

All CCS and Cross-sectoral Tools & Resources All Europe Countries

(Re)-Engaging Digital Audiences – Improving Audience Data | Brainstorming report

CREATIVESUNITE

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The Brainstorming Report provides guidelines and recommendations to cultural practicioners and the European Commission in three main chapters:

-COVID-19 recovery, impact on cultural consumption by digital means and the EU's role in assisting cultural organisations.
-Digital audience management and a supportive role for the EU.
-Aspects of data collection and management with regard to rebuilding and reaching existing and new audiences via digital means (including a focus on the digitally-deprived).

Written in an accesible and inclusive language, this document is aimed at both cultural practicioners on a local level, with concrete tips and practices but also provides people in policy making positions with useful tools for their work. The report features a comprehensive summary section, providing an overview of the main points of each chapter. Similarly, the main recommendations to the cultural sector and the European Commission are laid out each on a single page.

This Brainstorming Report results from an online Brainstorming Meeting organised by Voices of Culture on the 13th to the 15th of December 2021. The produced report was then further worked on in a workshop with the European Commission at the Goethe-Institut Brussels, which took place on the 26th of April 2022.

The Structured Dialogue framework enables communication between the European Commission and the cultural sector. Its main objective is to provide a channel for the voice of the cultural sector to be heard by EU policymakers, a voice represented by a group of expert practitioners in Europe selected through an open call. These dialogues are also intended to strengthen the advocacy capacity of the cultural sector in policy debates on culture at a European level, whilst encouraging the sector and the Commission to work in as collaborative a way as possible.

It is important to stress at the very outset, that the use of 'culture' throughout this report is intended to be inclusive, its use embracing, at the very least, the arts, participation, creative and heritage sectors.

Read the report here.

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