

# Compendium of Cultural Policies & Trends

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# ANNUAL REPORT

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2023-2024

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# 1. A Message from the Chair

Dear Compendium community, dear Compendium friends,

It has been almost a year since our last General Assembly in Malta, where we enjoyed the hospitality of the Arts Council Malta, and we had the opportunity to experience again in person the immeasurable value of our community.

We are still living in turbulent times through wars, climate crisis, persistent inequalities, health problems, poverty, and many more challenges in which cultural policies can play an important role mitigating their devastating effects. In this context, our cultural policy monitoring platform, and the Association of the Compendium of Cultural Policies and Trends who makes it possible, facilitate international knowledge exchange and function as a leverage for cultural policy making and democratic governance.

During the last year, with the huge dedication and commitment of Kulturpolitische Gesellschaft e.V. (KuPoGe), the Compendium Board of the Association has continued contributing to the development of cultural policies by creating more and better evidence for governments and other actors in the cultural sector.

All of this would not have been possible without the support and complicity of our 26 valued members and the outstanding work of our over 60 experts. Many thanks to all of you!

On behalf of the Board of the Association of the Compendium of Cultural Policies and Trends



Chair of the Board

***Anna Villarroya***

## Quick Overview

- **26** members
- over **60** experts
- Long profiles from **44** European countries
- Short profiles from **31** European countries
- **53** updated profiles published since 2021
- Short profiles in their native language from **11** countries
- More than **40** news items and **160** social media posts

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## 2. Organisation

The **Compendium of Cultural Policies & Trends** has **26 years of experience** in developing knowledge, research, interaction and exchange in the globalising cultural policy community.

Initiated by the Council of Europe and the ERICarts Institute in 1998 as a transnational project, we transitioned on April 1, 2018 into a multi-stakeholder association “The Association of the Compendium of Cultural Policies and Trends”, with the **goal to secure its services for future user generations**.

The Compendium is an independent, transparent and community-based platform, freely accessible to all. The Compendium Association and its online information system [www.culturalpolicies.net](http://www.culturalpolicies.net) sees its **objectives and mission** as:

- **Empowering cultural policy and cultural research** through qualified information and data in these fields
- Providing substantial **support to the development of cultural policies** by creating better evidence for governments and other actors in the cultural sector
- Enhancing the **international knowledge exchange and networking** in the field of cultural policy and cultural research
- **Highlighting trends and disseminating best practice cases.**

The Compendium Association and its platform benefits from an active community of researchers, cultural policy institutes and policymakers.

The Compendium platform offers systematised, qualified and regularly updated cultural policy related information from, currently, 45 European countries for policymakers, researchers, students and journalists.

With the help of renowned national cultural policy experts, the Compendium Platform offers:

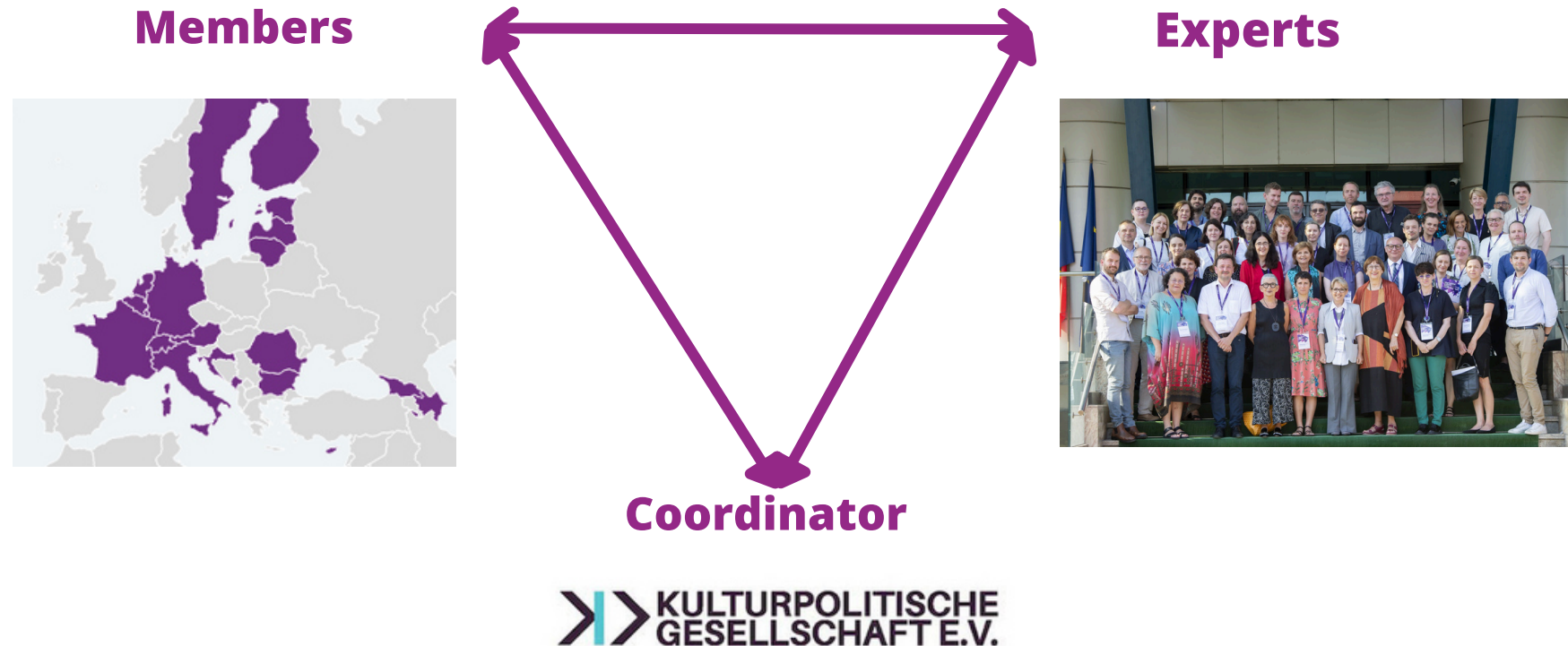
- [Long and short national cultural policy profiles](#)
- [Statistics, comparisons and trends](#)
- Country reports on current thematic priorities
- Cultural policy news
- Special Thematic Campaign
- Key documents and relevant information resources

The **Board of the Compendium Association** supervises the general aims and plans for the Compendium Association.

In addition, the **Assembly of Compendium Experts (ACE)** is also represented in the Board and are key advisors to the (content) development of the Compendium.

The daily management and coordination of all activities and developments is entrusted to the **Compendium Coordinator**, which is currently the Kulturpolitische Gesellschaft e.V. (Germany).

# Organisational Chart of the Compendium Association



## Members

The **Compendium Association** has **26 members** and offers two main types of membership:

- **17 Stakeholder members** are represented by national Ministries of Culture or national research institutes that act as a liaising party.
- **7 Standing members** are public or private (non-profit) organisations, such as universities, cultural observatories and research institutes.
- **2 permanent members** - the Council of Europe and ERICarts Institute (the founders of the Compendium).

## Stakeholder Members

<b>Austria</b>	Federal Ministry for Arts, Culture, the Civil Service and Sport
<b>Azerbaijan</b>	Ministry for Culture
<b>Belgium</b>	Flemish Department for Culture, Youth and Media
<b>Belgium</b>	Federation Wallonia-Brussels Department of Culture
<b>Croatia</b>	Ministry of Culture
<b>Cyprus</b>	Ministry of Education and Culture
<b>Finland</b>	Center for Cultural Policy Research (CUPORE)
<b>France</b>	Ministry of Culture
<b>Georgia</b>	Ministry of Education, Science, Culture and Sport
<b>Latvia</b>	Ministry of Culture / Latvian Academy of Culture
<b>Lithuania</b>	Council for Culture
<b>Luxembourg</b>	Ministry of Culture
<b>Malta</b>	Arts Council Malta
<b>Netherlands</b>	Ministry of Education, Culture and Science
<b>Romania</b>	National Institute for Cultural Research and Training (INCFRC)
<b>Sweden</b>	Agency for Cultural Policy Analysis (Kulturanalys)
<b>Switzerland</b>	Federal Office of Culture

## Standing Members

<b>Bulgaria</b>	Observatory of Cultural Economics
<b>Estonia</b>	Academy of Music and Theatre
<b>Germany</b>	Association of Cultural Policy (Kulturpolitische Gesellschaft e.V.)
<b>Italy</b>	Associazione per l'Economia della Cultura + Fondazione Scuola dei beni e delle attività culturali
<b>Montenegro</b>	University Mediterean Podgorica
<b>Belgium</b>	Culture Action Europe (CAE)
<b>Germany</b>	European Association of Cultural Researches (ECURES e.V.)

## Permanent Members



**Council of Europe**



**ERICarts Network**

## Experts

<b>Albania</b>	Blerina Berberi	<b>Luxembourg</b>	Giny Laroche / Lidia Gryszkiewicz
<b>Armenia</b>	Yulia Antonyan / Haykuhi Muradyan	<b>Malta</b>	Adrian Debattista / Karsten Xuerub
<b>Austria</b>	Klara Košťal / Veronika Ratzenböck	<b>Moldova</b>	Veaceslav Reabcinschii
<b>Azerbaijan</b>	Yashar Huseynli / Nigar Akhundova	<b>Monaco</b>	Françoise Gamerdingier / Mélissa Marcel-Jouin
<b>Belgium</b>	Simon Leenknecht (Flanders)	<b>Montenegro</b>	Nataša Kraljevic
<b>Belgium</b>	Jean-Gilles Lowies (Wallonia-Brussels)	<b>The Netherlands</b>	Heidi Heinonen / Mutaleni Nadimi
<b>Bulgaria</b>	Diana Andreeva-Popyordanova / Bilyana Tomova (until 05.2024)	<b>North-Macedonia</b>	Zlatko Teodosievski
<b>Croatia</b>	Jaka Primorac	<b>Norway</b>	Bård Kleppe
<b>Cyprus</b>	Elena Theodoulou	<b>Poland</b>	Dorota Ilczuk / Anna Karpsinka / Maciej Koziel
<b>Czech Republic</b>	Pavla Petrova	<b>Portugal</b>	Cristina Farinha
<b>Estonia</b>	Marko Lõhmus	<b>Romania</b>	Carmen Croitoru / Andreea Codreanu
<b>Finland</b>	Anna Kanerva / Nathalie Lefever	<b>Russia</b>	Tatiana Romashko
<b>France</b>	Jean-Cédric Delvainquière / Thomas Perrin	<b>San Marino</b>	Gloria Valentini
<b>Georgia</b>	Nino Gunia-Kuznetcova	<b>Serbia</b>	Milena Dragičević Šešić / Goran Tomka / Hristina Mikić / Milan Đorđević
<b>Germany</b>	Ulrike Blumenreich	<b>Slovenia</b>	Andrej Srakar / Nika Gricar / Vesna Čopič
<b>Hungary</b>	Péter Inkei / Luca Kristóf	<b>Spain</b>	Anna Villarroya / Pedro Andrés Pérez Rothstein
<b>Ireland</b>	Paraic Mc Quaid	<b>Sweden</b>	Tobias Harding / Andreas Petersson
<b>Italy</b>	Alfredo Valeri (+ 11 contributing experts)	<b>Switzerland</b>	Christoph Weckerle / Claudio Bucher / Yris Apsi
<b>Latvia</b>	Baiba Tjarve	<b>Türkiye</b>	Asu Aksoy / Ayça İnce
<b>Liechtenstein</b>	Kornelia Pfeiffer	<b>Ukraine</b>	Oleksandr Butsenko
<b>Lithuania</b>	Audronė Rimkutė		

## United Kingdom

Rod Fisher / Carla Figueira

(England and Wales) /

Andrew Ormston (Scotland) /

Steven Hadley (Northern Ireland)

The Compendium will continuously expand the expert's network where appropriate through Open Calls for Experts. Furthermore, we could welcome contributing experts in the Netherlands, Poland, Serbia, Spain and Türkiye.

## Board



### Anna Villarroya (Chair, Spain)

Since 9/2023

Associate Professor at the Department of Economics and Academic coordinator of the Doctoral Programme in Gender Studies: Culture, Society and Policy of the University of Barcelona (UB). She regularly teaches courses related to the economics of culture and cultural policies.

Her main research interests include: cultural policies, women and culture, artists' labour markets, and cultural participation. She is president of the European Association of Cultural Researchers (ERICarts Network) and director of the Centre in Information, Communication and Culture at the University of Barcelona (CRICC). She is the co-PI of the UB project 'Gender Perspective in Information and Media Studies' (GENDIMS) and co-author of the profile for Spain included in the Compendium of Cultural Policies and Trends.

She is the author of numerous articles published in international journals such as the International Journal of Consumer Studies, the Journal of Cultural Economics, the Creative Industries Journal and the International Journal of Cultural Policy. At present, she is Editor in Chief of the European Journal of Cultural Management and Policy. Anna has also transferred her research to multiple international (Unesco, UCGL, World Bank, Council of Europe, ERICarts, etc.) and national organisms (Spanish Ministry of Culture, Catalan Department of Culture, "la Caixa" Social Observatory, Fundació Carulla, among others).

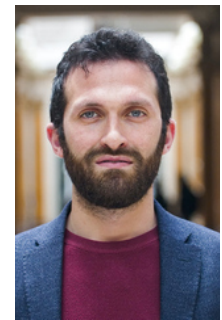
### Adrian Debattista (Vice-Chair, Malta)

Since 9/2020

Cultural policy researcher, particularly interested in the interdisciplinarity emerging from the convergence of policy analysis, political discourse theory, popular music studies and the sociology of music.

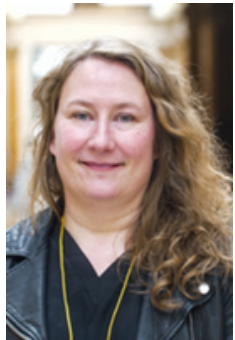
Adrian is currently reading for a PhD in cultural policy at Queen Margaret University, Edinburgh, from where he also obtained his MA in Arts and Cultural Management. Presently he also holds the position of Head of Strategy at Arts Council Malta, where he was previously Research Associate, managing the design and implementation of the Council's strategic framework.

Between 2018 and 2020, Adrian formed part of a think tank that developed Malta's national cultural policy document launched in 2021, through a public consultation process.





As an early-career researcher, he has presented at a number of international cultural policy conferences over the past five years and co-authored publications that address public funding in culture, volunteering in the arts and audience development. His current research revolves around the discursive analysis of cultural policy (or its lack thereof) in relation to the social dynamics of music scenes in Malta.



**Anna Kanerva (Secretary General, Finland)**

Since 09/2020

Senior Researcher at the Center for Cultural Policy Research CUPORE in Helsinki, Finland. Since the end of 2020, Anna is a member of the Compendium Board and currently the Secretary General.

She has been the Finnish Compendium expert for some years now and was originally brought into the network as co-author by Ritva Mitchell, the former Research Director of CUPORE and one of the founders of the Compendium. Her own research interests include comparative international cultural policies, intergovernmental organizations, education in arts and culture, children and youth culture, media education, cultural heritage policies, and the knowledge base of cultural policies.

**Blerina Berberi (Treasurer, ACE CHair, Albania)**

Since 11/2022

Blerina Berberi holds a Master's in Arts & Heritage: Management, Policy and Education from the Netherlands and is a senior consultant in arts and culture with 17 years of work experience in the Balkans, Europe and Canada.



Blerina's collaboration in management, production and assistance with projects, programmes and events involve bottom up, top down and creative methodologies engaging international and local organizations, public institutions, creatives and rural communities. Keen on research, she has written several articles and reports on arts management, heritage, culture and creative industries and cultural policies. She also has very diverse experience including organizing and curating many cultural projects with international scope that are accessible also to marginalized communities. Blerina is known to be a trouble-shooter with great communication, digital and language skills, and is also a member of the Cultural Policy Designers Network.

**Terje Birkrem Hovland (CDCPP, Norway)**

Since 11/2022

Educated at the University of Bergen, Terje holds a degree in archaeology. Since 1997 he has been working in public cultural heritage management in Norway, both at regional and at national level, and since 2012 at the Norwegian Ministry of Climate and Environment, Department for Cultural Environment and Polar Affairs.



Terje has been a member of the Council of Europe Steering Committee for Culture, Heritage and Landscape (CDCPP) since 2016, where he currently holds the position of Chair. As Chair of the CDCPP he is also a Board member of the Compendium Association. He is a member of the Steering Committee and Governing Board of the JPI Cultural Heritage and Global change, and is also representing Norway in Horizon Europe, Cluster 2: Culture, Creativity and Inclusive society.



**Francesc Pla Castelltort (Council of Europe)**

Since 11/2022

Francesc Pla Castelltort is an economist by training and an Andorran citizen who, after working as a civil servant in his homeland, joined the Council of Europe in 2002.

From 2005 to 2016, Francesc served as Deputy Executive Secretary of the European and Mediterranean Major Hazards Open Partial Agreement (EUR-OPA) of the Council of Europe, and later joined the Culture and Cultural Heritage Division in 2017. In this role, he deals more specifically with cultural heritage issues, in particular the promotion and implementation of activities relating to the Faro Convention on the Value of Cultural Heritage for Society.

**Prof. Dr. Andreas Joh. Wiesand (ERICarts)**

Since 10/2017

Head of ARcult Media (research & consulting) and former Head of the European Institute for Comparative Cultural Research (ERICarts); Professor emeritus for cultural policy in Hamburg.

Andreas worked first as a journalist in broadcasting, in book publishing, at DER SPIEGEL news magazine and 1972-2008 as Co-Director of the Centre for Cultural Research in Hamburg, Bonn and Vienna (ZfKf), with a focus on cultural professions and arts, heritage and media policies.



In collaboration with colleagues, he developed the concept of the "Compendium of Cultural Policies and Trends in Europe" in 1998/98 and acted as its co-editor until the end of 2017, together with Kathrin Merkle (Council of Europe).

Expert for the EU (e.g. Team Leader "Culture-Biz", "Sharing Diversity", "Mobility Matters"); UNESCO; ECF; etc. Missions around the world for development agencies; the Goethe Institute; etc. (Co-)Author or editor of over 50 publications, including "Culture and Human Rights: The Wroclaw Commentaries" (2016).

**Our special thanks go to the former Board members:**

Name	Institution	Date
Marjo Mäenpää	CUPORE (Finland)	2018-2020
Jean Cédric Delvainquière	Ministry of Culture (France)	2018-2020
Carmen Croitoru	INCFC (Romania)	2018-2020
Anna Villaroya-Planas	ECURES (Spain)	2018-2020
Kimmo Aulake	Ministry of Education and Culture (Finland)	2018-2020
Veronika Ratzenböck	Österreichische Kulturdocumentation (Austria)	2018-2020
Andrej Srakar	IER (Slovenia)	2020-2022
Flora van Regteren Altena	CDCPP (Netherlands)	2020-2022
Kathrin Merkle	Council of Europe	2020-2022
Baiba Tjarve	Latvian Academy of Culture (Latvia)	2021-2023

## Assembly of Compendium Experts (ACE)

New ACE Board elected at the General Assembly in November 2022

<b>Chair</b>	Blerina Berberi (Albania)
<b>Vice Chair</b>	Milena Dragičević Šešić (Serbia)
<b>Secretary</b>	Péter Inkei (Hungary)



### Thanks to the former ACE Board:

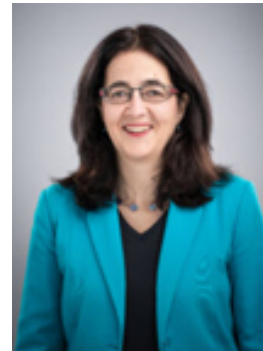
*Veronika Ratzenböck (Austria)*

*Dorota Ilczuk (Poland)*

*Andrej Srakar (Slovenia)*

## Compendium Coordinator Team

<b>Project Head</b>	Ulrike Blumenreich
<b>Project Manager</b>	Olivier Göbel
<b>Project Assistant</b>	Leonard Mertens



Thanks also to our former project assistant *Inga Hörter*

### **Kulturpolitische Gesellschaft e.V.**

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Mail:

blumenreich@kupoge.de / goebel@kupoge.de /

leonardmertens@kupoge.de

### 3. Activities in 2023 and 2024

As the Compendium's coordinator, the Kulturpolitische Gesellschaft e.V. has organised its activities along **six main strategic priorities for the Compendium Association** and its platform for the period 2021-2024:

1. Sustainable financing of the Compendium
2. Present more updated information and data on the Compendium website
3. Increase public awareness of the Compendium as an information and monitoring platform
4. Increase the pool of experts within the Compendium, their role and commitment to the Compendium
5. Develop more cooperation with other cultural and research infrastructures
6. Strengthen community building of the Compendium family

### What was achieved?

Since the last General Assembly in October 2023, several different activities have been carried out in close cooperation with the Compendium Association Board, its members and experts, in order to fulfill these six strategic priorities:

#### 1. Sustainable financing of the Compendium

- **Increase of members:** Culture Action became a new standing member which raised the total number of members of the Compendium Association to 26
- **Activities in order acquire new members:** we are in close communication with institutions and governments from Denmark, Norway and Spain with the intention to obtain additional stakeholder members and with Greece regarding a standing membership
- **Application for the EU Creative Europe Call on European Networks** in February 2024 which was unsuccessful but gave a lot of insights and lessons to be learned regarding missing elements for future application procedure

## 2. Present more updated information and data on the Compendium Website

- **Editing and publishing of 8 updated country profiles** since the last General Assembly (see below)
- **Publishing of 11 cultural policy profiles in original language** on the website (using AI and the help of the Compendium experts)
- **Finalised the Compendium Campaign on Freedom of Artistic Expression in 2024** by publishing the paper series of Andreas Wiesand on "Barriers to Freedom of Artistic Expression", compiled several resources such as papers and studies on "Freedom of Artistic Expression" on the Website as well as finalised and presented the Compendium Experts Survey on Freedom of Artistic Expression on the website (see below)
- **Publication of several "News from the Members" posts** in 2023 / 2024 on the Compendium website featuring national cultural policy related information

## 3. Increase public awareness of the Compendium as an information and monitoring platform and as a European Research Network on a national, European and international level

- Prepared and organised an **International Cultural Policy Conference and 7th General Assembly in Montenegro** from the 26th to the 27th of September 2024 in cooperation with the Montenegro member: University Mediteranean Podgorica

- Released **5 Newsletters** since the last General Assembly)
- Published **around 160 Social Media posts** in 2023/2024
- **Developed, created and launched new videos /reels** for the Compendium communication channels and social media in 2024 with the objective to enlarge the awareness of the Compendium
- Presentation of **Compendium progress report at the CDCPP plenary sessions** in Strasbourg (17th November 2023) – with very positive feedback from numerous members of the CDCPP
- Participated as member at the **Culture Action Europe Conference Beyond the Obvious** – United for Future Places in Malmö (29.05.24-02.06.24)
- Participation to the Federal German Cultural Policy Congress in Berlin (13.06.24-14.06.24)
- Presentation of the Compendium at the international **conference on "Art as a Reflection of Society: Role of Art in Shaping Culture and Sparking Social Change"** (5th -6th December 2023), in Podgorica (Montenegro)
- Participation to the **Culture Action Europe insight and reflection group for a State of Culture report** for Europe (March 2024) as well as Working and Insight Group on AI (April 2024)
- Presented a long paper on the survey results "Barriers of freedom of artistic expression" at the **13th International Conference on Cultural Policy Research 2024** in Warsaw
- Compendium Association is since May 2024 **member of Crossref that allows the registration of DOIs (Digital Object Identifier)** and makes research objects easy to find, cite, link, assess, and reuse

#### 4. Increase the expert's pool within the Compendium, their role and commitment to the Compendium

- Prepared a strategy paper regarding a **Compendium Ambassadors Programme** (see Annex 1) giving the Compendium experts the option of a formal recognition and role as Compendium representative
- Welcome **new co-authors from Hungary, Spain and the Netherlands**
- **Several individual zoom meetings** and other communications with Compendium experts

#### 5. Develop more cooperation with other cultural and research infrastructures

- **Close communication with the Danish Kulturanalyser Institute** in Roskilde regarding Danish membership and project cooperations
- Prepared a strategy paper presenting the idea of **"Compendium Road to Mondiacult 2025"** explaining the strategy for a Compendium involvement to the 2025 Mondiacult conference in Spain, the involvement regarding the UNESCO global report, the accreditation of the Compendium as official NGO partner of UNESCO and exchange on important networking partners and actors in this context (see Annex 2)
- **Communication with several researchers from Universities** to explore options of exchange and presentation of cultural (policy) research papers on the Compendium

#### 6. Strengthen Community building of the Compendium family

- Realisation of a **Compendium Jour Fixe for Members and for Experts** on the 16.04.24 in order to improve communication with members, obtain their feedback and ideas for the Compendium
- Started the **development of an "Compendium Associates" section** on the Compendium website showing the wider network of former or "associated" experts to the Compendium
- The **Compendium Working Groups on "Cultural Statistics", on "New Technologies and AI" as well as on "doctoral studies programme on cultural policies in Europe"** held several online meetings in order to discuss and develop ideas and information features/products or programmes for the Compendium
- Realised **several individual zoom meetings with experts and members** of the Compendium Association with the goal to identify their ideas, wishes and improve their visibility within the Compendium, which will be continued
- Continuation of a **"Support Fund for Compendium Experts"**, which is supported by the unused fees of experts

Besides these activities for the six strategic priorities, the Compendium coordinator co-operated constructively with the Board (i.e. prepared and organised the Compendium Board meeting, including agendas, activity reports and minutes).

# Status of Country Profiles

## 20 long profiles released since 2021

Month	Country
March 2021	Croatia
March 2021	Czech Republic
August 2021	Switzerland
September 2021	North-Macedonia
October 2021	Azerbaijan
October 2021	Hungary
November 2021	Monaco
December 2021	Georgia
December 2021	Albania
December 2021	Sweden
February 2022	Lithuania
February 2022	Germany
May 2022	Italy
March 2023	Luxembourg
March 2023	Armenia
April 2023	Czech Republic
May 2023	Liechtenstein
June 2023	Croatia
February 2024	Norway
February 2024	Sweden

## 33 short profiles released since 2021

Month	Country
September 2021	Armenia
October 2021	Belgium (Flanders)
December 2021	Czech Republic
December 2021	Croatia
December 2021	Scotland (UK)
May 2022	Romania
August 2022	San Marino
September 2022	Ireland
September 2022	Azerbaijan
October 2022	Hungary
November 2022	North-Macedonia
November 2022	Montenegro
November 2022	Sweden
December 2022	Switzerland
December 2022	Georgia
December 2022	Finland
January 2023	Poland
February 2023	Norway
March 2023	Russia
April 2023	Austria
April 2023	Estonia
April 2023	Belgium (Flanders)
May 2023	Slovenia
August 2023	Moldova

September 2023	Türkiye
September 2023	Malta
September 2023	Germany
October 2023	France
November 2023	Netherlands
February 2024	Ukraine (Interim)
February 2024	Lithuania
May 2024	Spain
July 2024	Portugal

## 11 short profiles in native language

Month	Country	Language
March 2024	Austria	German
March 2024	Germany	German
March 2024	Poland	Polish
March 2024	France	French
March 2024	Hungary	Hungarian
March 2024	Moldova	Romanian
March 2024	Norway	Norwegian
April 2024	Sweden	Swedish
April 2024	Romania	Romanian
June 2024	Spain	Spanish
June 2024	Malta	Maltese

## THEMATIC FOCUS:

### From COVID-19 to Freedom of Artistic Expression to New Technologies & AI

When the COVID 19 crisis erupted, the Compendium initiated the first campaign to identify the impact on the European cultural sector and its policies and to learn from each other's measurements of support. This initiative led to publishing more than 30 "COVID 19 Country Report" monitoring the crisis management of their respective countries. The aim was to quickly share and compare experiences in order to speed up adaptation processes in case of further pandemic waves.

After the WHO announced the end of the COVID-19 pandemic in 2022, the Board of the Compendium Association defined Freedom of Artistic Expression as an annual topic. It is a matter of major interest for the Compendium and its community observing that Freedom of Artistic Expression is challenged / in danger in times of war, pandemic, or an increase in populist and anti-democratic tendencies. From 2023 to mid 2024, the Compendium focused its attention to the cultural policy research campaign "Silencing Dissent? – On Barriers to Freedom of Artistic Expression". As a basis for the campaign, Andreas Joh. Wiesand wrote a series of four articles for contextualising, highlighting the main instruments and stakeholders and exploring various barriers related to freedom of artistic expression (e.g. political climate, censorship, social and community pressures).

In addition, a collection of material on stakeholders, studies e.g. was published. Finally, an expert's survey was realised in summer 2023, the results of which also fed into the debates at the Compendium conference in Malta. The survey results on Freedom of Artistic Expression were presented at different occasions to cultural policy researchers and cultural policy makers which very positively recognised the Compendium campaign and the results of the experts survey.

During the last General Assembly of the Compendium Association in Malta (October 2023) the members and experts agreed to place "New Technologies and AI" as a next thematic focus of the Compendium seen the tremendous developments that AI and new technologies have or will have for the cultural and creative sector and with it the cultural policies. As first step a Compendium Working dedicated to this area has made a desktop research on existing national and international studies and papers that will be soon presented on the Compendium. Additionally, the Working Group decided to elaborate a develop a national documentation and reporting system similar to the COVID-19 reports regarding the field of "New Technologies and AI".



## 4. What is next?

As the previous chapters demonstrate, the Compendium has successfully undertaken a range of activities and initiatives in 2023/2024, continuing its positive trajectory thanks to the invaluable support of its members and experts. The development is shaped by the six strategic priorities for the three-year period introduced by the new Compendium Coordinator, who took on the role in January 2021.

The Compendium Board and the Compendium Coordinator are pleased to report that the development of the Compendium Association and its platform/website has been positive and successful.

However, in line with the Compendium Association's mission statement and values, and out of a commitment to Compendium and its community of practice, we are certain that there are even more opportunities to further develop the cultural policy monitoring tool.

In this context, we encourage our valuable Compendium members and experts to propose new ideas and initiatives for discussion and elaboration in the coming years. Below you can find a range of promising potential activities and initiatives:

### Visibility

- Realise the Compendium Ambassadors' Programme with the intention of facilitating connection to individuals dedicated to the Compendium and its promotion
- Optimising the Compendium Website regarding its functionality and user friendliness.

- Create a new layout and visual design for the national cultural policy profiles (short and long profiles)
- Generate additional original language profiles by using Large Language Models

### Capacity building

- Cooperation with Universities on PhD programme on Cultural Policy
- Building up a peer review process of the country profiles in cooperation with Assembly of Compendium Experts (ACE)

### Statistics

- The Compendium Working Group on "Cultural Statistics" is developing a set of cultural indicators that will be a major focus in 2025. The goal is to present trends within the cultural and creative environment through meaningful data that highlights the importance of culture and its relevance to cultural policy.
- These activities will take place in close cooperation with Eurostat, the 2025 UNESCO Framework on Cultural Statistics, the Compendium members and cultural statistics experts.

### Research Activities

- Built up networks with other European Associations to develop research projects (e.g. cultural infrastructure)
- Apply for international cultural research funding in accordance with the Compendium topics and transnational cooperation project of the EU Creative Europe Programme as well as for the Horizon programme.
- Conduct surveys in correspondence with the annual topics

### Enlargement of the Compendium

- Enlargement of the Compendium community – among both members and experts
- Discuss "Compendium goes beyond Europe"

## 5. Audience Development

The **user figures for the Compendium website are good but had to recognise a minor decrease of page views** from 172 788 to 164 231 (see table on next page).

Other **main user figures registered a minor growth**, such as the sessions per user (from 1.56 to 2.13), the average duration of sessions (from 03:03 to 03:33 minutes) and pages per session (from 2.64 to 3.22). The bounce rate diminished waggly from 63% to 59%, which shows an improvement.

After publishing the Russian cultural policy profile, the **Compendium website occurred a hacker attack** (mainly from Russian URLs) which damaged our newsletter subscriber list. Due to this incident we had to clean up our newsletter subscriber that resulted in a loss of subscriber. From 4 113 newsletter subscriber in 2022 to 4 895 in 2023 we have currently around 4 000 subscriber.

The Compendium has again **increased its numbers of social media followers**. In August 2024, the Compendium reached 4 353 Facebook followers (compared to 2023, a growth of 2%). At the same time, the Compendium reached 781 followers on Twitter (compared to 2023, a growth of 9%). In August 2023, the Compendium LinkedIn channel had 450 followers and has now 1267 which is an increase of 280%.

The project assistant Leonard Mertens promoted the Compendium via **Instagram video clips in order to improve visibility** and find new users for the Compendium. In August 2024, the Instagram account had 148 followers which marks a growth of 200% as in August 2023 it had 50 followers.

**Most popular content** of the Compendium website: 35% country profiles, 25% cultural policy news, 10% Campaign on Freedom of Artistic Expression and Covid-19.

**Major source of Compendium website entries:** 45% direct entries (users who know the Compendium), 41% organic search entries (via search engines such as Google), 9% referral entries (users coming from external web-links) and 4% referral entries via social media (users entering the website via social media).

Potential to **improve the audience figures** of the Compendium website: initiate a search engine optimisation (SEO), intensify social media activities, improve number of referral weblinks.

**Improving the awareness** of the Compendium Association, of its knowledge and information platform as well as to enhance the visibility of its members and experts is a basic objective. Therefore, the Compendium Coordinator will continuously enhance cooperation and promotional activities.

## Compendium website user figures

Period	Page views	Sessions per user	Average duration session	Pages per session	Bounce rate
01-01-2018 - 30-06-2018	119 748	1.34	02:10	2.28	74.70%
01-07-2018 - 31-12-2018	113 353	1.28	01:59	2.11	76.28%
01-01-2019 - 30-06-2019	121 670	1.28	01:59	2.15	76.02%
01-07-2019 - 05-12-2019	87 606	1.26	01:49	1.96	77.17%
06-12-2019 - 30-06-2020	128 572	1.62	03:36	3.30	49.32%
01-07-2020 - 05-12-2020	80 927	1.65	03:46	3.24	50.65%
06-12-2020 - 30.06.2021	101 084	1.74	03:40	3.24	52.03%
01-07-2021 - 12-06-2022	165 896	1.25	03:19	3.03	55.65%
13-06-2022 - 30-06-2023	172 788	1.56	03:03	2.64	63.56%
01-07-2023 - 30-06-2024	164 231	2.13	03:33	3.22	64.98%

## Compendium Newsletter

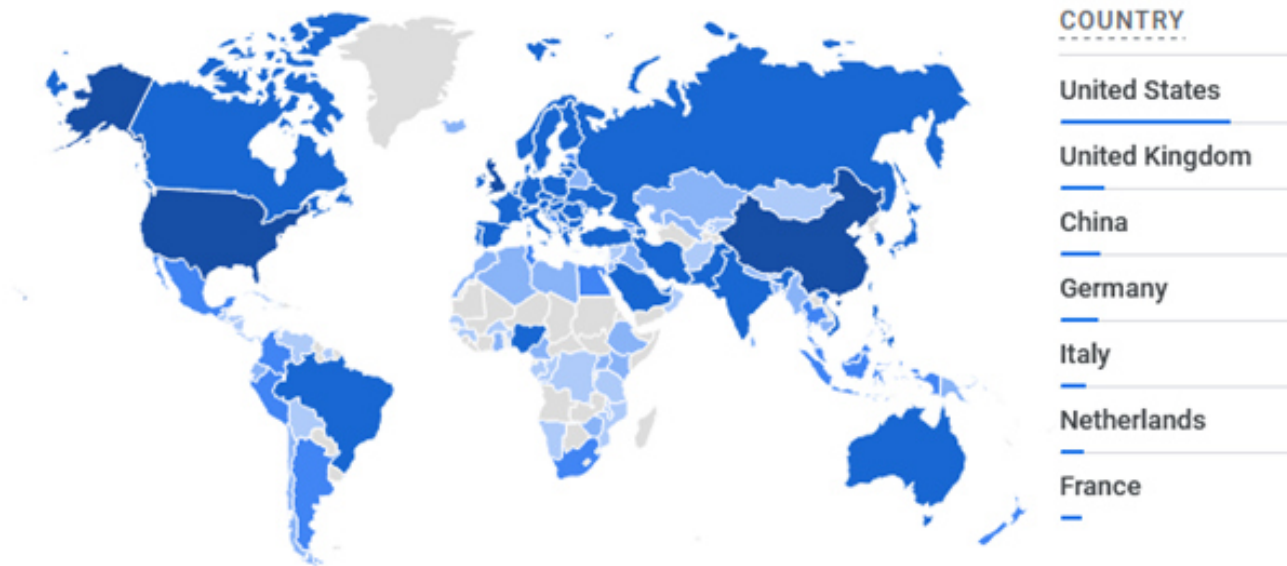
DATE	SUBSCRIBERS
05-06-2018	3 350
01-07-2019	3 594
27-07-2020	3 904
15-07-2021	3 989
15-06-2022	4 113
16-07-2023	4 895
15-07-2024	4 021
<b>Total growth since 05.06.2018</b>	<b>+20.03%</b>

## Compendium Social Media

DATE	FOLLOWERS FACEBOOK	FOLLOWERS TWITTER	FOLLOWERS LinkedIn
01-01-2018	2 470	x	x
01-01-2019	2 697	49	x
06-01-2020	3 239	177	185
27-07-2020	3 500	316	200
15-07-2021	3 883	449	300
15-06-2022	4 117	547	350
16-07-2023	4 265	714	450
15-07-2024	4 353	781	1267
<b>Total growth last 3 years</b>	<b>+12.1%</b>	<b>+73.9%</b>	<b>+320%</b>

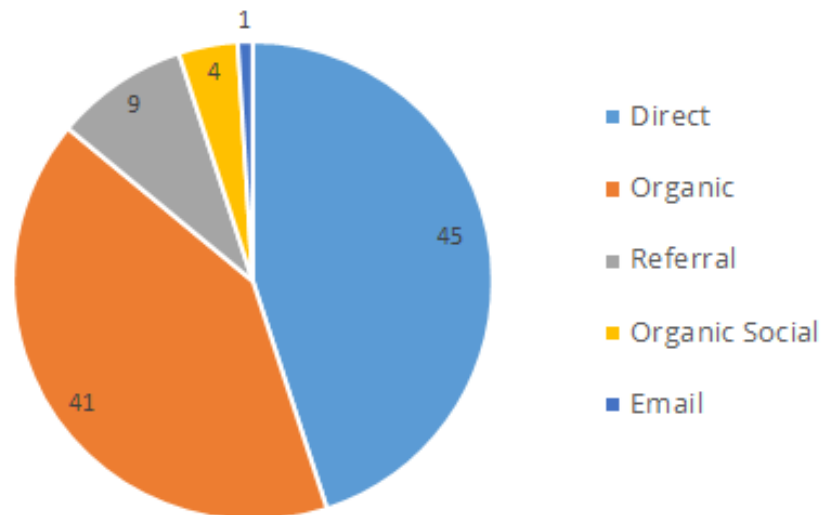
## Demographic details of users by country (2023-2024)

==> Compendium is an international tool



## First user acquisition via channel groups in % (2023-2024)

==> Compendium has a strong share of users who knows us



## **Strategic Priority – Awareness & Networking**

### **Compendium Ambassadors Programme**

#### **Aim**

"The Compendium Ambassadors Programme" refers to a structured initiative where individuals within a network are designated as ambassadors to represent, advocate for, and support the goals and objectives of the network. This programme aims to leverage the enthusiasm, expertise, and influence of network members to promote engagement, collaboration, and growth within the network.

#### **Role Definition of Compendium Ambassadors (CA):**

Compendium Ambassadors are individuals with the following role and responsibilities based on their interests, expertise, and availability:

- Represent the Compendium as an Association, its community of members and experts
- Present the mission, objectives and values of the Compendium through presentations
- Present cultural policy content from the Compendium platform showing its benefit and opportunities
- Raise awareness and visibility of the Compendium Association, platform and community
- Connect with potential new experts and/or members and show the benefits of the Compendium Association, platform, members and experts community.

#### **Engagement and Outreach:**

- CA should actively engage with individuals, organisations, networks and governments from the cultural policy and research field, both online and offline (at conferences, events, academic seminars, etc.)
- CA promote events, initiatives, and resources offered by the Compendium to increase participation and visibility.

#### **Advocacy and Promotion:**

- CA advocate for the Compendium, its activities and initiatives within their own communities, organizations, or professional networks.
- CA should share success stories, testimonials, and relevant content to promote the value of the Compendium.

## **Feedback and Communication:**

- CA and Coordinator have regular channels for communication and feedback.
- The Coordinator organises orientation sessions for selected ambassadors to familiarize them with the network's goals, activities, and key messaging.
- CA give solicit input on ways to improve the Compendium, address challenges, and enhance member satisfaction.

## **Recognition and Rewards:**

- CA are invited to the annual international cultural policy conference (free accommodation must be provided)
- Recognize the contributions and achievements of ambassadors through public acknowledgment, awards, or incentives (online on the website and during the GA or annual conference.
- Highlight ambassador success stories and display their impact on the network's growth and success.

## **Selection of Ambassadors:**

- The Board of the Compendium Association together with the Compendium Coordinator would identify individuals within the current community or with a strong relation to the network (including alumni) who demonstrate enthusiasm, leadership qualities, and a commitment to the network's mission and values. Both bodies have to approve or dismiss a Compendium Ambassador.
- In this context, it is important to consider individual factors such as expertise, networking skills, embedding in networks, communication skills, and willingness to actively engage with potential new members, NGOs, international actors or potential partners for the Compendium (for networking or awareness reasons, financial reasons, research reasons, etc.).

## **Material for the Ambassadors:**

The Coordinator should give every Ambassador the following material:

- A Compendium Badge (containing: Compendium logo / written weblink / Compendium Ambassador / Name of expert / Country / Flag / actively engaged since, field: cultural policy and research)
- List of Compendium community (Board, coordinator, members, experts, alumni, ambassadors)
- Flyer, brochure, Mission and Objectives of the Compendium
- Material to offer guidance on effective communication, networking, and ambassadorial responsibilities

By a Compendium Ambassador programme, we can harness the enthusiasm and dedication of passionate individuals to strengthen community engagement, foster collaboration, and drive positive outcomes for the network as a whole.



## Compendium Road to Mondiacult 2025

(17.06.2024)

### **Background**

Anupama Sekhar, former member of the Compendium for the Asian Europe Foundation, is very much committed with the Compendium. Even though she is in new functions (among them: shadow editor of the UNESCO global report presented during Mondiacult 2025) she is very interested in strengthening the Compendium (to show the benefits and principles of the Compendium system and network on a global level, support the Compendium goes beyond Europe idea, and involve Compendium experts into the global report). She encouraged the Compendium to involve into the 2025 Mondiacult conference in Barcelona (Spain) and we exchanged during a Zoom meeting and via email different ideas to reach these goals.

### **Advantages for the Compendium**

- Present the Compendium Association, its information and monitoring platform and network of experts on an international level at the UNESCO Mondiacult Conference (Awareness raising)
- Attract countries beyond Europe to participate in a Compendium model outside of Europe (Middle East, South East Asia, Latin America, Africa)
- Networking and acquisition of potential partners for the development of regional hubs outside of Europe
- Acquisition of potential new Compendium members and experts from countries outside of Europe
- Organise a pilot project under the Globus Forward Programme of the Nordic Culture Fund (and acquire funding)

### **Next Steps**



- Accreditation of the Compendium Association as official NGO partner of UNESCO allowing the development of side events at the UNESCO Mondiacult Conference in Barcelona 2025  
**(To be done until autumn 2024)**
- Organise a Panel in Montenegro that present the Idea of future transnational cultural policy exchange on a global level with the major objective to learn from each other and allow appropriate development of cultural policies outside of Europe  
**(To be done until end September 2024, final decision mid-September 2024)**
- Organise a Panel at the Culture Summit in Abu Dhabi in Spring 2025  
**(To be done until autumn/winter 2024)**
- Development of side events at the UNESCO Mondiacult Conference in Barcelona 2025  
**(To be done until Spring 2025)**
- Application at the [Nordic Culture Fund's Globus programme](#) that it aims to encourage artists and cultural actors to engage in wide transnational collaborations and long-term networks that extend beyond the Nordic region – (also using for a first starting with some countries of Asia and short profiles)  
**(To be done until end 2024)**

The idea behind the application would be to bring the previous Compendium experts from Asia together in a research consortium/collective as the applicant and apply to create short profiles of as many countries as possible in Asia with the grant amount (this will help us raise future funding for longer profiles). The application would still need a link to the Nordic countries and that could be through the Compendium: online panel discussions among the Asian authors & the Nordic authors or bringing some Asian authors to the next Compendium meeting in 2024 or 2025. In the context of an on-site side event at the next Mondiacult 2025, a couple of Asian authors could join the panel/event as non-European experts.