Econcult: brief outline

Econcult is the Cultural Economics and Tourism Research Unit of the University of Valencia, in Spain. The unit, established in 1999 and directed by professor Pau Rausell Köster, is part of the Applied Economics Department of the University of Valencia.

Econcult conducts high level research on the relationships between culture and development. In the last few years, the unit has participated in several international projects that have allowed its researchers to become part of growing European and global networks.
The team

Econcult is a diverse network that brings together more than a dozen researchers from several universities and external partners. Econcult attracts also predoc students from Latin America (Colombia, Ecuador, México) and Asia.

For an updated list, please visit our [website](#).

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Main activities

One of our main priorities is the analysis of the relationships between individuals and cultural and creative activities. We try to explain from an economic perspective why do we decide to read, buy a cinema ticket, produce a theatre play or learn to play guitar.

We are also interested in the relationship between cultural and creative activities and the social, economic and political dynamics of communities and territories.

Our research projects focus on topics such as cultural policies, the relationship between culture and development, creative territories, music, the publishing sector, theatre, heritage, museums, language economics and cultural tourism.
Areas of specialization

- Analysis of the relationships between culture and development
- Design and evaluation of local and regional cultural policies
- Economic impact studies and design of cultural indicators systems
- Cultural tourism planning and development
- Studies for the promotion of cultural industries
- Viability and management analysis of cultural facilities
- Audience studies
- Heritage valuation and museum economics
- Design and management of culture-related international projects
Areas of specialization 2

- Cultural and creative spaces
- Cultural and creative sectors and the city
- Cultural and creative sectors and innovation
- Internationalization of cultural and creative sectors
- Cultural and creative observatories
- Cultural districts.
- Analysis of cultural and creative job markets
Since 2009, Econcult has participated in several European level projects focused on culture, innovation and regional development, building long-term relationships with organizations from countries such as France, Italy, Slovenia and Montenegro.

As an academic partner, Econcult has been responsible for the modelling of the relationship between culture and socioeconomic development and the analysis of project results from an economic perspective. The unit also has extensive experience in the identification of best practices in the cultural and creative sector and the formulation of policy recommendations.
The aim of this project was reinforcing the **competitiveness** and the **capacity for economic and social innovation** of the cultural sector within the Med space, facilitating transformation towards new economic and social models. It tested the implementation of innovative practices in the cultural sectors through four cultural laboratories: Cluster, Creative businesses incubator, non-monetary exchange systems and territorial governance.

**2013-2015/ Med Capitalization**
This project capitalized the results of pioneering MED projects focused on **Smart Specialization** as a driver for the generation of economic value. The aim was formulating a **bottom-to-top comprehensive development model** and promote the adoption of practices and methodologies that maximized **intraregional creativity** and facilitated the **dissemination of regional knowledge on innovation**.

**2013-2015/ Med Capitalization**
Drawing on the experiences from four previous projects, 34 incubators designed actions to foster the cultural and creative sector as a factor for territorial development and social and economic innovation, supporting SMEs, initiatives and incubators and contributing to related decision and policy-making processes within the EU.
The proposed Study aims to demonstrate how the Sharing Economy can be a driver of economic (business dimension, integrative incomes etc), territorial (subsidiary principle and new available local commodities i.e. transport, accommodation etc which cover public services’ gaps) and social (civil society direct participation) growth. The established “open DOORS network” is ready, to test the innovative services and to develop real and concrete experiences of Sharing Economy.
The trans-making project aims to establish a multilateral network of research and innovation staff active in the fields of placemaking / place-based art activities as a space to create alternative narratives for societal and economic renewal. It will investigate and experiment with placemaking to contribute actively to the democratization/well-being of society, educating and empowering individuals and disadvantaged minorities through research and production in the connection between art and new technologies.
Ongoing European projects

2017-2019
CreativeWear revitalizes the textile and weare sector, deeply affected by the crisis, with a focus on creativity, custom design and small-scale artisanal production for territory-specific value chains in consumer-oriented business models.
DESIGNSCAPES (Building Capacity for Design enabled Innovation in Urban Environments) is a H2020 project approved under the topic CO-CREATION-02-2016 - User-driven innovation: value creation through design-enabled innovation. The overarching aim of the DESIGNSCAPES project is to exploit the generative potential of urban environments in the highest possible number of European Cities to encourage the uptake and further enhancement and up scaling of Design enabled Innovations by existing enterprises, start-up companies, public authorities and agencies, and other urban stakeholders.
Chebec project has as general objective to increase the economic sustainability and the job creation (and maintenance) of CCIs through an innovative, combined and comprehensive approach in term of support services. Chebec aims at develop an effective set of tools able to answer to the innovation challenge highlighted by the present call, designing a transnational favorable environment for CCIs, with common support facilities, actors and rules.
Other projects: Cultural spaces and urbanism, local cultural policies, development of cultural districts....
Other projects: Development Regional Cultural Policy....

And we know that culture can be used, from an instrumental point of view, to generate jobs.
....and tools for evaluation
Posgraduate and other courses

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European Diploma in Cultural Project Management. Association Marcel Hiter. BRUSSELS
Máster en Gestión Cultural. Universidad de Valencia. VALENCIA
Curso. Internacionalización y Cooperación en Gestión del Sector Cultural y Creativo. Universidad Complutense. MADRID
Curso de Experto en Gestión Cultural. Universidad de Santiago. SANTIAGO DE COMPOSTELA.
Curso de Gestión Cultural. Universidad de Zaragoza
Publications, activities and media presence

Visit our website to access an updated list of publications, see our appearances in press, radio and television and check out our events agenda.
Aplicamos el Youth Engagement Index en Porto Alegre (Brasil) y Quito (Ecuador)
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