the needs are, differ globally.

Robert replies that he has presented indicators in Tokyo and participants from India, Nepal etc. approached him asking why indicators like meditation, spiritualism etc. were not mentioned on the list. This is an important debate for us, because Culture Action Europe is a European network and I do not want to compromise on that. But indeed I feel I am sometimes losing the ground under my feet when I talk to my American friends for example. How can CAE navigate this new, even more complex reality?

Tere: we need to change the approach in a radical way - we need to go beyond the assumptions that we have common values, common identities, common understanding on what is well being. I was participating in the workshop, where they were proposing to create ethics from the material conditions of life. Trying to create strategies on wellbeing based not on the values (happiness etc.), but on the damages (poverty, exclusion, extractivism, ageism). What if we completely change the approach to wellbeing and instead of putting above some abstract assumptions, we start from scratch the way around? What are the damages out there? In that sense we may construct a different view.

Robert: fundamental question - OECD tried to solve this problem by giving the tool to weigh each component of wellbeing according to respondents own value preferences. That leads to the position where everyone has their own. We tried to look at people's values, what their general value preferences are and have found that the relations between objective conditions and evaluations are vastly different on the same objective conditions depending if you have "puritanic" or "hedonistic" value preferences.

I hope we still have some shared values, even shared values are fragmenting day by day. Question for networks like us - should we remain the torch bearers of the idea of Europe or give the freedom of artistic freedom to express different visions and we are the platform to discuss and reach out? Or should we be more focused on who we are and whom do we represent?

Inigo: I want to react to Stefan's and Tere's points raised before. Wellbeing of artists as professionals and consumers of culture are very different. So using "damages" approach presented by Tere, must define that damages in both (artist and consumers of culture) and build very specific partnerships and networks with organizations in that very specific issues, that allow define targets. Only as examples I will mention FICDC, where I'm member for some years, that leads with rights (copyrights and digital) related to the "damage" of social conditions and for consumers, taking into account that Europe does not have one value system as about 20% of its population is of a migrant background. Hence it is extremely important to work with networks that represent diasporas (example Arterial).

Mieke Renders: You can remain a torch and still have the platform of discussion, you can be a pioneer and still be a torch, and continue doing things that you do good.

Luca Bergamo: There is a need to be organised as a voice that has a political impact. What we are missing are the voices capable of uniting and of imagining possible futures. That is missing, you don't have it, there are elements, but a strong voice is missing.

Robert: missing hero, the courage to be a prophet. CAE should be a voice of hope

Julie Ward mentions her participation in the UN Habitat SDG11 Sustainable Cities initiative. Where are the heroes? There are heroes and they are in the field of environmental protection - Greta Thunberg is one of them. And so is Jane Goodall (she proposes a BBC Hard Talk interview with her).

Simone Dudd Europe lives in the global world and the world lives in Europe, as Inigo was mentioning- so when it comes to wellbeing, let's make these pillars more inclusive, this will be my plea. It is very important to bring international dimension to the discussion, as we have done today for example, but it does not mean that CAE should not have a European focus.

Tere thanks the participants for interesting conversation - it is important to break the silos. Wellbeing includes the cultural sector but is much more beyond. Tere says that more meetings like this will be coming in the future.