

Transforming Cultural Data into Strategic Evidence

A Blueprint for developing City-based Arts & Culture Management Information System (MIS) and Data Space

The Context: Europe's Strategic Mandate for Cultural Data

Europe's cultural and creative sectors (CCS) such as tourism generate an extraordinary volume of engagement data—ticketing records, audience surveys, digital participation logs, heritage visitation counts, and wellbeing outcome measures. Yet, this data almost never translates into actionable, comparative evidence.

As highlighted by major European strategic frameworks, addressing this fragmentation is no longer optional; it is a mandate for sustainable cultural development:

- **EU Council Joint Declaration ("Europe for Culture – Culture for Europe"):** Demands strengthened political commitment to counter data fragmentation, improving cultural data integrity, discoverability, and consistency across institutions and Member States.
- **European Capitals of Culture (ECoC):** Recognized as laboratories for strategic investments, ECoC initiatives still lack a coherent evidence-base to measure medium-to-long-term cultural, social, and economic legacies. There is a critical missing common ground to compare impact across cities.
- **JRC Cultural and Creative Cities Monitor (C3 Index):** While offering a rich benchmarking landscape, it remains a static snapshot unable to ingest granular, comparable, locally-defined audience engagement data.

The Core Challenge: The Semantic Infrastructure Gap

The obstacle to effective cultural resource management and benchmarking is not a scarcity of data, nor is it a technical failure that better databases can fix. It is a **semantic infrastructure gap**.

A "cultural participation" metric in one city, a "wellbeing impact" indicator in another, and a "heritage visit" count in a third may be recorded with methodological rigour, yet remain completely incompatible. They rest on different definitions and cultural assumptions.

Coupled with insights from regional feasibility studies (such as our work in Skåne), municipalities and cultural institutions face three distinct pain points:

1. **Incommensurability:** We do not know enough about who our audiences are or what motivates them because our data cannot be cross-referenced.
2. **Fragmented Taxonomies:** We lack a common language to internally and collectively evaluate our relationship with citizens.

3. **Resource & Capability Deficits:** Most organizations lack the skills, tools, and domain-specific ontology to collect, analyze, and translate audience data into informed, strategic decisions.

The Solution: A Co-Created Sector MIS & Data Space

We offer a structured consultancy program to help municipalities and regional cultural ecosystems design and implement a collective **Management Information System (MIS)** powered by a robust **Data Spaces for Arts & Culture** infrastructure.

By identifying key, commensurable data sources (ticketing, local demographics, survey metrics, retail/tourism overlays), we help regions build a shared evidence base. This collective approach mitigates power dynamics between well-resourced and under-resourced institutions, ensuring equitable data collaboration.

Our Consultancy Offering: The 4-Step Blueprint Process

We guide your regional stakeholders through a comprehensive, step-by-step methodology to assess feasibility, align stakeholders, and design your cultural data infrastructure.

Phase	Activity	Description & Objectives
Step 1	Preliminary Online Interviews	Target: Municipal leaders, cultural organizations, tourism boards, ticketing agents, and retail stakeholders. Objective: Map the current ecosystem, identify existing data silos, and understand the specific political and operational goals of the region.
Step 2	Pre-Workshop Online Survey	Target: Broad distribution across the regional cultural sector. Objective: Assess baseline data maturity, gauge the appetite for data-sharing, identify current capabilities, and surface immediate pain points.
Step 3	2-Day Onsite Workshop	Target: Key regional stakeholders and decision-makers. Framework: Built entirely on the Data Cooperation Canvas for culture. Objective: A hands-on, facilitated session to design the data cooperation model. We will stress-test for asymmetric power dynamics, define shared semantic rules, identify primary data sources, and outline the governance required for a shared MIS.
Step 4	Full-Day Online Review & Final Report	Target: Core project sponsors and steering committee. Objective: Review the draft findings, refine the proposed operational models, and finalize the strategic roadmap before final publication.

Deliverables & Outcomes

Following the 4-step process, you will receive a comprehensive **Strategic Blueprint & Feasibility Report**, which includes:

- **Gap Analysis:** A detailed assessment of your region's current data maturity versus the requirements for a unified MIS.
- **Data Space Blueprint:** A customized architectural and governance roadmap for implementing a Data Space for Arts & Culture, utilizing the outputs of the **Data Cooperation Canvas**.
- **Data Source Identification:** A mapped inventory of the key commensurable data streams (ticketing, surveys, municipal datasets) required to provide underlying evidence for the MIS.
- **Budget & ROI Analysis:** A clear financial overview detailing the initial investment required, ongoing operational costs, and the projected financial savings and revenue-generation opportunities unlocked by shared infrastructure.
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Empower your cultural sector to move from fragmented data to
shared, strategic evidence

THE WHY & WHAT

THE WHO

THE HOW

THE TOOLS

- Context**
 - Lack of evidence-based insights into the general public's cultural engagement of publicly funded cultural offerings:
 - Across artforms
 - Across demographics
 - Multi-year analysis
 - Tracking investment impacts

- Value Chains & Ecosystem**
 - Cultural organizations
 - Suppliers
 - CultureTech
 - Cultural Agencies & Funders

Motivations & Objectives

- Leveraging the power of collective data to improve:
 - Increasing citizen cultural engagement
 - Targeting underserved communities
 - Shared Management Practices
 - Operational Efficiencies & Shared Infrastructure

Resources

- Staff time
- Data sets
- Infrastructure & Networks
- Products & services
- Access to expertise

Business Case

- Aggregated data value assessments
- Development of new data driven products/services
- Resource sharing



Concepts & Model

- Organization & Governance
- Federated data models
- Integration: tourism, mobility
- Sustainable business models

Implementation Roadmap

- Management Information System**
- Cultural Engagement Insights
- Metrics, Benchmarks
- Data Space Rulebooks & Blueprints

Data & Data Sources Collection/Alignment

- Cultural**
 - Transactional Data
 - Survey Data
 - Household Data
 - Digital Profiling
- Associated Data Sources**
 - Heritage
 - Tourism
 - Health

Pan National & Technical Interoperability

- Semantic alignment gaps: Different pan-sectorial and pan National schemas, vocabularies, and data quality rules
- Heterogeneous technical barriers
- Policy and trust fragmentation

Infrastructure Characteristics

- Federated, interoperable infrastructure
- Built-in governance & trust
- Secure, data-sovereign exchange

Added Value

- Improved evidence-based decision-making in terms of:
 - Programming & Marketing
 - Investment Strategies
 - Clear Metrics & Benchmarks
- Integrating Arts & Culture data with Tourism, Mobility, Space-making and Health