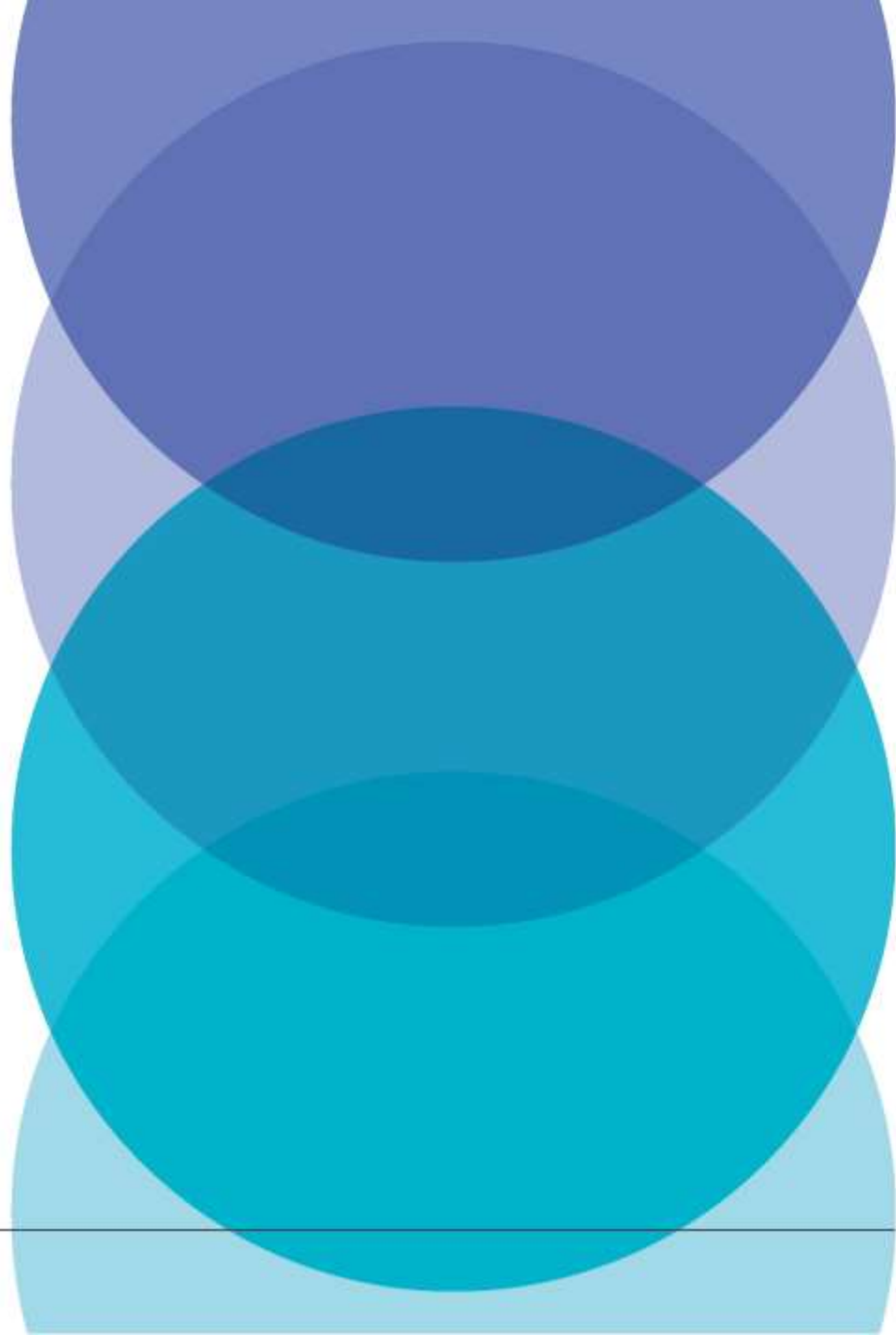# EDUCATION AND SOCIETY

Towards our 2020 vision

Cultural Value Model

Agenda & Purpose

- Introduction to project
- Overview research
- Introduction to cultural value model

  South Asia Season Pilot

  Learn English MENA Facebook pilot

- Question and Answer
- Overall aim:

  Increase awareness of the research and the tool

  Encourage participation in more piloting
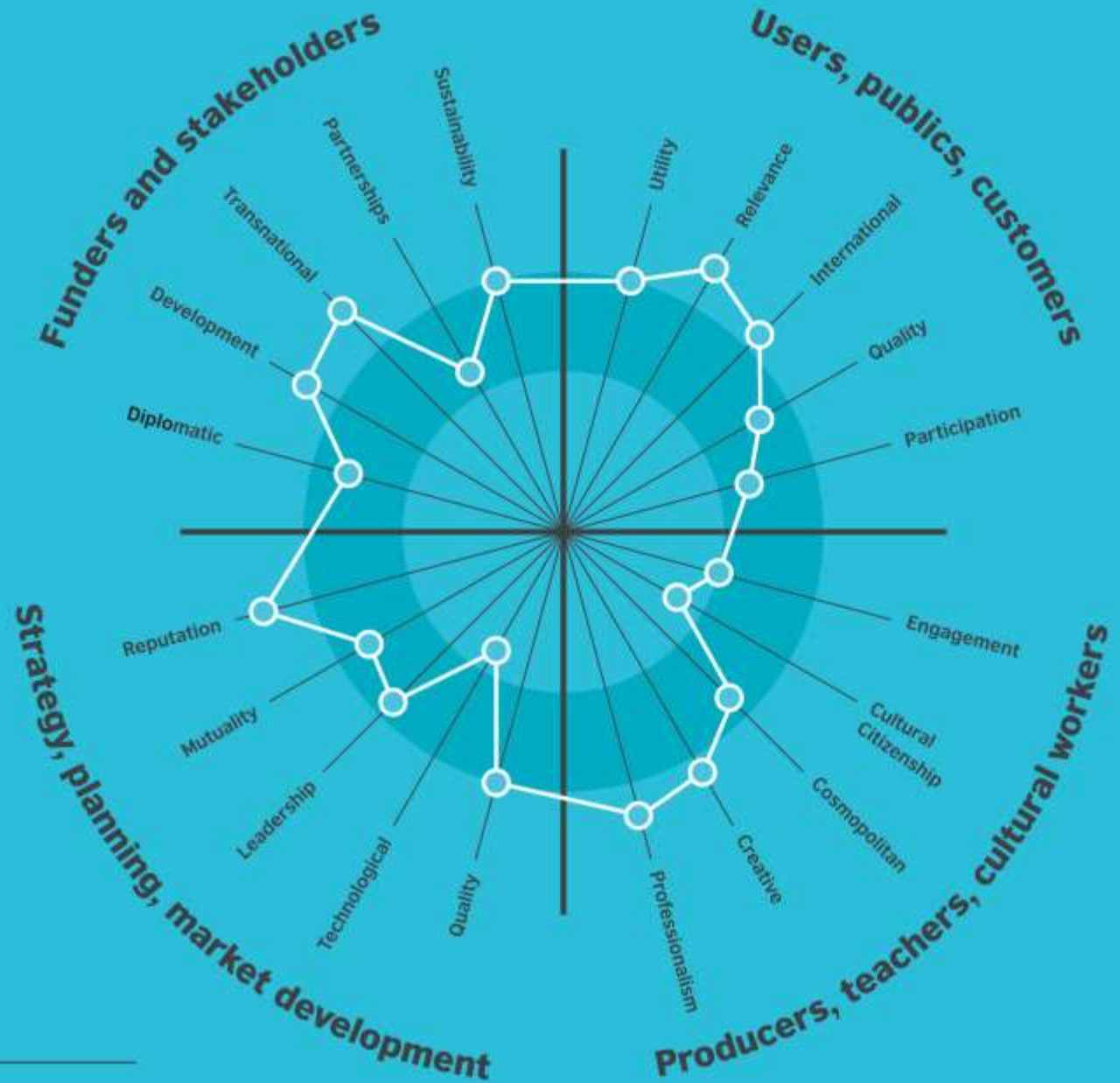
The Cultural Value Project

- National Research Project

- Funded by Arts and Humanities Research Council

- Response to growing trend of reductive/economic valuing of cultural work

- The Open University, BBC World Service and British Council bid for research grant

- First phase completed end of May

- For more information see:

www.ahrc.ac.uk/Funded-Research/Funded-themes-and-programmes/Cultural-Value-Project/Pages/default.aspx

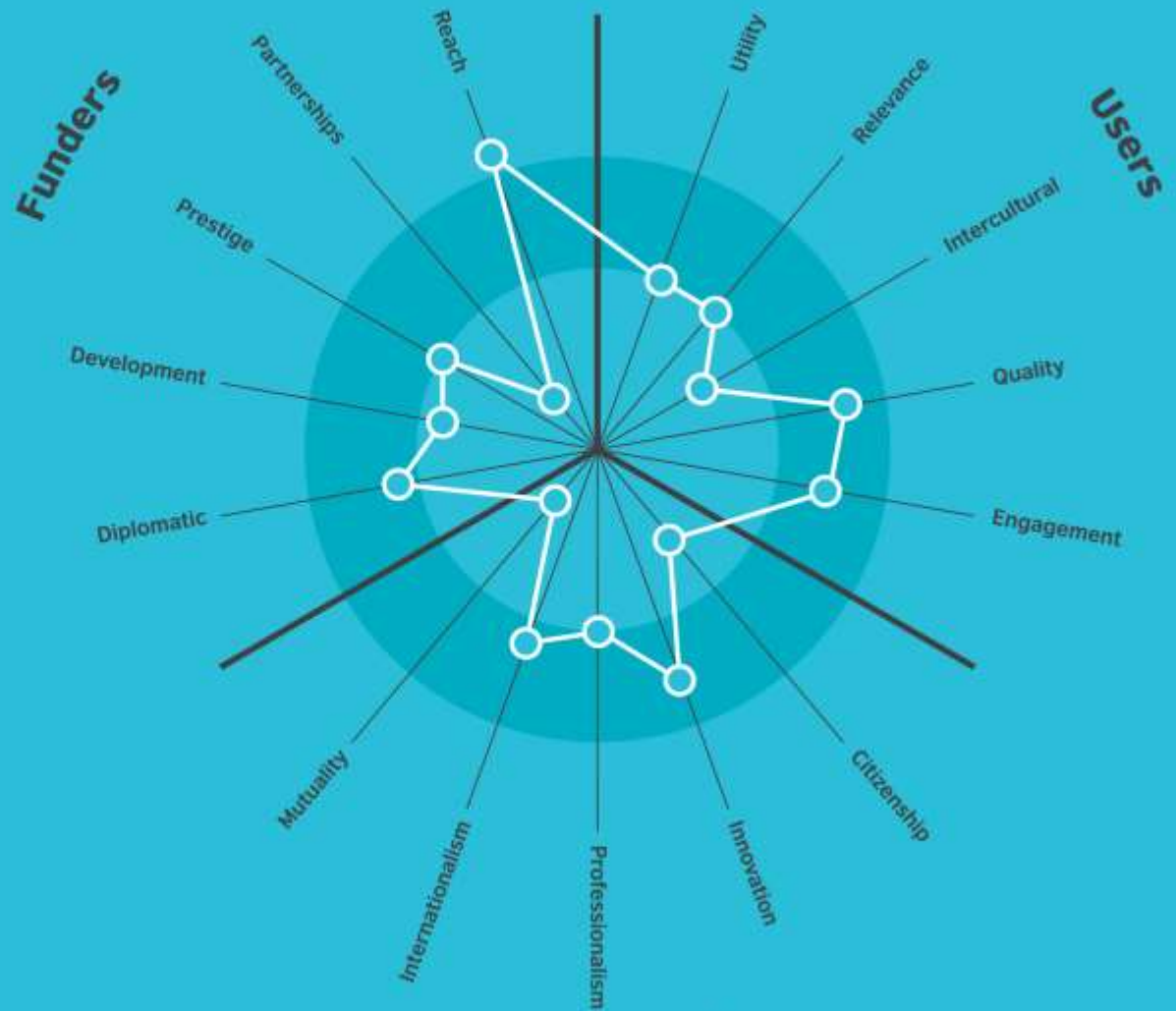www.britishcouncil.org

How the Cultural Value Model Works

• Assessment from multiple perspectives

• Shifts frame from impact to value

• KEY WORDS

• Sectors: users, funders and partners, organisation

• Components and definitions

• Scoring: data and evidence

• Band of equilibrium

• Constellations of value

South Asia Season

Funders and stakeholders

Users, publics, customers

Producers, teachers, cultural workers

Strategy, planning, market development

Sustainability
Partnerships
Transnational
Development
Diplomatic
Reputation
Mutuality
Leadership
Technological
Quality
Professionalism
Creative
Cosmopolitan
Cultural Citizenship
Engagement
Participation
Quality
International
Relevance
Utility

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MENA

Funders

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Prestige
Partnerships

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Question and Answer Session

- What's most valuable about the model?
- Will it take up a lot of our time?
- How should it be used and by whom?
- How flexible is it?
- How were the components arrived at?
- How was the scoring done?
- What's a good and a bad score?
- Can it track change?
- How can we get involved in using it?

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