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**NATIONAL INSTITUTE  
FOR CULTURAL RESEARCH AND TRAINING**



# About us

National Institute for Cultural Research and Training (INCFC), subordinated to the Ministry of Culture and National Identity, is the only national institute that has such goals as studying, researching and providing statistical data for the field of culture, as well as the ongoing training of those who choose a career in the occupational sector of culture. Through all our activities, we support and legitimise the development of the cultural field in Romania. This is the reason why we address all types of cultural organisations, regardless of the level of subordination, with the purpose to collect and disseminate statistical data for the substantiation of the projects, as well as to support professional evolution within these organisations. The institute aims at helping the authorities responsible for the draw-up of cultural policies and strategies, in order to support and elaborate coherent regulations of the system, as well as to study the impact of these measures at local and national level.

In the last years, the experts of the institute have conducted more than 70 studies and statistical analyses, have participated in 31 national and international conferences, have trained over 6000 beneficiaries coming from approximately 700 cultural institutions and have evaluated more than 4000 candidates within the evaluation sessions for various skills.



Among the beneficiaries there were: public cultural institutions subordinated to local or central authorities (museums, exhibition centres and organisations, cultural establishments, libraries, performing arts and concert institutions, non-governmental organisations), the World Intellectual Property Organization, the European Commission – Education, Audiovisual & Culture Executive Agency, the National Authority for Scientific Research, UNITER (Theatre Union of Romania), the Commission for the Programme „Sibiu European Capital of Culture 2007”, ArCub (the Cultural Projects Centre of Bucharest).

Both the research and the training activities are validated by a specialised Scientific Council made of academics. In 2015, INCFC was assigned to set the bases of the Satellite Account for Culture, a statistical method that aims at measuring the field and its economic impact, according to a pattern set by Eurostat. This important project, developed under the methodological supervision of the National Institute of Statistics, also aims at collecting, analysing and interpreting data in the cultural field. In 2016, INCFC became the first Romanian member of a European network – ENCATC (European Network on Cultural Management and Policy) and active member in COMPENDIUM of Cultural Policies and Trends in Europe – a European platform of applied research supported by CE/EricArts.

In September 2018, INCFC is organising the 26<sup>th</sup> ENCATC Congress of Cultural Management and Policies, in Bucharest, under the aegis of the European Year of Cultural Heritage and the High Patronage of the President of Romania.

In 2018, National Institute for Cultural Research and Training (INCFC), together with the Ministry of Culture and National Identity have started the project UNESCO CDIS (*Culture for Development Indicators*).

The UNESCO CDIS project is an innovative set of instruments that allows the building and analysis of 22 indicators revealing the multidimensional contribution of culture in the development processes. These indicators are grouped around seven activity sectors/ sustainable development

dimensions. For the first time in Romania, CDIS will allow the measuring of culture's contribution to the sustainable development processes, from various perspectives: economy, education, governance, social participation, gender equality, communication and heritage.

## Research

In the field of researching, drawing up, monitoring and evaluating cultural policies and programmes, INCFC conducts applied research, studies and statistical analyses adapted to the needs of each public authority or organisation, for a wide range of such beneficiary organisations.

In view of the above, we conduct quantitative and qualitative research, using data from surveys, official statistics, semi-structured or in-depth interviews, focus-groups, content analyses, time-and-tracking measurements. Our annual research programme is available online, alongside the previous years' research reports.

The most important annual research of INCFC is the *Cultural Consumption Barometer*, the most extended national study, which measures the practices, preferences and trends of the Romanian consumers of culture.

The studies are conducted by an inter-disciplinary team, made of experts in management, statistics, sociology, art, history, marketing, cultural anthropology, political sciences and economy.

Among INCFC's most important studies, there are:

- *The White Paper for Unlocking the Economic Potential of the Cultural and Creative Sectors in Romania*
- *Copyright and creativity. A Source of Economic Growth and Job Creation*
- *Study on the book market in Romania*
- *The Cultural Vitality of the Cities of Romania*



- *Professional Training Needs in the Public Cultural Institutions*
- *Study on the Specialisations / Trades in the Field of Culture*

The results of INCFC's research and studies are promoted via *Culturadata Interactiv*, an interactive data-visualisation platform, launched by INCFC in January 2018.

The platform provides graphs, tables, maps, statistics on the multiannual evolution and national, regional and county distribution of these indicators, and it consists of sections that provide a coherent and explicit image both on the public infrastructure (the network of public cultural institutions in the territory) and on the population's cultural consumption.

# Professional training

In the field of ongoing training and lifelong education, the institute is the main provider of specialised professional training programmes in the field of culture, as well as a regulation authority for cultural occupations, according to the protocol signed with the National Authority for Qualifications (NAQ) in 2016 and following the cooperation with the Sectoral Committee in the Branch of "Culture".

The strategy in the field of professional training requires the development of an accessible, attractive, competitive system of professional training, relevant for the demands of the labour market in the field of culture. The institute provides professional education and training services with a view to quickly respond to the needs of public cultural institutions, of persons and private organisations operating in the cultural-artistic field, as well as of creative sectors, with the purpose to efficiently manage the available cultural resources. The key principles in the field of professional training are: relevance, access, participation, quality, innovation and cooperation.

The offer includes over 30 professional training programmes (certified and non-certified introductory, specialisation and proficiency courses, workshops and evaluations), addressing the main acknowledged occupations in the cultural field – cultural heritage, librarianship, cultural management, performing arts, such as:

- museographer
- cultural manager and cultural organisation manager
- cultural goods restorer
- conservator of artworks and historical monuments
- exhibit room manager and custodian
- librarian
- cultural manager
- cultural establishment specialised adviser
- artistic impresario
- trainer

– as well as emergent specialisations and trades that allow the development of new occupations:

- *light and sound designer*
- *stage manager*
- curator
- museum education specialist
- cultural entrepreneur

Every year, two ordinary examination sessions are organised for translators in a variety of languages and fields, and additional special sessions are available, at the candidates' request.

The professional training courses provide professional skills certificates and are certified, according to legal regulations, by the *Commission for certification of professional training providers for adults*, being recognised at national and EU level, as well as in the other countries that have diploma and certificate recognition treaties with Romania; the certificates are issued by the Ministry of Labour and Social Justice, as well as by the Ministry of National Education.

The institute cooperates with lecturers and trainers coming from prestigious cultural and educational institutions and with experts recognised in their fields of competence, and we opted for the intensive interactive courses, adapted to the needs of practitioners.

INCFC manages the following registries: the Registry of Performing Arts, the Registry of Technical Controllers and Experts in the Field of Historical Monuments Protection, the Registry of Professionals in the Field of Historical Monuments Protection.

INCFC is also responsible of certifying the technical professionals, experts and controllers in the field of historical monuments protection and of certifying and endorsing natural and legal persons as artistic impresarios.



# Publications

INCFC publishes the studies of its research team in Romanian and English, both in printed format and in digital format, on the site of the institution. In 2016 the bases were set for a research review entitled *Caietele Culturadata* (*Culturadata notebooks*) which gathers the most important annual studies.



INCFC publishes the *Museums' Magazine*, one of the oldest periodicals in the Romanian editorial and museum landscape, permanently issued ever since 1964.

Among the most important of the INCFC publications, there are:

- *Barometrul de Consum Cultural 2017. Cultura în pragul 2017 Cultural Consumption Barometer. Culture on the Eve of the Great Union Centenary: Identity, Heritage and Cultural Practices*
- *2016 Cultural Consumption Barometer. An In-depth Analysis of Cultural Consumption Practices*
- *2015 Cultural Consumption Barometer. Preferences, Practices, Trends*

- *2014 Cultural Consumption Barometer. Culture between Global and Local*
- *Cultural Consumption Figures at Brâncuși's house. A perception on the Cultural Offer in the County of Gorj.*
- *Theatre Management. Models and Strategies for Performing Arts Organisations and Institutions*
- *CULTURADATA NOTEBOOKS – Volume 2 / 2017*
- *CULTURADATA NOTEBOOKS – Volume 1 / 2017*
- *CULTURADATA NOTEBOOKS – Volume 1 / 2016*
- *Cultural Consumption Study at Bucharest level [2016]*
- *Cultural consumption and practices among the population of the city of Braşov and its metropolitan area [2015]*

The INCFC publications are disseminated via launch events, attended, in the last year only, by the presidential counsellors, ministers and secretaries of state of the Ministry of Culture and National Identity and from other ministries, as well as personalities of the cultural, scientific or academic field.

For all those interested, we periodically send a newsletter in Romanian, English and Spanish, containing updated information on the INCFC events, conferences, courses and launches; the subscription to the newsletter is available on [www.culturadata.ro](http://www.culturadata.ro).



## Events and other activities

The most important debate-event developed by INCFC is the **National Conference of Cultural Managers (NCCM)**, organised annually since 2014 as a dialogue platform, which has become a good and traditional opportunity for public cultural institutions managers, independent Romanian cultural entrepreneurs, cultural management experts and representatives of financing authorities to meet and exchange good practices. Since 2016, this conference has gained an international dimension through the participation of renowned experts from France, Serbia and Spain.

**Mastering the Music Business** is the first conference set-up in Romania on themes of the music industry. The MMB conference is organised annually in partnership with NICRT and it mainly addresses independent artists, as well as other professionals of the music industry – managers, booking agents, PR agents, tour managers, lawyers, promoters, representatives of major independent labels etc.

**The Cultural Marketing Conference** is an annual event organised by the Museum of Bucharest, in partnership with INCFC, with the purpose to gather professionals from museums and cultural marketing, with a view to debating



on the new trends and common themes of interest. The event lasts for two days and every year it brings together museographers, teachers, researchers and students.

**INCFC - British Council Round Tables** are a series of events jointly organised with the purpose to draw the attention on the various subjects of interest from such fields as literature, art, cultural management and marketing, as well as to devise projects on topics of European importance.

The European project **Live Skills** contribute to the enhancement of the capacity of employment and of the mobility of professionals and students in the field of culture; to the growth of competitiveness of the sector and to the building of a sustainable cultural and creative sector for the future. The purpose is to approach the gaps in matters of competences in the Cultural and Creative Sectors (CCS) and particularly in the mentioned sub-sectors (audio-visual and performing arts), by approaching the needs of the market for digital skills, the new technologies, the management of arts and the entrepreneurial skills.

**Heritart** is an European project, acknowledged for its creativity in putting the archaeological sites to the service of artistic achievements, as well as for its success in growing a new generation of audience that respects and recognises heritage as a value. On the one hand, the creative idea of the project serves as a factor of heritage sites revitalisation in Europe and on the other hand it brings theatre performances and audiences to these cultural heritage sites.





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