



Culture Matters

Valletta 2018 initial findings

25th February 2016, 0830-1700 hours

Faculty of Information & Communication Technology Auditorium

Background

The European Capital of Culture (ECoC) aims to *“highlight the richness and diversity of European cultures and the features they share, as well as to promote greater mutual understanding between European citizens”*. The title is based on a European Community Action and is assigned on two main dimensions, namely: (i) the European Dimension, and (ii) the City and Citizens dimension. Various cities look at the title as a different opportunity, with legacy being one of the most desirable outcomes of receiving the title.

The City of Valletta was declared European Capital of Culture (ECoC) 2018 on the 12th October 2012. The Valletta 2018 Foundation¹ is responsible for implementing the project in Valletta and Malta. The ECoC will include all the Maltese Islands, with an aim to spread the impacts throughout the whole Maltese territory. Valletta will be hosting the title in 2018 with the Dutch city of Leeuwarden.

Evaluation and Monitoring process

The Valletta 2018 Foundation’s Evaluation and Monitoring plan enables the Foundation to assess the success, or otherwise, of the process in **consistent, accessible and comparable** manner.

The overall objectives of the Evaluation & Monitoring process are to:

- i. To provide for an accountable and detailed analysis of the project implementation;
- ii. To measure the impacts of Valletta 2018 allowing for interventions in project implementation as required;

¹ The Valletta 2018 Foundation is responsible for the implementation of the cultural programme, which will enable the participation of the citizens of Malta and Europe and will form an integral and sustainable part of the long-term social, economic and cultural development of Valletta. In conjunction with the cultural programme, the Foundation will develop a programme of consistent, accessible and comparable research and evaluation directly linked to culture.

- iii. To collect data to be able to communicate the impacts of the ECoC project in Malta to relevant stakeholders;
- iv. To ensure availability of comparable studies to allow for medium and long term evaluation;
- v. To provide a platform for the next ECoC in Malta, 2031.

The Valletta 2018 Foundation Evaluation & Monitoring Research Plan is structured around 5 research themes. Research themes, objectives and keywords are found in table 1 below.

Table 1: Evaluation & Monitoring research objectives

Research Theme	Objectives	Keywords
Cultural and territorial vibrancy	To evaluate the success of the Valletta 2018 cultural programme and the change in cultural participation	cultural programme; cultural participation; European identity
Governance and finance	To understand the investment and management in Valletta 2018 and the related impact on Malta's creative sector	investment; creative industries; management
Community inclusion and space	To assess the impact of Valletta 2018 and of cultural and infrastructural regeneration projects on various community groups	involvement, accessibility; cultural infrastructure; regeneration
The tourist experience	To evaluate the changes in visitor profile, tourist expenditure and visitor motivation to travel as a result of Valletta 2018	visitor expenditure; tourist demographics; visitor motivation
The Valletta brand	To understand the success of the Valletta 2018 communication strategy within different communities	image; brand; communication

The Valletta 2018 Foundation has set up an Evaluation & Monitoring Steering Committee to monitor and evaluate the process and impacts of Valletta as an ECoC. The Steering Committee is composed of a number of institutions and individual academics who will be conducting research of a quantitative and qualitative manner. The process is coordinated and managed by the Research Unit within the Valletta 2018 Foundation.

The research process will run for the period 2015-2019. Baseline studies to be carried out in 2015, with data research and evaluation taking place during the period 2016 to 2019. Steering committee members will be asked to report on a quarterly basis to the Foundation and the other members of the committee. Annual interim reports will be submitted ahead of the final reports to submitted in 2019.

Seminar aims and objectives

The seminar has the following objectives:

- To inform the public about the Valletta 2018 Evaluation and Monitoring process;
- To disseminate the outcomes of the research process;
- To allow for discussion and debate about the impacts of Valletta 2018;
- To encourage further contribution from emerging researchers and the general public;
- To provide practical examples of the effects of the ECoC in other cities.

Speakers

Seminar Chairs and Speakers

Dr Carmen Sammut

Carmen Sammut is Head of the International Relations Department at the University of Malta. Since 2004 she has been teaching political communications, media and international affairs, public diplomacy and also on issues of culture and gender in international affairs. She obtained her PhD as a Commonwealth Scholar from the Media and Communications Department at Goldsmiths College (University of London), and a Masters, PGCE and BA from the University of Malta. She is author or books and academic articles and she has long been involved in journalism, namely broadcasting. For many years sat on the Media Ethics Commission of the Institute of Journalists, where she chaired a commission that aimed to update the Code of Ethics. She sits on the Board of Governors of the Valletta 2018 Foundation and parts in the Evaluation and Monitoring process. She is also Governor for Malta in the Asia Europe Foundation (ASEF).

Rolf Norås

Rolf Noras is Director of Cultural Services for Stavanger Kommune in Norway. Rolf led Stavanger's application to be Norway's European Capital of Culture for 2008, when the City shared the year with Liverpool. As Strategic and International Director for Stavanger 2008, Rolf developed a close working relationship with Liverpool and was a founder member of the European Capitals of Culture network. He continues to play a very active role in supporting newly nominated Cities and his investigation of 12 former European Capitals of Culture "What would you do differently if you knew what you know now?" provides some highly enlightening insights into the organisation and delivery of the ECoC project. He will share some of those insights at the seminar.

Evaluation and Monitoring researchers

Mariella Attard

Mariella Attard received her BA (Hons) degree in Sociology from the University of Malta in 2001. For the last 13 years, she has been working at the Malta Tourism Authority, specifically within the Research Unit. She started out as a Research Assistant, and in 2006 took up the capacity of Research Analyst. She has experience in the entire research process; ranging from the design and coordination of research exercises, data collection, management of data collection personnel, statistical analysis and presentation of findings. She has also been involved in EU-funded projects, namely Calypso URTS which sought the formulation of models for the development of social tourism.

Dr Robert Cachia

Dr Cachia is Consultant at the Economic Policy Department within the Ministry for Finance. In that role, Robert is assigned changing assignment-based advisory work for the attention of the Director General, the Director Economic Strategy, and the Director International Economic Relations. Robert project manages economic analyses by numbers of EPD economists in the area of the Creative Economy, particularly for Valletta 2018. These studies led to a re-focus specifically on National design capability. Robert holds the position of Visiting Senior Lecturer at the University of Malta and teaches at Global College Malta, including on University of Chester programmes. Robert holds a Bachelor of Science in Chemistry and Mathematics from the University of Malta, a Doctorate in Software Engineering/Computer Science, from the Università degli Studi di Milano, Italy, a US certification in Risk Management, and an is elected Fellow of the Chartered Quality Institute, UK.

Dr Karen Cacciattolo

Karen is presently responsible for offering human resources advice and support to academics interested in or working on externally funded projects. She holds a Doctor of Social Science degree from the University of Leicester and her main research interests include, Office Politics, Workplace Learning, Organisational Culture, Organisational Communication, Human Resources Management, Training & Development. Karen is also a part-time lecturer with the Foundation for Human Resources Development and various departments of the University of Malta, lecturing on Organisational Politics, Training Needs Assessment, Workplace Learning, Corporate Governance, and Organisation Design & the Role of HR. A number of her research papers have been presented during conferences abroad, which have later been published as articles in the European Scientific Journal. Karen is also a Workgroup member of the ESIisation network project with the European Scientific Institute (ESI) and a member of the Chartered Institute of Personnel and Development (CIPD).

Dr Marcello Carammia

Dr Marcello Carammia is a Senior Lecturer at the Institute for European Studies of the University of Malta, which he joined in October 2011. He teaches courses on political parties, comparative federalism, research methods, and political science. He is also the holder of a Jean Monnet Module on Agenda-Setting in the EU. He received a PhD in Comparative and European Politics from the University of Siena in 2008. Between 2009 and 2011 he was a Post-Doctoral Fellow and Adjunct Professor at the University of Catania. He has been a visiting scholar at the universities of Sheffield, Zaragoza, and at the Center for European Studies of the University of North Carolina at Chapel Hill. Dr Carammia specialises in comparative and EU politics and public policy. His research focuses on agenda-setting processes, political institutions and parties, EU integration, and the politics and policy of migration. He is a member of the Comparative Agendas Project, where he is co-director of the Italian team and a member of the EU team. His research appeared on such academic journals as the *Rivista Italiana di Scienza Politica*, the *Policy Studies Journal*, and *European Union Politics*.

Etienne Caruana

Mr. Caruana is the Director of the Social Statistics Directorate within the National Statistics Office (NSO), a post he has held since 2009. Responsible for four units, Mr. Caruana oversees the production of national statistics related to culture, demography, education, information & communications technology, labour market, living conditions and tourism. During his career at the NSO, Mr. Caruana has worked on various statistical projects, including the Household Budgetary Survey, Labour Force Survey, Survey on Income and Living Conditions, Demography as well as Tourism statistics. Mr Caruana was also highly involved during the 2011 Census of Population and Housing. As Director, Mr. Caruana works in close collaboration with other Directorates within the NSO, namely the Economics and Business Statistics directorates, on cross-cutting measures aimed at providing high quality and exhaustive statistical information to policy makers and other users of statistics. In recent years, the NSO has teamed up with the Creative Economy Working Group and developed a 'Culture Programme' containing a number of initiatives aimed at enhancing the provision of national statistics within this sector. Through this collaboration, the NSO has managed to improve considerably the quality and efficiency of the cultural statistics which are being collected and disseminated. This year, the NSO is also collaborating with the Valletta 2018 Foundation on a series of projects aimed at supporting the Valletta 2018 strategy.

Michael Deguara

Michael Deguara graduated in Anthropology from the University of Malta *summa cum laude* with a dissertation on homelessness in Malta. In 2007, having been awarded a Commonwealth Scholarship, he completed an MPhil in Social Anthropological Analysis at the University of Cambridge with a dissertation on the social implications of the revival of traditional music and dance in Southern Italy. This research looked at the way in which cultural events acted as a platform for the assertion of autonomous local identity and generated a sense of "social reflexivity", in which people come to conceive of their society as an object of direct reflection and critique. In creating the narratives of identity, tradition is reclaimed and re-examined firmly with reference to contemporary social, political and economic concerns.

He currently works with the Ministry for Education and Employment, and has previously worked with the Ministries responsible for Health, Rural Affairs and the Environment. He is also a visiting lecturer with the University of Malta, contributing to teaching programmes within the Department of Anthropological Sciences and the Faculty of Economics, Management and Accountancy (FEMA).

Dr Emanuel Said

Emanuel lectures in Marketing at the University of Malta. He completed his PhD at Cranfield University School of Management, where he researched organizations' use of customer insight. He has presented his research at the Academy of Marketing Conference, Australia New Zealand Marketing Academy Conference and has published in the Journal of Marketing Management.

Emanuel is a member of the Academy of Marketing Sciences, ESOMAR, Academy of Marketing (UK), the British Academy of Management and a reviewer for the Academy of Marketing, Journal of Marketing Management and the International Journal of Market Research.

As a practitioner, Emanuel advised various private and Governmental entities on strategy and marketing, based on customized research and evidence. Clients served include GSK, AstraZeneca, Bayer, Schering Plough, GO, Vodafone, Camilleri Wines, Malta Enterprise and Employment & Training Corporation. For Valletta 2018, Emanuel is evaluating the success of the Valletta 2018 communication strategy within different communities and is employing innovative approaches like real time experience tracking to understand how audiences engage with the Valletta 2018 brand.

Adonia Sammut

Adonia Sammut works as an Executive in the Labour Market Intelligence Unit within the Corporate Planning Department at the Employment and Training Corporation. Amongst other tasks, she is mainly responsible for the analysis of labour market statistics and compilation of reports about labour market developments and trends. She also formed part of the research team which conducted the Employability Index Study which was aimed at providing insights into the extent to which the skills and disciplines taught by post-secondary educational institutions match the requirements of the Maltese labour market. Prior to her assignment in the LMI Unit, she gained hands-on experience on EU Funded Schemes, mainly the Employment Aid Programme, within the same corporation. She graduated from the University of Malta in 2013 and holds a Bachelor of Commerce (Honours) Degree in Economics. Furthermore, she also holds a Diploma in Banking and Financial Services accredited by the Institute of Financial Services in Malta.

Tania Sultana

Tania Sultana graduated in B. Com (Hons) Management from the University of Malta in 1998. She has been working at the Malta Tourism Authority for the past sixteen years and is currently 'Head of Research' within MTA's Research Unit – (Marketing Support and Development). Her main area of expertise is tourism market research and strategic planning. She is responsible for MTA's research programme and a main contributor in the development, monitoring and implementation of MTA's Marketing and Product Plan. Over the past six years she has also participated in a number of tourism related EU-funded projects. She has participated and presented research work in international tourism research conferences/seminars namely organized by Eurostat/OECD and UNWTO. She represents the MTA and is an active participant in the market intelligence group of the European Travel Commission.

Daniela Vella

Daniela Blagojevic Vella is Assistant Director at the Directorate for Lifelong Learning and is responsible for policy and provision initiatives in adult learning and arts education. She is a member of the Valletta 2018 Research Steering Committee and her main areas of interest include media and

culture production and audience participation. Prior to this she headed the Malta MEDIA Desk, an information office of the European Union's funding programme MEDIA, hosted by the Ministry for Culture. She was also responsible for the creation and administration of a number of funds for the creative industry in Malta, including the Malta Film Fund and the Digital Games Fund. She graduated in Communications from the University of Malta and completed a Master of Arts in International Media Innovation Management at the University of Berlin.

Kevin Vella

Mr Vella joined the Economic Policy Department as a junior economist in 1999. He obtained his Masters degree in economics from Warwick University in 2003 and has also undergone training at the IMF Institute in Washington in 2007. In 2011 he was appointed Director (Economic Strategy) at the Economic Policy Department responsible mainly for Fiscal Affairs, Financial Stability and Economic Forecasts. He formed part of the Economic Policy Committee until April 2013 and now he is a Malta's Alternate Economic and Financial Committee member. Mr. Vella is also a member of the Creative Economy Working Group representing the Ministry for Finance and has directed a small team of experts within the Economic Policy Department in order to carry out research on the culture and creative industries, including the completion of the "Economics of the Culture and Creative Industries" report in 2011.

Dr Antoine Zammit

An architect and urban designer by profession, Dr Antoine Zammit holds an undergraduate degree in architecture and civil engineering from the University of Malta (UoM), a post-graduate MSc degree in Town and Country Planning and a PhD research in planning and urban design, both from the Bartlett School of Planning, University College London (UCL). He has worked in private practice since 2002 and was further a member on the Planning Appeals Board. Today he leads his architectural and urban design consultancy, studjurban, lectures in spatial planning, urban design and urban governance at the Department of Spatial Planning and Infrastructure within the Faculty for the Built Environment, UoM and guest lectures at UCL. He is an active member of the Kamra tal-Periti and the Architects' Council of Europe (ACE) Urban Issues Work Group, wherein he has authored the ACE's publication entitled 'The role of the architectural profession in delivering responsible design'. He is also a member of the Commonwealth Association of Architects' Validation Committee and a Core Group Member and Working Group leader of COST Action TU1306 Cyberparks (Fostering knowledge about the relationship between Information and Communication Technologies and Public Spaces supported by strategies to improve their use and attractiveness). In the field of planning and policy-making Dr Zammit advises the Malta Environment and Planning Authority on major policy revisions and is the author of the key document 'Development Control Design Policy, Guidance and Standards 2015' (DC15). He has also delivered papers at numerous international conferences and transnational meetings in the research areas of urban design quality, urban design research methods, urban design policy-making, green urbanism and responsible design.

Programme (to be confirmed)

0830 Registration and welcome coffee

0900 Welcome address by Valletta 2018 Chairman, Jason Micallef

0905 Opening address by Minister for Justice, Culture and Local Government, Dr Owen Bonnici

Session 1 – Valletta 2018 in numbers

Chair: Dr Carmen Sammut

0910 Valletta 2018 Evaluation and Monitoring research and panel introduction, Dr Carmen Sammut

0925 The Economics of Culture and Creative Industries in Malta, Kevin Vella and Dr Robert Cachia, Economic Policy Department (EPD), Ministry for Finance

0945 The effect of Valletta 2018 on Malta's tourism industry, Tania Sultana and Mariella Attard, Malta Tourism Authority (MTA)

1005 Creating a Career in Cultural and Creative Industries (CCIs), Adonia Sammut, Employment and Training Corporation, Employment and Training Corporation (ETC)

1025 Governing Valletta 2018, Dr Karen Cacciattolo

1045 Discussion and Q&A

1105 Coffee break

Session 2 –Participation and inclusion

Chair: Dr Carmen Sammut

1125 Introduction by Chair

1130 Valletta Participation Survey, Etienne Caruana, National Statistics Office (NSO)

1150 A Comprehensive Analysis of the Valletta 2018 Cultural Programme, Daniela Vella

1210 Community Inclusion and Space in Valletta 2018, Michael Deguara

1230 Assessing the relationship between community inclusion and space, through the impact of Valletta 2018 cultural on various community groups, Dr Antoine Zammit

1250 Discussion and Q&A

1310 Lunch

Session 3 – The European Capital of Culture, Valletta and beyond

Chair: Dr Carmen Sammut

1410 Introduction by Chair

1415 What would you do differently if you knew what you know now?, Rolf Norås

1435 The Impact of Valletta 2018 on the European Identity of the Maltese Population, Dr Marie Briguglio

1455 Audiences' experience of the Valletta 2018 brand, Dr Emanuel Said

1515 Coffee break

Session 4: Valletta 2018 applied research

Chair: Rolf Norås

1535 Student presentations – three presentations of 20 minutes each

1635 Discussion and Q&A

1645 Seminar highlights and concluding remarks, Dr Carmen Sammut

1700 End of seminar

Registration

Registration to attend this seminar is free of charge. Please register by not later than **Wednesday 18th February** by sending an email to valletta2018@um.edu.mt. Please include any dietary requirements in your registration email.

Other Details

The seminar's main languages shall be English.

Documentation

The Valletta 2018 Foundation will be publishing the highlights of each report together with one summarised report comprising the main highlights of the first year of research online on the Valletta 2018 Foundation website, www.valletta2018.org.

Contact details

For further details please send an email to valletta2018@um.edu.mt or research@valletta2018.org.

Seminar Organisation

The seminar is being organised by the Valletta 2018 Foundation's research department.

The Valletta 2018 Foundation has partnered with the Ministry for Justice, Culture and Local Government and University of Malta in the organisation of this seminar. The conference is supported by the NSO, MTA, EPD and ETC.

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