POLICY LABS

REPORT

A JOINT PROJECT OF ERSTE FOUNDATION AND
THE MINISTRY OF CULTURE AND INFORMATION POLICY OF UKRAINE
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SECOND POLICY LAB: CULTURE, SOCIAL RESILIENCE, AND WELL-BEING
12–14 APRIL 2023

ERSTE Stiftung

MCiP MINISTRY OF CULTURE AND
INFORMATION POLICY OF UKRAINE

2nd Policy Lab: Culture, Social Resilience, and Well-Being;
12–14 April 2023
Vienna

Policy Labs are quarterly seminars and brainstorming sessions focusing on Ukrainian social culture-driven recovery and cultural policies to support social resilience and transformation. Their objective aligns with the vision for Ukraine 2030, presented during the first Lab (November 30 to December 2, 2022) by Kateryna Chuyeva, Deputy Minister of Culture and Information Policy of Ukraine, where Ukraine is an "active participant of global cultural processes and a space for joint action for implementing bold ideas." And where "culture is the basis and wealth of sustainable, united society of free, responsible, creative and happy people." The first Lab was a pilot initiative to test the format and draw recommendations pertaining to Ukrainian cultural heritage and its protection in times of war and beyond. The leading objective was to look at cultural heritage management through the lenses of current risks and future opportunities in protection in accordance with international law, effective national policymaking, public-private partnerships and sustainable investment, decentralisation, and citizen engagement, as well as European integration. It provides the opportunity to delve deeper into one crucial aspect of culture, revealing its role in fostering greater social resilience. Like the previous Lab, the meeting took place on the premises of the ERSTE Foundation in Vienna, as a joint initiative between the foundation and the Ministry of Culture and Information Policy of Ukraine. Participants gathered for three days, April 12-14, 2023, and represented Ukrainian and European cultural institutions, Ukrainian ministerial (MCIP) and municipal decision-makers, artists, researchers, health and social resilience experts, and representatives of the European Commission. The Lab benefited from the expertise of 29 attendees, including 12 delegates from Ukraine. Attached are the seminar's agenda (Annexe 1) and the list of participants (Annexe 2). The Lab's organisation was supported by the KEA team, who moderated the various sessions and drafted the Report and Policy Recommendations. The KEA team comprised Philippe Kern (Managing Director) and Aleksandra Ćwik-Mohanty (Senior Consultant).

The document accounts for the moderated seminar with international experts during the second of the Policy Labs, which led to the development of practical recommendations for leveraging culture and cultural heritage to support social resilience and well-being in Ukraine during and after the war.

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Social Resilience and Well-Being

Social resilience is understood as the ability of individuals, communities, and societies to adapt and recover from social and economic disruptions, such as wars, natural disasters, economic crises, or political instability, while maintaining their social cohesion, cultural identity, and overall well-being.

The aim of the Second of the Policy Labs

From the onset, the war has utilised heritage and culture to divide people by spreading propaganda and mixed messages concerning ethnic minorities in Ukraine. However, it is noteworthy that it has also served as a temporary unifying force for the Ukrainian nation. On a grassroots level, it has strengthened solidarity and demonstrated its healing power to Ukrainians in the war-torn country and abroad. This underscores the significance of recognising the role of culture, including cultural heritage, as a tool for supporting those at the forefront of the conflict now and for rebuilding and stabilising transformed Ukrainian society in the future. The seminar purports to support the efforts of the Ministry of Culture and Information Policy of Ukraine (MCIP) to prepare for the reconstruction of the country and assist in promoting culture as an essential element of Ukraine's future on its way to EU integration. Participants consider ways to help the MCIP carry out its mission: "increase the impact of culture and create conditions to convert it to a key element of the sustainable development and awareness of self-identity of Ukrainian society".

The second Policy Lab started with remarks from Mykyta Poturaev, Chairman of the Verkhovna Rada Committee on Humanitarian and Information Policy, who joined online to express his gratitude to the co-organisers and attendees and request their expertise in issues strategically crucial for social culture-driven development in Ukraine. He emphasised the currently uncertain futures of local houses of culture (or municipal cultural centres) and regional media. Both issues are considered critical to regional stability in the country. Mr Chairman endorsed the main argument of the Lab that culture is a fundament of a well-functioning state and society. The second intervention was delivered by Boris Marte, CEO of the ERSTE Foundation, who once more recollected the long history of the foundation's involvement in supporting Ukrainian civil society, which includes working with cultural stakeholders to facilitate building a modern form of democracy according to the nation's needs.

Methodology

The Lab's output results from two laboratory days and one final validation workshop on Day 3. It included expert presentations, 3 interactive break-out sessions and two panel discussions to conclude with a practical recommendation. Philippe Kern and Aleksandra Ćwik-Mohanty from KEA European Affairs moderated it. The participation was multi-disciplinary, with expertise in the following fields: cultural management, creative entrepreneurship, conflict, memory and heritage studies, history, well-being, policymaking, governance, and European integration.

Interactive discussions were organised around the following themes:
1. Social resilience through culture
    1a. With a focus on memory and identities
    1b. With a focus on cultural institutions
2. Culture as a source of emancipation and well-being
3. Conclusions: Towards Policy Recommendations

Theme 1 – Social Resilience through Culture

An expert presentation "Forging New Futures – rebuilding society and reusing heritage" by Hanna Szemző (Metropolitan Research Institute in Budapest, Hungary), opened the first session. Key takeaways included the importance of having an open and flexible process to be ready to adapt, as well as pulling from various resources rather than relying on just one, such as state funding. The first presentation was followed by Oksana Dovgopolova's reflection on "Memory, Culture and Social Resilience: dimension of the war". Professor Dovgopolova is co-founder and curator of the memory culture platform Past / Future / Art in Ukraine. Her intervention pertained to memorialising as a natural human response to a tragic shock and an opportunity to retell an imposed historical narrative. After a short Q&A, the participants moved on to the setting of breakout rooms to discuss protecting heritage and its potential to absorb adversities.

When discussing social resilience in the context of cultural institutions, the aim addresses institutional support of social resilience and the relation between culture and well-being. The thought-provoking and moving presentation of a planned memorial centre in Bucha by the Deputy Mayor of Bucha and a member of the Irpin City Council, Mykhaylyna Skoryk-Shkarivska, set the context of the exchange. Bucha is a residential municipality close to the borders of Kyiv (50,000 inhabitants). Before the full-scale invasion, it was considered a modern and resident-friendly town, one of the tops in the ranking for the best places to live in Ukraine. Bucha's residents are original dwellers and displaced persons from the eastern parts of the country following the invasion in Donbas. In March 2022, atrocities on civilians and mass graves were discovered resulting from Russia's invasion. 452 people

were killed in the Bucha region in 40 days of occupation. Bucha has become emblematic of the pain suffered by Ukrainians. In her moving intervention, Mayor Skoryk-Shkarivska presented a memorial site project and shared her concerns regarding the plan's implementation, looking for advice on the best ways to proceed with a view to build a healing memorial respectful of local feelings whilst at the same time enabling the international community to pay its respect to the victims of the tragedy. She mentioned inspiring examples from the twin city Dunkirk in France as well as Hiroshima or New York with the 9/11 Memorial. Breakout sessions followed the presentation to address models to support social resilience through culture. A panel discussion on the appropriation of history as the usurpation of the symbolic capital of Ukraine with Nataliia Kryvda, Professor at the Department of Ukrainian Philosophy and Culture at the Taras Shevchenko National University of Kyiv, and Yevheniia Moliar, an art historian specialising in the cultural heritage of the Soviet period, also took place to address the role of NGOs, artists and cultural institutions in building social resilience.

The following consensus was reached in relation to social resilience and culture:

A: Cultural heritage supports transformation and helps to absorb adversity on the following conditions:

- Acceptance that social resilience has its dynamics and evolves with time (commemoration should be open-ended). Urgencies, expectations, and timing should be managed with respect to the dynamics of resilience. Transformation needs to be managed before it yields results.

- It is important to document, archive and collect facts properly. Facts and evidence must be documented to support a truthful, common, and modern value-based narrative. The abundance of narratives and the scale of the country must be acknowledged by allowing a self-driven definition of Ukrainian heritage. Frame a narrative by creating space to discuss values to base it upon and address post-soviet legacy and mentality. In cooperation with academia and civil society, begin the process of self-defining Ukrainian cultural heritage.

- Support communities and build solidarities. Culture plays a significant role in fostering social resilience, cohesion, and inclusivity. There is a need to build trust through accountability and transparency in institutions, help communities, foster solidarities, and prepare for European cooperation.

- Need to strengthen cultural institutions (like The Ukrainian Institute of National Memory) – important to map local cultural assets that can be mobilised to address social resilience objectives.

- There is a need to support the decentralisation process and build local capacity by minimising distrust toward the state and institutional weakness, as well as acknowledging the new geography of the country after the 2021 decentralisation reform. Culture remains the unifying force between new administrative units. Decentralise and empower local authorities but manage the process to identify common narratives for national and regional narratives to coincide.

- Control private foundations' interests versus public interest objectives. Balance through law the activities of private foundations with the public interest.

- The ULEAD, an EU-funded programme to build capacity in local management, should be extended to the cultural department.

B: Memorialisation of a tragedy:

An important process which requires a professional team and inclusive processes (public hearings, exhibitions, strong terms of references for construction, interior design, and programming). It is important to engage with the local community and involve its members in the memorialisation process. There is a need to build capacity in this respect.

- A process that needs to inspire trust and credibility (transparency), it needs to reflect a social agreement. It is important in the context of post-soviet towns and the need to build a bridge with expectations from the international community.

- A process based on the importance of collecting and documenting testimonies and objects as evidence.

- It is essential to reflect on the international significance of the memorial. Touch on the universal messages and values relevant to the whole of humanity.

- Balance the need for a response (immediacy) and the critical time required to reflect. Control the sense of urgency.

- Clarify the role of the national institutions and local authorities.

- Consider the opportunity for international fundraising following the international response to the events.

Theme 2 - Culture as a Source of Emancipation and Well-being

The second objective of Day 2 was to explore the potential of culture, including institutions, artistic interventions, and cultural heritage, as an increasingly crucial asset in addressing global and local issues, including public health or sustainable urban planning. The session was organised as a panel discussion with experts and practitioners. Rarița Zbranca, a member of the board of directors of the AltArt Foundation, programme director of the Cluj Cultural Centre and a co-author of the CultureForHealth report, presented the report's findings and shared relevant insights into international "The Art & Well-being Project". The project aimed to develop new collaborative processes between cultural stakeholders and municipalities, health centres and urban planners. Luisella Carnelli, a senior researcher and consultant at Fondazione Fitzcarraldo and the Cultural Observatory of Piedmont, shared lessons learned from the Cultural Passport project, which was implemented in stages, and made cultural institutions accessible to infants and their caretakers. Finally, Airan Berg, a theatre maker and artistic director, currently Circus Director of the Circus of Knowledge at Johannes Kepler University in Linz, explained how to connect artistic work with Citizen Science. The main takeaways considered were dos and don'ts in deploying the power of artistic intervention to address mental challenges (like depression or PTSD) and bring back joy to the lives of war- or disaster-affected communities. The experts emphasised the importance of interdisciplinarity and adequate, quality training of artists and specialists (i.e., health specialists, social scientists) to facilitate their cooperation. Another lesson learned pertains to the durability of proposed schemes and long-term planning. Artistic interventions often consider vulnerable groups, and earning trust is time-consuming and should not be abandoned for inadequate reasons.

The following consensus was reached in relation to this session:

• Culture, including institutions and artistic interventions, is increasingly crucial in addressing global and local issues (i.e., public health or sustainable urban planning) and supporting social resilience. Culture is intrinsically valuable in addressing problems through imagination by enabling conversation and fostering democratic participation.

• Need to develop a culture of empathy and encourage joyful experiences (for healing and empowerment). There is a need to develop a culture-based social prescription policy.

• The current infrastructure to mobilise cultural workers, institutions, and designers exists. Still, local capacity building is required to help cultural workers mediate and develop a co-creative approach with local communities (culture to dialogue with educators, academics, and social workers).

• Possibility to enable NGOs or private institutions to manage the cultural infrastructure under certain circumstances.

• Need to address the post-soviet mentality (conservatism) and work with teenagers, schools, and adults who influence young minds.

• Skills should be gained via cross-sectoral collaboration and interdisciplinary learning.

• Brain drain may constitute a serious hindrance to development, but cultural assets are important in the country (in the Region of Bucha (19 villages), for instance, there are 19 libraries, 2 museums, 3 cultural centres and 11 public schools with a fine arts curriculum).

Conclusions: Towards Policy Recommendations

The last day was opened by an intervention from Monica Urian, Policy Officer at the DG Education, Youth, Sport and Culture. The guests learned what financial and awareness-raising tools have been mobilised to support Ukraine's Cultural and Creative Sector (CCS) so far. Ms Urian emphasised that European Institutions do not work "for" the Ukrainian cultural heritage and creative economy but "with" their stakeholders in the co-creation framework. The scale of targeted support was mentioned to illustrate the possible areas of intervention. As such, 3 European/Ukrainian consortia were selected in a call to distribute 5 million euros in the framework of Creative Europe to support artists and cultural organisations in Ukraine. Similarly, the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM) has been contracted to organise capacity-building activities for Ukrainian cultural heritage professionals. Both schemes will come to life in Spring 2023. Ukrainian creators, artists and products are also considered in pan-European calls, such as the call for translation and circulation of European books or Culture Moves Europe, an artistic mobility scheme. Finally, it is noteworthy that financial support for culture may be found in various units, often remotely associated with creativity across EC services, notably the Directorate-General for Communications Networks, Content and Technology (DG CONNECT), Directorate-General for Neighbourhood and Enlargement Negotiations (DG NEAR) or Directorate-General for European Civil Protection and Humanitarian Aid Operations (ECHO).

EU accession and reconstruction objectives will lead to important financial support. The cultural sector and local authorities must prepare strategic policy papers to ensure that culture benefits from future EU budgets.

The KEA team proposed a recap of the 3 days in exchanges by listing draft points of consensus and policy recommendations. They served as a basis to co-create the final policy recommendations, organised around two themes: "Cultural heritage to support social resilience and absorb adversity" and "Culture as a source of emancipation, well-being and social resilience".

Policy Recommendations for Cultural Heritage to Support Social Resilience and Absorb Adversity

Regulatory and Institutional measures

I.   Implement robust collection and documentation strategies, including digitisation, establishing clear protocols, and adequate supervision for collecting and documenting cultural heritage artefacts. Organise public tender/competition for developing and managing sites. Protocols should include the community engagement dimension.

II. Promote decentralisation in cultural heritage management but for state institutions to establish the national "red flags" to ensure consistency in how national heritage is used for memorialisation, narrative framing, and social resilience (important to address commonalities between national and regional perceptions).

III. Leverage the expertise of NGOs and civil society to build trust between stakeholders and manage cultural infrastructure (under well-defined circumstances). This requires effective regulatory frameworks that promote transparency, accountability, and public participation in decision-making.

IV. Review the law on corporate governance of cultural institutions by, for instance, setting up of supervisory board and organising an open/transparent process of executive appointment to inspire confidence in institutions.

V.   Launch processes that enable the Ministry of Culture and Information Policy of Ukraine (MCIP) to work collaboratively with other stakeholders, such as local communities and civil society organisations. By working together, stakeholders can identify and address the root causes of social vulnerabilities and develop solutions tailored to local communities' needs. Cultural institutions and local cultural centres are to be appointed as hubs for promoting social resilience and develop as a national network of cultural mediators to share experiences and help build nationwide capacity.

Support measures

I.   Review the mission and vision of local cultural centres, whose role could include the consideration of an "imagined desirable future" with the local community.

II. Invest in capacity-building schemes through EU funding, that support authorities, cultural institutions, and NGOs in using cultural heritage for social resilience. (EU Initiatives such as the ULEAD programme can provide valuable resources and training opportunities to strengthen the capacity of each region.) Each region appoints a cultural head to implement cultural awareness in social transformation.

III. Stimulate through grants, public-private partnerships (PPPs) and public-community partnerships (PCP) that serve social resilience objectives. Set up an architecture to stimulate collaboration to discuss values and narratives.

IV. Enable cultural organisations to take the form of associations or networks of intermediary organisations driven by culture-led solutions to societal issues.

V.   Avoid duplication of efforts in collecting information (national – regional) and set an inter-agency platform to address the status and management of Soviet time buildings.

VI. Appoint the "first lady" as an advocate of culture to help social transformation.

VII. Explore fundraising opportunities to protect existing monuments and to establish new sites, like war memorials.

Policy Recommendations for Culture to Become a Source of Emancipation, Well-being, and Social Resilience

Regulatory and Institutional measures

I.   Develop a national strategy to access European funding to support culture-led initiatives for social resilience. Identify objectives and plan long-term interventions. Build capacity to access grants.

II.   Involve cultural experts (national and international) in different task forces to enable decision-making processes. Cultural experts guide how to effectively communicate with people from different backgrounds, how to adapt policies and practices to better align with cultural norms, and how to navigate potential cultural misunderstandings or conflicts.

Support measures

I.   Map local cultural assets (notably institutions such as museums, local libraries, and cultural centres) that can act as a resource to stimulate social and community dialogue or co-creation approaches.

II.   Produce Ukraine-specific data and evidence to support the case of culture in service of well-being. Use robust methodology (qualitative and quantitative data) and co-creation approaches. Identify and classify existing and emerging issues (local, national, pre-full-scale invasion, consequences of war).

III.   Develop the narrative on cultural welfare and social resilience.

IV.   Develop a holistic approach enabling culture workers to dialogue with educators, social workers, academics, and hospitals and foster cross-sectoral collaboration.

V.   Support projects/organisations that empower artists and cultural institutions to run local cultural centres for social resilience objectives. Build trust based on cooperation.

VI.   Make an inventory of good practices like social prescribing or healing architecture. Seek international expertise and peer learning exchanges. Stimulate City 2 City collaborations, twining programmes and capacity-building initiatives. Support two-way traffic in artist and expert mobility, incentivise international grantees and experts to visit Ukraine and empower Ukrainian grantees to bring back the knowledge gained abroad.

VII.   Organise targeted initiatives to promote returns of skilled workforce to address brain drain in the cultural field.

Annexe 1 Agenda

Wednesday, 12 April 2023
Morning session

10:15–10:25 am	Opening speech by Mykyta Poturaev, Chairman of the Verkhovna Rada Committee on Humanitarian and Information Policy
10:25–10:30 am	Opening remarks by Boris Marte, CEO of ERSTE Foundation
11:30–11:40 am	Introduction of the Policy Lab and its aims – Yana Barinova, ERSTE Foundation
11:40–11:50 am	Presentation of the format of the event. Moderator: Philippe Kern, Founder and Managing Director of KEA European Affairs
11:50–12:00 pm	Presentation of the documentary of the First Policy Lab
12:00–12:30 pm	Introduction of the participants to the lab, their professional expertise, and their expectations (first roundtable)
12:30–13:00 pm	Coffee break

First working Session: Increase social resilience through cultural heritage.

13:00–13:20 pm	First intervention presentation on Forging New Futures – rebuilding society and reusing heritage: Hanna Szemző
13:20–13:40 pm	Second intervention presentation on Memory, Culture and Social Resilience: dimension of the war: Oksana Dovgopolova
13:40–14:00 pm	Q&A
14:00–15:00 pm	Lunch break
15:00–16:00 pm	Moderated breakout sessions for two groups to brainstorm the following issues pertaining to cultural heritage and public policy: 1) cultural heritage to support transformation; 2) cultural heritage to absorb adversity. Moderators: Philippe Kern and Aleksandra Ćwik-Mohanty
16:00–18:00 pm	Reporting from the breakout sessions (two presenting rapporteurs) and discussion on the outcome of the first day to identify policy recommendation
18:00 pm	Dinner with the participants at restaurant Klein Steiermark (Heeresmuseumstraße 1, 1030 Wien)

Thursday, 13 April 2023
Second working session: Models to support social resilience through culture.

09:30–10:30 am	Guided tour of Kontakt Collection
10:30–11:30 am	Intervention presentation by Deputy Mayor of Bucha and member of the Irpin City Council: Mykhaylyna Skoryk-Shkarivska
11:30–12:30 pm	Discussion
12:30–13:00 am	Coffee break
13:00–14:00 pm	Moderated breakout sessions for two groups to brainstorm: 1) The role of cultural institutions – challenges and requirements; 2) The role of NGOs, artists, and cultural professionals – best practices. Moderators: Philippe Kern and Aleksandra Ćwik-Mohanty
14:00–15:00 pm	Lunch break

Third Working Session: Culture as a source of emancipation and well-being.

15:00-15:30 pm	Reporting from the breakout sessions (two presenting rapporteurs) and discussion on the outcome to identify policy recommendation
15:30–16:30 pm	Panel discussion on appropriation of history as the usurpation of the symbolic capital of Ukraine with practitioners Nataliia Kryvda and Yevheniia Moliar. Moderation: Aleksandra Ćwik-Mohanty.
16:30-17:30 pm	Panel discussion on culture as a source of emancipation and well-being, panelists: Rarița Zbranca, Luisella Carnelli, and Airan Berg. Moderation: Philippe Kern.
18:00 pm	Free evening

Friday, 14 April 2023
Plenary Discussion – Strategies for culture to contribute to resilience

10:00–10:30 am	Welcome coffee
10:30–11:00 am	Intervention presentation on the issue of EU policy in relation to culture and health as well as support to Ukraine cultural sector: Monica Urian.
11:00–13:00 pm	KEA to report on the outcomes of the various plenary sessions and propose a series of draft recommendations linked to the topics for discussion in a plenary to reach consensus + discussion.
13:00–13:10 pm	Wrap up from main moderator: Philippe Kern
13:20–13:30 pm	Main conclusions and takeaways: Yana Barinova
13:30 pm	Closing remarks, video interviews, and buffet lunch

Annexe 2 List of Participants

Elmira Ablyalimova-Chyhoz (Crimean Institute for Strategic Studies)

Tsveta Andreeva (European Cultural Foundation)

Yana Barinova (ERSTE Foundation)

Florian Bauer (Director for "Social Finance, Sustainability, and Innovation" at ERSTE Foundation)

Airan Berg (Circus of Knowledge at Johannes Kepler University in Linz)

Luisella Carnelli (Fondazione Fitzcarraldo and the Cultural Observatory of Piedmont)

Ilona Demchenko (House of Europe, Goethe-Institut)

Lina Doroshenko (Department of Cultural Heritage within the Ministry of Culture and Information Policy of Ukraine)

Oksana Dovgopolova (Past / Future / Art and Odesa Mechnikov National University)

Kateryna Filyuk (University of Palermo)

Elly Harrowell (Coventry University)

Natalia Kryvda (Taras Shevchenko National University of Kyiv)

Paul Mahringer (Federal Monuments Authority in Austria)

Ksenia Malykh (PinchukArtCentre Research Platform)

Boris Marte (CEO of ERSTE Foundation)

Zhenia Moliar (Bibliotheca Hertziana – Max Planck Institute for Art History in Rome)

Simon Mraz (Federal Ministry for European and International Affairs of the Republic of Austria)

Ievgen Mushkin (VDNG, national complex "Expocenter of Ukraine")

Natalia Pivchuk (Department of Culture, Nationalities and Religions at the Bucha City Council)

Levente Polyak (Eutropian Research & Action)

Mykhaylyna Skoryk-Shkarivska (Irpin City Council and deputy mayor of Bucha)

Hanna Szemző (Metropolitan Research Institute)

Monica Urian (European Commission - Directorate General Education and Culture)

Karol Wasilewski (4CF)

Katherine Younger (Institute for Human Sciences, IWM Vienna)

Rarița Zbranca (Cluj Cultural Centre)

Moderators:

Philippe Kern, Founder and managing director of KEA

Aleksandra Ćwik-Mohanty, Senior consultant at KEA

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