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Cultural Well-being and Sustainability. Professionalisation Processes and Enhancement Strategies in the Sector.

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AREA OF INVESTIGATION

- 1) New models and narratives of culture and cultural heritage (particularly those related to well-being and sustainability), and, consequently, the re-evaluation of the sector's professional roles, training needs, and competencies.
- 2) Work in the cultural sector, with particular attention to the cultural cooperative system and, consequently, work quality, training needs, and organisational structure.

EMPIRICAL RESEARCH STRATEGY

Multilevel research (multiple theoretical, methodological, and situational levels).

Reference paradigms: ecological/holistic, socioconstructivist, salutogenic.

Research strategy: mixed and multiple methods.

Background methodological framework: collaborative research.

Research structure: 2 macro-phases, each with 3 research sub-phases (parallel, sequential).

RESEARCH OBJECTIVES

- 1) Define a set of transversal competences for cultural professionals wishing to work in local areas by fostering processes of community well-being and cultural sustainability.
- 2) Investigate the quality of work, training needs, and organisational structure of cultural cooperative organisations, as well as their potential to ensure the well-being and sustainability of territories.

MACRO-PHASE 1

3 PARALLEL SUB-PHASES

Objective: Validation of the newly formulated IDG (Inner Development Goals) framework (2021) for professional in the cultural sector, thereby formulating competences for cultural sustainability.

Research strategy: Documentary, Qualitative, Quali-Quantitative.

Research methodology: Case study.

Sample: Museum Professionals, Volunteers of cultural associations.

Research techniques: Literature reviews, Participant observation (4), Work tables (3), 2 Questionnaire (9 ans.; 47 ans.)

FINAL RESULT

SWOT Analysis – Cultural Sustainability Competence Framework

Strengths	Weaknesses
<ul style="list-style-type: none"> - Strong connection with scientific literature, providing theoretical validity - Presence of empirical data showing relationships between identified competences and expected outcomes or effects (well-being and cultural sustainability in local territories) - Relevance to diverse professional sectors in the cultural field, including those drawing on the educational sphere - Reformulation of an already existing and internationally validated framework 	<ul style="list-style-type: none"> - Not exhaustive and still too anthropocentric model, as it addresses the cultural dimension of sustainability mainly from a human-centred perspective - Empirical correlations between competences and effects are not always clearly highlighted or consolidated - Relevant application areas not yet included in the model, such as sustainable management of cultural spaces, activities, or services - Static structure of the model, despite competences required in professional contexts are dynamic, context-dependent, and subject to variation depending on historical periods, territories, and organisational dynamics
Opportunities	Threats
<ul style="list-style-type: none"> - Strengthen the framework through further triangulation with international literature and new empirical studies (e.g., case studies, focus groups, surveys) - Strong relevance of the model to specific dimensions (e.g., active citizenship, well-being), which could be explored and developed in greater depth - Integration with interdisciplinary approaches to enhance the model's applicability and effectiveness <ul style="list-style-type: none"> - Potential for the model to be adapted or contextualized across different cultural sectors or territorial contexts 	<ul style="list-style-type: none"> - Possible resistance to change or challenges in implementing the model within institutional and professional contexts - Some competences may appear generic, with the potential risk of losing the specificity of the cultural-professional dimension - Risk that the cultural dimensions of sustainability competences may be marginalised or subsumed within existing, well-established competence models

MACRO-PHASE 2

3 SEQUENTIAL SUB-PHASES

Objective: Investigation into the quality of work, training needs, and organisational structure of cultural cooperatives, with particular attention to the relationship between these aspects, the cultural sustainability competence framework, and the effects generated by cultural action on community well-being.

Research strategy: Qualitative, Quantitative.

Research methodology: Case study.

Sample: Managers of cultural cooperatives, Cultural professionals working in cultural cooperatives.

Research techniques: Interviews (7), 2 Questionnaire (106 ans.; 53 ans.).

FINAL RESULT

Strategies to Enhance Third-Sector Cultural Practices

Policies	Consider culture as an integral component of sustainable territorial development policies Acknowledge culture in policy frameworks for its specific public purpose Promote inter- and transdisciplinary approaches and practices in territorial collaboration Encourage participatory models for the co-design of cultural policies Define the possibility of participating in the extended governance processes of cultural assets and heritage Update Italian cultural regulations and consequently redefine the relevant professional roles Define the boundaries of the cultural sector to develop effective public policies and protect workers Include cultural impact indicators in the evaluation of public policies Develop cultural policies in relation to local economies
Organisational Development	Foster within the organisation's mission and among workers an awareness of the public function fulfilled by cultural activities Move beyond the mere provision of services to activate transformative processes in local territories Implement monitoring and evaluation measures for the impacts expected from cultural practices Pay attention to the working conditions and well-being of cultural workers Attract highly qualified personnel by offering a competitive package of monetary and non-monetary benefits Strengthen continuous training and workplace learning Promote generational turnover to ensure long-term organisational sustainability
Training Pathways	Enhance the skills of cultural professionals through strategies at European and national levels Train cultural professionals to develop transversal skills for work across diverse and interdisciplinary fields Implement broad-based education (formal, non-formal, or informal) for citizens, professionals, institutions, academics, researchers, and enterprises to support the dissemination of new representations of culture and heritage
Territorial Development	Design integrated territorial development that considers the cultural dimension and the role of the organisations Co-design initiatives with public institutions Enhance intersectoral territorial networks and partnerships Implement territorial corporate welfare strategies within cultural organisations Recognise and promote the value of the work carried out by cultural organisations Assume, as cultural organisations, the role of catalysts for transversal skills, supporting the economic and social growth of local territories

NEXT STEPS AND POSSIBILITIES

- 1) Develop training pathways for cultural professionals on cultural sustainability.
- 2) Enrich the cultural sustainability competence framework with new indicators, adapting them to specific cases.
- 3) Further investigate the correlations between the organisational dimension of cultural institutions, employees' health status, professional competences, and community well-being through a national survey.

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