

# Circular governance and culture

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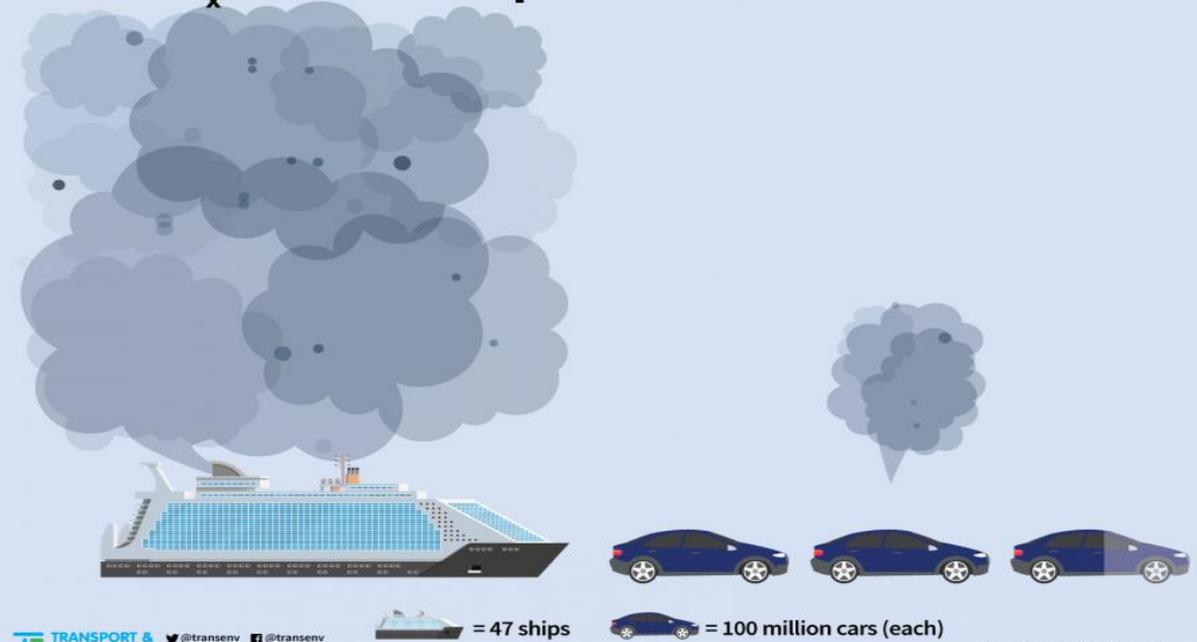


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# The challenge

**Ships owned by Carnival corporation emit 10 times more SO<sub>x</sub> than all European cars**



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# Summary of the governance problem

- Multi-dimensional
  - Transversal
  - Multi-scalar
  
  - Mismatch with inherited
    - silo and hierarchical governance systems
    - Definitions of the object (culture)
- 



# The changing field /s of culture

- ▶ The traditional
  - ▶ Patrimony, heritage, high culture
- ▶ Employment
  - ▶ Artists, cultural workers, precarious labour
- ▶ Economic output
  - ▶ Increasing; more commercial products and services
- ▶ Funding
  - ▶ Once, only the state
    - ▶ Now declining every where
    - ▶ New funding models (smaller % state funding)



# Logics and rationales for funding culture

- ▶ Public goods
  - ▶ Market failure/ welfare model
- ▶ Market regulation
  - ▶ Minimum service levels
  - ▶ Pricing
- ▶ Trade policies
  - ▶ The 'cultural exception'
- ▶ EU 'competency' for culture
  - ▶ Territorial variance/scale of operation
  - ▶ National patrimony

# Institutions: silos and bureaucracies

- ▶ Culture has never been the strongest nor prestigious department
- ▶ Rapid changes in naming and responsibilities:
  - ▶ Culture
  - ▶ Culture and the Creative Industries
  - ▶ Culture, Media and Sport
  - ▶ Cultural Industries
- ▶ Overlaps with:
  - ▶ Health and medicine
  - ▶ Sport
  - ▶ Business/Trade
  - ▶ Foreign Policy
  - ▶ Migration
  - ▶ Environment
  - ▶ Cities/Regions
- ▶ Austerity
  - ▶ Culture is a first victim of funding cuts



# Culture/Heritage and Linear thinking: Outputs

- ▶ Common focus
  - ▶ Material threats to heritage
    - ▶ Decay
    - ▶ Destruction (by humans: direct and indirect – global heating)
    - ▶ Erosion, and over-use
    - ▶ Congestion and devaluing of the artefact/site
- ▶ Less common focus
  - ▶ Immaterial threats
    - ▶ Existential: absolutist value systems
    - ▶ Contestation/Imbalance of value systems (commercialisation/ monopoly)
    - ▶ Extinction (loss of 'culture' to the planet)



# Limited effect: focusing on outcomes not flows

- Mega-events
- One-off spectacles
- Creative Cities (to import 'creativity'; or to support the 'creative class')
- Trophy concert halls and galleries
- Short-term instrumentalism
- Externally-orientated 'place making'



# Governance of a circular system manages total costs/consequences

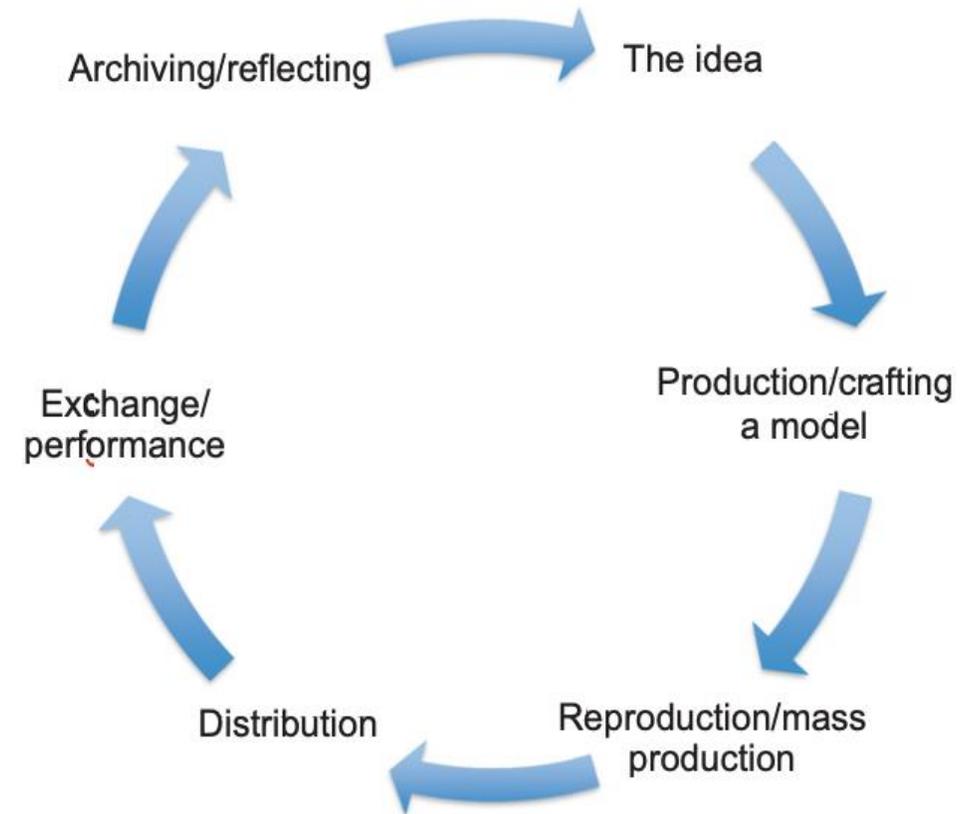
- ▶ Circular economy debates
  - ▶ A critique of linear production models
  - ▶ Expansion of the boundaries of production: from origins to disposal
  - ▶ Re-configuration as circular feedback system
- ▶ How does this relate to 'culture'
  - ▶ The material aspects
    - ▶ use circular economy debates, but requires a broader conception of production/consumption
  - ▶ Immaterial aspects
    - ▶ Issues of cultural commons
    - ▶ Cultural diversity
    - ▶ 'innovation' and 'creativity' systems

# Re-conceptualising the creative economy as a production eco-system

Two dimensions:

**Domain:** Visual art, performance, audio-visual, books and press, sport and health, heritage and tourism...

**Cycle/System:** creation, making, dissemination, exhibition/reception, archiving/preservation, education/critique



**Figure 1** The creative economy ecosystem.



# Circular thinking: challenges us to re-connect, flows

- ▶ Threats often seen as 'unrelated' to:
  - ▶ Under, and over population; and migrations (in and out)
  - ▶ Trade policy: under and over development, reduction to economic goals
  - ▶ Silo-ed culture and heritage: not integrated into general governance
- ▶ Environmental 'shadows' of culture:
  - ▶ Raw materials consumed and global heated generated
    - ▶ Extraction (conflict resources)
    - ▶ Process use (under rewarded/unsafe labour, transport, touring)
    - ▶ Product use (consumption, packaging)
    - ▶ Dumping (short product cycle, disposal, pollution)



# Follow the flows to their sources/ends

- Surprising problems produced by culture:
  - Cheap labour/child labour
  - Environmental costs of servicing 'the cloud' and computation (e.g. blockchain) : server farms, cooling
  - Raw materials mined in conflict zones
  - Fast fashion systems (disposable fashion)...so much ends up in 'land fill'
  - E-waste; high-polluting dumped in the developing world (the 'turnover' of IT products)
  - Merchandising (toys) and cultural narratives (films)



# Articulating culture to the circular economy debate

- ▶ Challenges linear, or limited, thinking of culture
- ▶ Focus on flows, reuse and future generations, as well as past ones
- ▶ Interrogating preservation and conservation; reconceiving them as dynamic, and relational
- ▶ Culture/s value/s: plural, situated and relational
  
- ▶ Examine the flows that make 'culture' possible; and, find alternatives
  - ▶ Origins, waste, consumption
- ▶ Today's culture is tomorrow's heritage