INVENT-European Inventory of Societal Values of Culture as a Basis for Inclusive Cultural Policies

1 Introduction

INVENT is a research project funded under the European Union's H2020 Programme (grant no. 870691) to provide research-based knowledge of Europeans' cultural engagement and the societal values stemming from this engagement. INVENT is coordinated by Erasmus University Rotterdam.

INVENT Research Aims

- Exploring how European citizens perceive and respond to globalisation, European integration, migration, digitalisation, and rising social inequalities in their day-to-day lives and cultural practices
- Identifying challenges, opportunities, and benefits individuals experience in engaging with cultural activities
- Qualifying how cultural participation contributes to the societal values of the culture
- Mapping and analysing variations in citizens' perspectives and cultural participation across different countries and social groups
- Ultimate aim: Providing relevant knowledge for the creation of more just and inclusive cultural policies that meet the cultural and social needs of underserved groups and communities in contemporary European societies

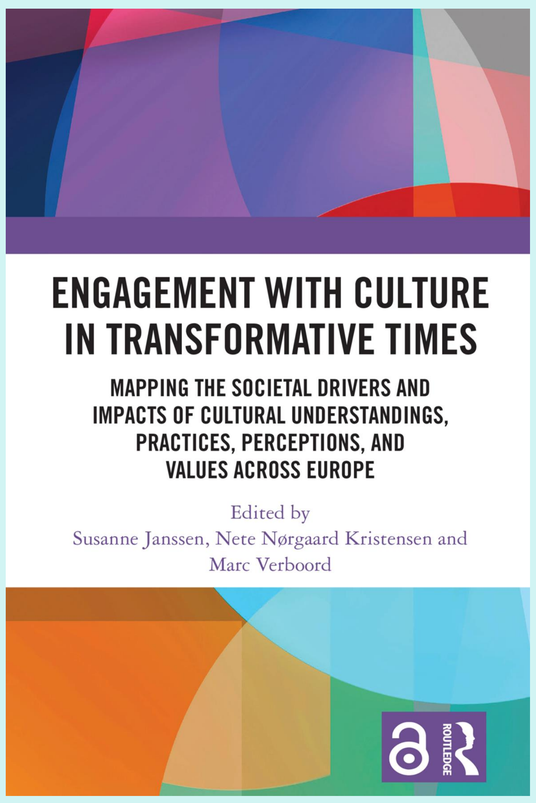
2 Data and Methods

- Bottom-up, comparative, multi-method analysis of cultural perspectives, values, and practices among over 15,500 individuals — both locals and migrants — representing various social groups within and across nine European countries
- Extensive empirical fieldwork in **Croatia**, Denmark, Finland, France, the Netherlands, Serbia, Spain, Switzerland, and the United Kingdom
- Mixed methods approach, using a variety of established and innovative methods for both data collection and data analysis: quantitative, qualitative, and digital

INVENT empirical studies in nine European countries

- Exploratory survey *(> 700 respondents)*
- **Survey among representative samples of the population in 9 European countries (> 14.000 respondents)**
- Content analysis of online engagement with culture on digital platforms (Twitter, Facebook, Reddit)
- Smartphone study (experience sampling) among cultural participants/audiences
- In-depth interviews (> 220 participants, incl. 90 migrants)
- 27 case studies of inclusive, participatory policies and practices
- 36 focus groups with cultural practitioners, policymakers, and volunteers

3 Research outputs: INVENT book (Routledge, 2025)



At the heart of this volume are the questions: What does culture mean to European citizens in the face of globalisation, digitalisation, diversity, and social inequality? How do Europeans engage with culture in its various forms, and what societal values are tied to this cultural engagement? These questions are explored in depth across the fifteen chapters of this book. By delving into the understandings, practices, perceptions, affordances, and impacts of culture, this book advances the study of the societal values of culture in contemporary European societies, offering insights beneficial to both research and cultural policy work.

The book is fully available in open access at https://doi.org/10.4324/9781003460497 Scan the QR code to go to the publisher's website.

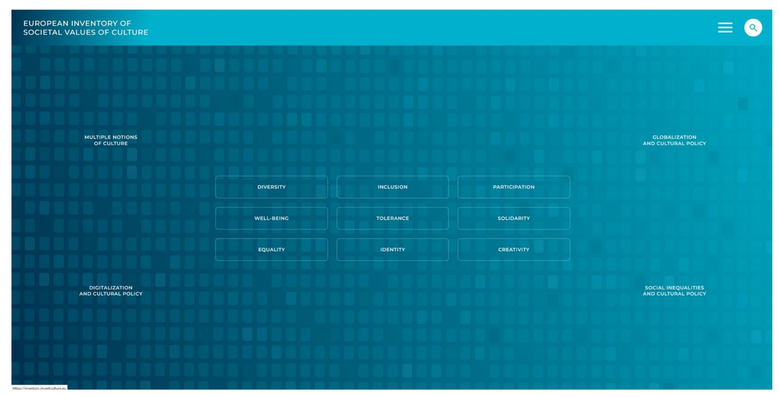
4 Key outputs: Journal articles

The INVENT research team has to date published 22 articles in international peer-reviewed journals based on their fieldwork, with additional articles in progress. Below, we showcase a selection. Visit our website at www.inventculture.eu for a comprehensive overview.

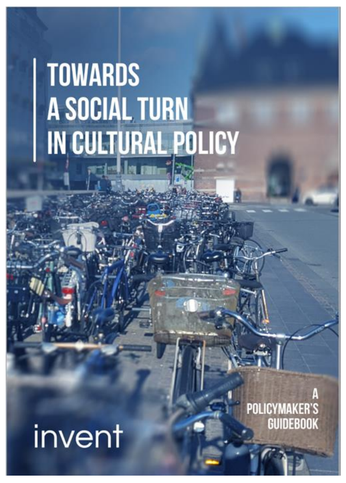
5 Key outputs for Cultural Policy

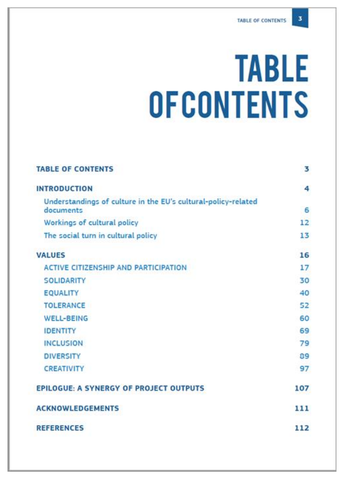
European Inventory of Societal Values of Culture

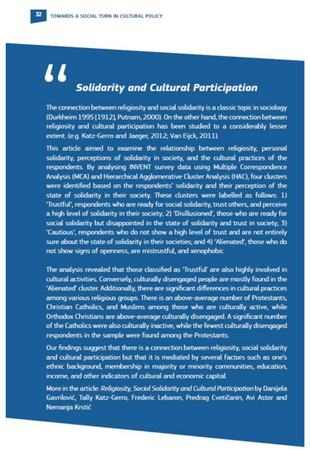
The INVENT team developed an interactive e-dictionary designed to support inclusive, socially engaged cultural policy. It is a dynamic and evolving resource, continuously updated with new research and entries. The Inventory offers tools for analyzing cultural policy models, instruments, and indicators, serving as both an empirical foundation and a source of inspiration for policymakers at local, national, and European levels.
https://inventory.inventculture.eu/



Policymakers Guidebook
Read more







6 Project information

PROJECT NAME	European inventory of societal values of culture as a basis for inclusive cultural policies in the globalizing world (INVENT)
COORDINATOR	Erasmus University Rotterdam, Rotterdam, The Netherlands,
CONSORTIUM	Erasmus University Rotterdam (EUR), The Netherlands; Universitat Autònoma de Barcelona (UAB), Spain; University of Haifa (UoH), Israel, conducting the research in the UK; University of Copenhagen (UCPH), Denmark; Tampere University (TAU), Finland; University of Zurich (UZH), Switzerland; Institute of social sciences "Ivo Pilar" (ISSIP), Croatia; Centre for Empirical Cultural Studies of South-EastEurope (CECS), Serbia; Ecole normale supérieure Paris-Saclay (ENS), France.
FUNDING SCHEME	Horizon 2020 Framework Programme for Research and Innovation (2014-2020); Societal Challenge 6 – Europe in a changing world: inclusive, innovative and reflective societies; call H2020-SC6-TRANSFORMATIONS-2019; topic TRANSFORMATIONS-08-2019 - The societal value of culture and the impact of cultural policies in Europe
GRANT AGREEMENT	ID 870691
DURATION	1 February 2020 – 31 July 2023 (42 months)
BUDGET	EU Contribution: € 2 999 875
WEBSITE	https://inventculture.eu/
FOR MORE INFORMATION	Contact: Susanne Janssen, Erasmus University Rotterdam, Rotterdam, project leader, s.janssen@eshcc.eur.nl

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 870691. The present document is included as Deliverable 8.4 in the grant agreement.

Scan the QR code to visit the INVENT website: https://inventculture.eu/

Contact: Susanne Janssen, Erasmus University Rotterdam, s.janssen@eshcc.eur.nl

invent