

Proposal Evaluation Form

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	EUROPEAN COMMISSION Horizon 2020 - Research and Innovation Framework Programme	Evaluation Summary Report - Research and innovation actions/Innovation actions
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Call: H2020-SC6-TRANSFORMATIONS-2019
Type of action: RIA
Proposal number: 870793
Proposal acronym: UNCHARTED
Duration (months): 48
Proposal title: UNCHARTED: Understanding, Capturing and Fostering the Societal Value of Culture
Activity: TRANSFORMATIONS-08-2019

N.	Proposer name	Country	Total Cost	%	Grant Requested	%
1	UNIVERSITAT DE BARCELONA	ES	546,500	18.22%	546,500	18.22%
2	EOTVOS LORAND TUDOMANYEGYETEM	HU	188,750	6.29%	188,750	6.29%
3	CENTRO DE ESTUDOS SOCIAIS	PT	170,625	5.69%	170,625	5.69%
4	ALMA MATER STUDIORUM - UNIVERSITA DI BOLOGNA	IT	312,350	10.41%	312,350	10.41%
5	Telemark Research Institute	NO	346,675	11.56%	346,675	11.56%
6	CENTRE NATIONAL DE LA RECHERCHE SCIENTIFIQUE CNRS	FR	326,500	10.88%	326,500	10.88%
7	UNIVERSIDADE DO PORTO	PT	210,716.25	7.02%	210,716.25	7.02%
8	GOLDSMITHS' COLLEGE	UK	348,750	11.63%	348,750	11.63%
9	UNIVERSITE PARIS 8 VINCENNES SAINT-DENIS	FR	267,000	8.90%	267,000	8.90%
10	PROMOTER SRL	IT	281,850	9.40%	281,850	9.40%
Total:			2,999,716.25		2,999,716.25	

Abstract:

In recent decades, with the growing emphasis on the creative economy, culture has tended to be increasingly seen in political circles under the exclusive lens of the economy and its contribution to it. To counteract this tendency, it is necessary to define the social values associated with culture on a different basis from the traditional one. The work focuses on the valuation practices of the actors involved in cultural life. In this respect, three areas and three types of fundamental actors in the value dynamics of culture are distinguished: the field of cultural participation, in which citizenship is the protagonist; the field of cultural production and heritage, where the professionals of creation and preservation are the ones who take the initiative; and the field of cultural administration, in which it is the experts and politicians who decide. The project takes these three areas and this basic typology of actors as a starting point to structure the study of the different aspects involved in this evaluative dynamic: the emergence of values, the configuration of a value order and the political impulse of values.

Evaluation Summary Report

Evaluation Result

Total score: 12.50 (Threshold: 10)

Form information

SCORING

Scores must be in the range 0-5.

Interpretation of the score:

- 0- The **proposal fails to address the criterion** or cannot be assessed due to missing or incomplete information.
- 1- **Poor.** The criterion is inadequately addressed, or there are serious inherent weaknesses.
- 2- **Fair.** The proposal broadly addresses the criterion, but there are significant weaknesses.
- 3- **Good.** The proposal addresses the criterion well, but a number of shortcomings are present.
- 4- **Very good.** The proposal addresses the criterion very well, but a small number of shortcomings are present.
- 5- **Excellent.** The proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

Criterion 1 - Excellence

Score: **5.00** (Threshold: 3/5.00 , Weight: -)

The following aspects will be taken into account, to the extent that the proposed work corresponds to the topic description in the work programme:

Clarity and pertinence of the objectives

The proposal objectives are very well formulated and ambitious while being realistic. They are based on relevant observations which challenge the existing structures built by cultural policy today and are thus highly pertinent to the topic description; in addition, its focus on

Soundness of the concept, and credibility of the proposed methodology

The proposal is impressive in design, very well grounded in the literature, and addresses robustly the challenge of researching qualitative measures of social value. Thus, the concept is sound and the use of 4 arenas alongside clear targeting of different parts of the production/consumption chain provides the research with a very solid base.

The way in which the methodology integrates players from various levels - from citizens, professionals and producers to administrators and policy makers - is adept and very appropriate. The thematic course planned for the research is coherent and logical and allows the growth of knowledge through the project's lifetime. The hands-on practical approach is very well explained and justified. The mix of research methodologies and the time-frame planned for the project are very well aligned with the ambition of the proposal.

Extent that proposed work is beyond the state of the art, and demonstrates innovation potential (e.g. ground-breaking objectives, novel concepts and approaches, new products, services or business and organisational models)

This proposal goes beyond the state of the art to an excellent extent. The project is unique for the cross-cutting issues it addresses, from gathering research material at the grass roots, to analysis and dissemination of policy recommendations responding to current European challenges. The examination of culture through the 3 categories - participation, production and administration is simple but innovative, in particular due to its novel approach to cultural heritage institutions and professionals and by recognising the roles and needs of the mass media and citizen participation.

The theme, measuring and imagining, is groundbreaking in examining the impacts of evaluations, including the tensions between different values held by the various players or sectors. The outcomes from this research have the potential to shift thinking on the purpose of evaluations and value attribution both amongst practitioners and policy makers, and to open up much needed wider discussions on the same.

Appropriate consideration of interdisciplinary approaches and, where relevant, use of stakeholder knowledge and gender dimension in research and innovation content

The application shows a very high level of consideration of interdisciplinary approaches in SSH as well as research methodologies between the heritage and cultural fields. This allows a parallel exploration of the proposal's research questions, for example, the exploration of policy coherence in administrations and cultural policy effectiveness in institutions.

The proposal makes exemplary and in-depth use of stakeholder knowledge as this forms the core primary research of several WPs. The range of stakeholders involved is very wide, from citizen participants to cultural producers and practitioners, heritage managers and those involved in cultural policy and public administration.

The gender dimension is considered to an excellent level being integrated into the work plan at several levels: as a research theme and proposed deliverable as well as being demonstrated by the acknowledgement of the effect of gender on cultural production.

Criterion 2 - Impact

Score: **4.00** (Threshold: 3/5.00 , Weight: -)

The following aspects will be taken into account:

The extent to which the outputs of the project would contribute to each of the expected impacts mentioned in the work programme under the relevant topic

The outputs address the majority of the expected impacts to a highly satisfactory level, having strong potential in contributing a much needed qualitative perspective to new methodologies for capturing social value, understanding the impacts of cultural policies, and in contributing to innovative policies. Robust linkages between research and impact show how the proposal will deliver these impacts by focusing on analysis and knowledge rather than data alone. The impact of the research findings may have the potential to change the focus of public funding for culture.

However, the proposal does not address substantially the improvement of statistical or quantitative measurements of cultural value. This is a shortcoming.

Any substantial impacts not mentioned in the work programme, that would enhance innovation capacity, create new market opportunities, strengthen competitiveness and growth of companies, address issues related to climate change or the environment, or bring other important benefits for society

The proposal does not sufficiently demonstrate any substantial impacts that are not mentioned in the work programme.

Quality of the proposed measures to:

- exploit and disseminate the project results (including management of IPR), and to manage research data where relevant
- communicate the project activities to different target audiences

The dissemination and exploitation strategy is mostly presented in appropriate detail. For instance, it makes good use of existing initiatives and networks. For the most part, the dissemination measures are well integrated into all aspects of the project. However, while the consortium comprises a wide network of cultural policy research, measures to engage those outside these networks and also to exploit the results are too generic, e.g. via seminar attendance.

IPR is covered sufficiently including clarification on the ownership of project reports. Research data management is covered sufficiently, for example, by using recognised standards for sharing or publishing data under different CC licences.

The communications planning is adequate, although the interest or motivation for participation of certain audiences in this project is not clearly justified e.g. schools and the general public.

Criterion 3 - Quality and efficiency of the implementation

Score: **3.50** (Threshold: 3/5.00 , Weight: -)

The following aspects will be taken into account:

Quality and effectiveness of the work plan, including extent to which the resources assigned to work packages are in line with their objectives and deliverables

The objectives of the WPs are clearly described. WPs are well balanced regarding resources and partner responsibilities and being interwoven, they inform one another, creating a strong internal coherence. Each research package is accompanied by a deliverable with a target impact, making implementation easier to evaluate as to both quality and efficiency.

However, there is an insufficient level of detail on the specificity of case studies. For example, it is not clear which geographic regions or administrations will be examined or how contact will be made with regions and countries not represented in the consortium. In addition, the case studies are to be selected at a very late stage of the project activities, which undermines the credibility of the workplan. This is an important shortcoming.

Appropriateness of the management structures and procedures, including risk and innovation management

The management structures are appropriate and demonstrate the combined experience of large scale project management within the consortium, based on the detail supplied.

Risk is dealt with in a robust way outlining the process for mitigation and identifying credible critical risks. Also the broad competence of the partners should guarantee that any sudden changes in the timetable or deliverables can be sufficiently compensated by other partners.

Innovation management is dealt with to a very high level of detail with the appointment of an innovation manager. In addition, a knowledge management process is included which reflects the analytic/knowledge-based approach taken by the consortium, which is commendable.

Complementarity of the participants and extent to which the consortium as a whole brings together the necessary expertise

The consortium brings together the requisite expertise for this proposal covering theory and analyses, information collection and knowledge generation, as well as project management. The combination of political scientists, sociologists, cultural policy competence and contacts with public authorities and the sector itself brings together a dynamic mix of expertise that has the potential to inform cultural policy in the short term.

With regard to the gender balance of the team, there is a high level of awareness of the importance of this issue demonstrated by the acknowledgement of the need to consider gender as a criterion in recruitment. Further, the geographic spread of the partners across Europe is well balanced and representative of a wide range of cultural policy regimes in Europe. Thus the consortium is highly complementary.

Appropriateness of the allocation of tasks, ensuring that all participants have a valid role and adequate resources in the project to fulfil that role

The resources are reasonably distributed, with an effective delegation of resources for project management. Each partner has a clearly defined role, both for management and sharing of data and for specific actions (seminars, conferences, communication), which is appropriate to their competencies.

Scope of the proposal

Status: **Yes**

Comments (in case the proposal is out of scope)

Not provided

Operational Capacity

Status: **Operational Capacity: Yes**

If No, please list the concerned partner(s), the reasons for the rejection, and the requested amount.

Not provided

Exceptional funding of third country participants/international organisations

A third country participant/international organisation not listed in [General Annex A to the Main Work Programme](#) may exceptionally receive funding if their participation is essential for carrying out the project (for instance due to outstanding expertise, access to unique know-how, access to research infrastructure, access to particular geographical environments, possibility to involve key partners in emerging markets, access to data, etc.). (For more information, see the [Online Manual](#))

Based on the information provided in the proposal, I consider that the following participant(s)/international organisation(s) that requested funding should exceptionally be funded:

(Please list the Name and acronym of the applicant, Reasons for exceptional funding and the Requested grant amount.)

Not provided

Based on the information provided in the proposal, I consider that the following participant(s)/international organisation(s) that requested funding should NOT be funded:

(Please list the Name and acronym of the applicant, Reasons for exceptional funding and the Requested grant amount.)

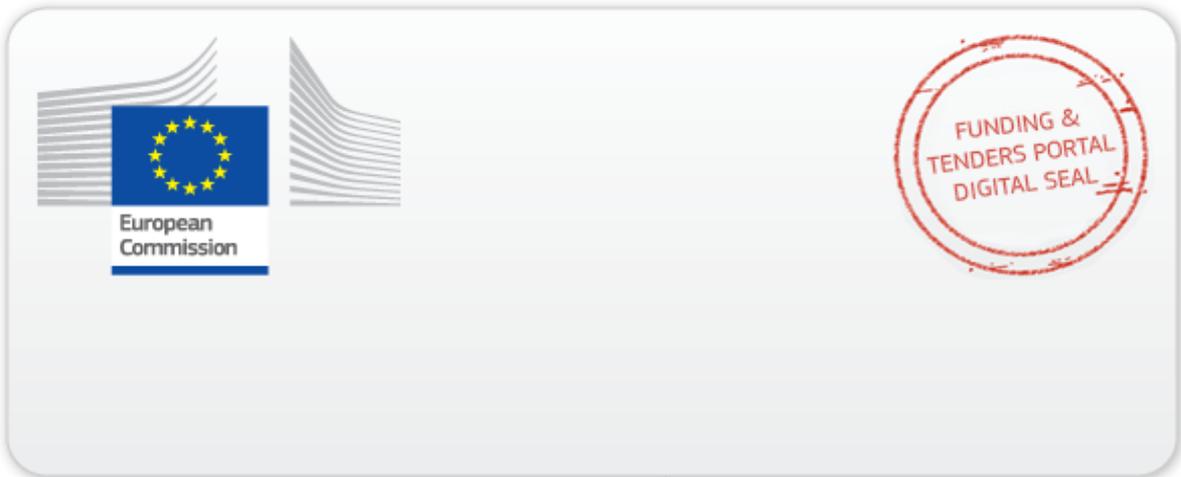
Not provided

Use of human embryonic stem cells (hESC)

Status: **No**

If yes, please state whether the use of hESC is, or is not, in your opinion, necessary to achieve the scientific objectives of the proposal and the reasons why. Alternatively, please state if it cannot be assessed whether the use of hESC is necessary or not because of a lack of information.

Not provided



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