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ccspillover@gmail.com  
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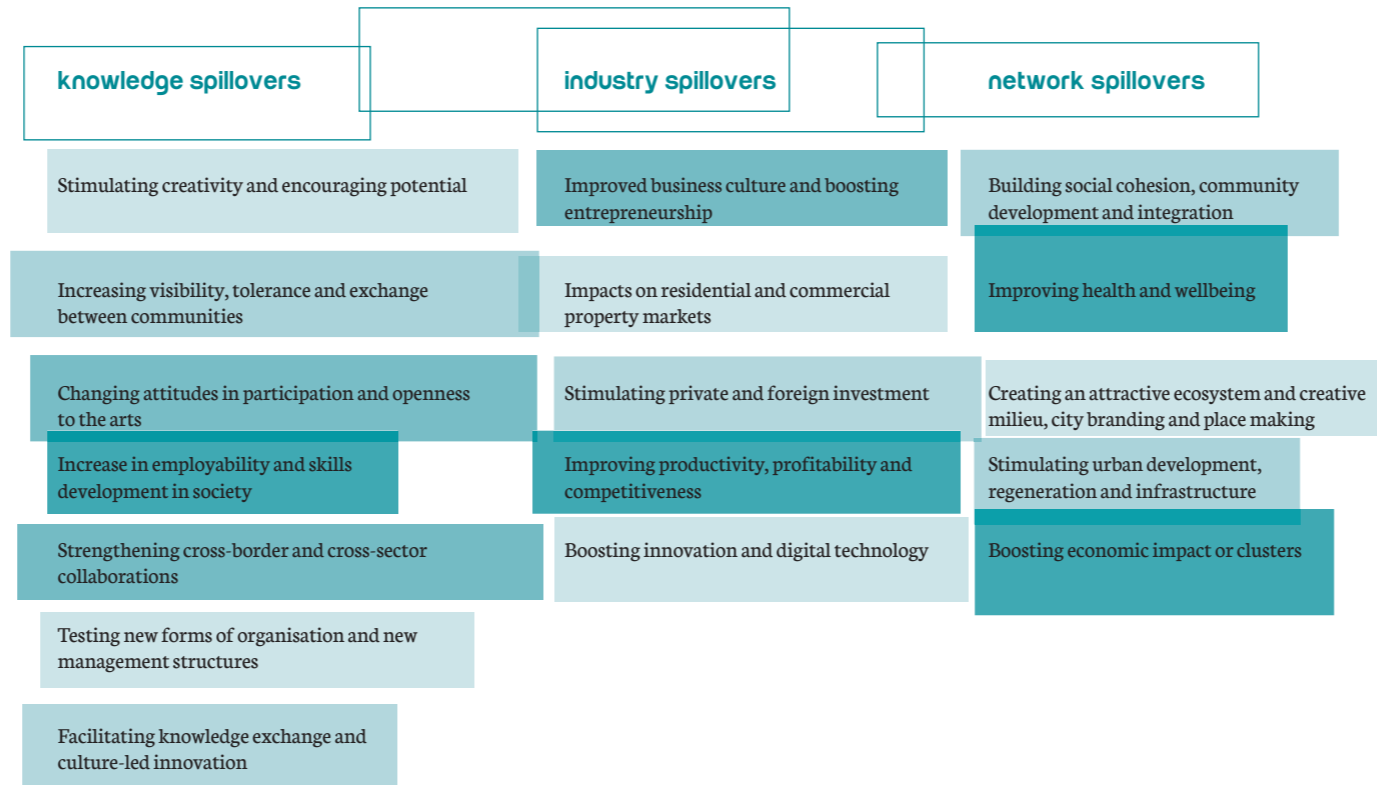
Funding partners of the European Research Partnership on Cultural and Creative Spillovers:



published in 2016

# 17 spillover types and sub-categories

Developed by the partnership and Tom Fleming Creative Consultancy (2015)



european research partnership on

# cultural and creative spillovers

in europe



## about

The European Research Partnership on Cultural and Creative Spillovers was launched in 2014, and aims to evaluate, in a holistic way, the effects of cultural and creative spillovers. It is especially concerned with closing the gaps in our methods of both research and evaluation. These gaps were explicitly identified in an important preliminary evidence review, conducted by the Tom Fleming Creative Consultancy (TFCC) and published by the partnership in 2015. The partnership is now commissioning innovative research and advocating for a new research agenda throughout the European Union.

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### definition

We define cultural and creative spillovers as the process by which activity in the arts, culture and creative industries has a subsequent broader impact on places, society or the economy through the overflow of concepts, ideas, skills, knowledge and different types of capital.

The research partners funding this project are Arts Council England (ACE), Arts Council of Ireland, Creative England, Creative Scotland, European Centre for Creative Economy (ECE), European Cultural Foundation (ECF) and European Creative Business Network (ECBN).

Today, our partnership involves universities, individual researchers and funding bodies from 14 countries and we are delighted to be working on this scale across Europe. All of the organisations in this partnership have been in receipt of public funding and are redistributing public funding under different forms of grants and public subsidies. They all face similar challenges arising from a lack of robust data and knowledge on the impact of public investment, the forms of value generated by cultural and creative sectors, and the specific contribution we all make to society more broadly. The partnership wants to understand the actual outcomes of our public investment, and how we can capture, evaluate, measure and communicate these outcomes.

## research case studies 2016-2017

Four research case studies will each test hypotheses using innovative methods of research and evaluation to investigate cultural and creative spillovers:

### kuulto & tampere together, tampere, finland

Research by: Cupore - Foundation for Cultural Policy Research (Partner: University of Jyväskylä)

This case study draws upon action research and will utilise the data and outcomes of a research project (KUULTO) that was conducted in Finland during the years 2011-2015. KUULTO was a 'laboratory' for local cultural policy and cultural work that aimed to explore and increase participation in cultural activities. Furthermore, the study will identify the spillovers of a subsequent European Regional Development Fund (ERDF) funded grassroots cultural development project carried out in the city of Tampere. Through reflexive group work and Delphi discussions, the team will analyse these projects so as to develop an innovative evaluation model for cultural projects specifically involving knowledge and network spillovers.

For more information please visit: [www.cupore.fi/index\\_en.php](http://www.cupore.fi/index_en.php)

### lucca comics & games, lucca, italy

Research by: Dr Yesim Tonga & Dr Rafael Brundo Uriarte (Partners: Lucca Comics & Games Srl and LYNX Research Unit - IMT School for Advanced Studies Lucca, Italy)

Lucca Comics & Games (LC&G) is one of the largest fantasy culture festivals in the world, attracting around 500,000 attendees to the historic city of Lucca. In this research project, an innovative and holistic methodological framework will be developed, combining qualitative and quantitative methods. It will aim to analyse knowledge and network spillovers of mega events, and will use extensive data on the outcomes and impacts of LC&G previously collated by IMT Lucca during 2015-2016.

For more information please visit: [www.imtlucca.it](http://www.imtlucca.it)

### concordia design centre, poznań, poland

Research by: Dr Marcin Poprawski and Altum Foundation (Partners: Concordia Design Center, City of Poznań, Adam Mickiewicz University in Poznań - Faculty of Social Sciences, ROK AMU Culture Observatory)

Concordia Design is a major centre of creativity, design and business located in the renovated Old Printing House in the centre of Poznań (Poland). The creative spillovers generated by Concordia will be tested through a mixed method qualitative and experimental series of research instruments. The research will involve a mixture of focus groups, in-depth interviews, media discourse analysis, use of organisational aesthetics, and heuristics approaches more commonly used within management studies and the humanities.

For more information please visit: [www.concordiadesign.pl/en](http://www.concordiadesign.pl/en)

### festival rotterdam unlimited (ru), rotterdam, the netherlands

Research by: Prof Dr Arjo Klamer, Lyudmila Petrova & Dorottya Kiss (Partners: CREARE Foundation, Festival Rotterdam Unlimited, Erasmus University and Het Atelier)

RU is an annual five-day city cultural event in Rotterdam. It features a wide range of dance, music, film and poetry genres from acknowledged and upcoming artists, performed to a local, national and international audience. The research will involve a mixture of surveys, focus groups and in-depth interviews with audiences and festival organisers. It will explore the ways in which an engagement with culture-led creative activities effectively facilitates new types of social interaction.

For more information please visit: [www.crearefoundation.nl](http://www.crearefoundation.nl)

## future of the project: dissemination and advocacy

We will publish a report of this year's research outputs in early 2017. Its findings will consider the efficacy on future developments of the methodology and approaches used in these different settings to measure spillover effects.

The partnership hopes that, in the long term, the project will lead to a toolkit or recognized consistent approach to better understanding and measuring cultural and creative spillover effects of the arts, culture and the creative industries in Europe.

Evidencing spillover effects can take place at multiple levels, but the European Union (EU) is the lead change-maker to enable us to better evidence spillovers and thus learn how best to invest in the conditions that enable spillovers. Hence, the partnership aims to inform research policies and funding of the EU. The first results are that spillover effects are featured on the agenda of the EU-presidencies 2015-2016 and in a new creative industries' report of the European Parliament.

Updates about the project are available at: [ccspillovers.wikispaces.com](http://ccspillovers.wikispaces.com)

