



**Finnish Foundation for Cultural Policy Research (CUPORE)**

**Action research as a qualitative tool to identify  
and evaluate knowledge and network spillovers  
in art and culture projects**



# cultural and creative spillovers in europe research stage 2 and beyond

We have gathered knowledge of the projects via reflective discussions with the experts from KUULTO and Tampere

**KUULTO:** Expert interviews and a round of Delphi discussions were included in the original action research

**Tampere Together:** Interviews with project coordinators in June 2016

Questions at this point:

- Basic idea of the project
- General impressions of the project and the overall effects
- Role of art / culture in the project
- Characteristics of a successful project? What makes things work / not work?
  - The role of administration?
  - The role of grass root activities?
  - Barriers? Challenges?
  - Unexpected effects? Failures?

...



# cultural and creative spillovers in europe

## research stage 2 and beyond

Some (first draft) results, based on the findings of the KUULTO project & the interviews in Tampere:

- There are many structural, social, geographical and economic barriers that hinder the emergence of positive spillovers.
- Cross-sectoral interaction is valuable for the production of longer term effects.
- Long-term planning (strategic thinking) at the policy level enhances the production of spillovers.
- Lowering the barriers for citizen participation seems to activate (at least some) spillovers.
  
- In Tampere, we did not direct the discussion to any kinds of specific spillovers.  
- Yet the interviewees stressed effects that can be classified as knowledge and network spillovers.
- In KUULTO, too, many questions were raised that refer to knowledge and network spillovers (as categorized in Fleming's report).

Like planned, it seems that we will be able to produce knowledge of the mechanisms that produce these categories of spillovers.

The perspective of evaluation (= the position of experts) seems to determine the recognition of spillovers

We need **cross-reflection** (views from different positions, experiences from different levels of action, diverse voices...)

- In September we will organize a "Delphi" discussion (mini-Delphi/"estimate-talk-estimate"); Participants: six people from six successful KUULTO cases and two people from Tampere
- Questions prior to the meeting (gathered from participants via e-mail):
  - What were the most important effects of their project in (a) the cultural sector and (b) across sectors?
  - Did the project fail to achieve some effects they aspired for? What kind were these effects?
  - Did the project produce unexpected effects? Positive or negative?
  - How to identify the broad effects of culture projects? How long time perspective is needed to detect such effects?
- Before the discussion, our group will analyse the answers against our aim: to develop the evaluation of spillover methods and the mechanisms that produce knowledge and network spillovers of art and culture projects.



# cultural and creative spillovers in europe

## research stage 2 and beyond

- The session in September will start with our summary of the experts' answers to the initial questions.
- The group will be divided into three sub-groups.
- Each group is given specific questions to consider concerning the identification/ measurement/ evaluation of spillover effects.
- Finally, the whole group will be brought together to discuss and build a consensual view on **how to measure and evaluate spillovers**.
  
- After the September session, our research group will reflect on the results of the discussion
  - We'll sketch a frame that can be used in the evaluation of spillover effects
  - The frame will be send back to the experts for comments.
- Based on the comments/ feedback, the frame will be modified and finalized to be presented in the project report.

- From the 2015 report: “We understand a spillover(s) to be the process by which an activity in one area has a subsequent broader impact on places, society or the economy through the overflow of concepts, ideas, skills, knowledge and different types of capital. Spillovers can take place over varying time frames and can be intentional or unintentional, planned or unplanned, direct or indirect, negative as well as positive.”
- Some ideas at this point:
  - Relation to target-setting (strategic, shorter-term, sectoral...)?
  - The accuracy? ...How to circumscribe “a spillover”
    - the report presents 17 categories of spillovers that spread in time and scale
    - There’s also overlap between the sub-categories
  - Different time-frames & levels of action to be considered against the processes/ effects/ spillovers that the project(s) generate...
  - “Knowledge spillovers refer to the new ideas, innovations and processes developed within arts organisations and by artists and creative businesses which spill over into the wider economy and society without directly rewarding those who created them.”
  - “Industry spillovers refer to the vertical value chain and horizontal cross-sector benefits to the economy and society in terms of productivity and innovation that stem from the influence of a dynamic creative industry, businesses, artists, arts organisations or artistic events.”
  - “Network spillovers relate to the impacts and outcomes to the economy and society that spill over from the presence of a high density of arts and/or creative industries in a specific location (such as a cluster or cultural quarter). The effects seen in these are those associated with clustering (such as the spread of tacit knowledge) and agglomeration, and the benefits are particularly wide, including economic growth and regional attractiveness and identity. Negative outcomes are also common – e.g. exclusive gentrification.”