NATIONAL INSTITUTE FOR CULTURAL RESEARCH AND TRAINING

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NATIONAL INSTITUTE FOR CULTURAL RESEARCH AND TRAINING
About us

• Our Past

The National Institute for Cultural Research and Training (INCFC), subordinated to the Ministry of Culture, is the only national institute with such objectives as the study, research and provision of 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.

The National Institute for Cultural Research and Training was established in 2013 by combining the Center for Vocational Training in Culture and the Center for Research and Consultancy in the Cultural field. Since 2014, INCFC has relaunched itself on the cultural market with new studies and modern training programs adapted to the dynamics of cultural consumption.

Over the last years, the institute's specialists have conducted over 85 statistical and research studies, have participated in 35 national and international conferences, have trained over 8000 beneficiaries coming from approximately 700 cultural institutions and have evaluated over 7500 candidates within evaluation sessions for various competences.

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

In 2015, INCFC was assigned to set the bases for the Satellite Account for Culture, a statistical method aiming at measuring the field and its economic impact, following a Eurostat model. This important project, developed under the methodological guidance of the National Institute of Statistics, also aims for the collection, analysis and interpretation of data in the field of culture.

In 2016, INCFC became the first Romanian member of the ENCATC network (European Network on Cultural Management and Policy) and an active member in the COMPENDIUM of Cultural Policies and Trends in Europe – a European platform of applied research.

In September 2018, INCFC organised in Bucharest the 16th ENCATC Congress of Cultural Management and Policies, unfolded under the aegis of the European Year of Cultural Heritage and the High Patronage of the President of Romania.

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

• Our Present

Through our activities, we support and legitimate the development of the cultural field in Romania. This is why we address all the types of cultural organisations, regardless of their subordination level, with the purpose to collect and disseminate statistical data to substantiate the projects and to study the impact of these measures at local and national level.
INCFC is member of the European Network on Cultural Management and Policy - ENCATC and of the Compendium of Cultural Policies and Trends. The Institute is also an active guest to many other international conferences which are based on cultural matters.

In 2019, INCFC joined the Culture Action Europe Association, the main European cultural network gathering organisations, artists, activists, academics and persons in charge with cultural policies from all across Europe.

INCFC has the mission to update the National Strategy for Culture and National Heritage – the new strategic framework 2021-2027, wherein the main tendencies of the 2030 Agenda will be included, along with the main European programmes related to cultural education.

INCFC has permanent contacts with the Association Timişoara 2021, with a view to preparing the activities within the mandate European Capital of Culture.

**Our Future**

INCFC aims at becoming a contact point between the national and international networks and institutions in the field, a promoter of scientific research in artistic fields, an open institution involving more young professionals, a good practice platform at the intersection of the professional and university milieus.

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Research and publications

In the field of research, drafting, monitoring and evaluating of cultural policies and programmes, INCFC conducts applied research and studies and statistical analyses for a wide range of beneficiaries, adapted to the needs and demands of each organisation or public authority.

Thus, we conduct quantitative and qualitative research that use data from surveys, official statistics, semi-structured or in-depth interviews, focus groups, content analyses, time and tracking measurements. The minimal managerial programme of the institution is available online on culturadata.ro, as are the research reports from previous years.

The most important annual research conducted by INCFC is the *Cultural Consumption Barometer*, the most extensive national study, which measures the practices, preferences and trends of Romania’s consumers of culture.

The research is carried out by an interdisciplinary team, made of specialists in management, statistics, sociology, art, history, marketing, cultural anthropology, political sciences and economy.

INCFC publishes the studies made by the research team in Romanian and English/French, both in printed and in digital format. In 2016, the research magazine *Caietele Culturadata* (Culturadata Notebooks) was established, which gathers the most important annual research.

INCFC publishes the *Museums’ Magazine* annually; this is one of the oldest periodicals in the Romanian editorial
and museums’ landscape, having been published with no interruptions since as early as 1964.

Among INCFC’s most important publications there are:

• **The Cultural Consumption Barometer** (2015-2018 editions);
• **Caietele Culturadata** (2016-2018 editions);
• **The White Paper for Unlocking the Economic Potential of Cultural and Creative Sectors in Romania**;
• **Romania’s Cultural and Creative Sectors. Economic importance and competitive context**;
• **Study on youngsters’ attitude towards the cultural heritage sites**;
• **Study on the Book Market of Romania**;
• **The Needs for Professional Training in the Public Cultural Institutions**,
• **Study on specialisations/occupations in the field of culture**;
• **Cultural Consumption Study for Bucharest**;
• **Cultural Consumption and Practices of the Population of the Municipality and Metropolitan Area of Brașov**;
• **Cultural Consumption Figures in the Homeland of Brâncuși. A perception on the cultural offer of the County of Gorj**.

INCFC’s publications are disseminated through a series of book launch events attended, in the last years only, by ministers, presidential counsellors, state secretaries from the Ministry of Culture or from other ministries, as well as by personalities from the cultural, scientific or academic fields.

For all those interested, we send a newsletter periodically, in Romanian and English, containing updated information on the events, conferences, courses and launches of INCFC, accessible by registration on culturadata.ro.

The results of INCFC’s research and studies are promoted via **Culturadata Interactiv**, a platform for the interactive visualisation of statistical data, launched by INCFC in January 2018. This is made from sections that provide a coherent and explicit image on both the public infrastructure (mapping of the network of public institutions and entities in the territory, which perform cultural activities), and on the population’s cultural consumption. In this regard, the platform provides graphs, tables, maps, statistics reflecting the multiannual evolution and national, regional and county-level distribution of relevant indicators.
Professional training

The National Institute for Cultural Research and Training is the main Romanian provider of programmes of ongoing specialised professional training in the field of culture, addressing professionals from cultural public institutions, museums, performing arts institutes, libraries, cultural establishments, learning organisations from the field of ongoing education, operating in the field of culture. The strategy in the field of professional training proposes the development of an accessible, attractive, competitive and relevant system for the demands of the labour market, which is in a continuous dynamic in the field of culture.

INCFC provides ongoing education and professional training services in order to quickly respond to the needs of the public cultural institutions, freelancers and private organisations operating in the field of culture and CCS (Cultural and Creative Sectors), thus supporting, through the quality of the information provided, the efficient management of the available cultural resources.

INCFC’s offer includes over 15 framework-programmes of professional training, addressing the main occupations recognised in the cultural field:
- cultural manager and cultural organisations manager
- museographer
- museum collections manager
- cultural marketing
- cultural goods restorer
- artwork and historical monuments conservator
- exhibition room custodian/administrator
- librarian
- specialised adviser for cultural establishments
- artistic manager
- trainer

We propose and organise courses for innovative specialisations allowing the development of new occupations:
- curator
- museum education specialist
- cultural entrepreneur

In addition to the training courses, we also organise exams for translators (for a variety of languages and technical specialisations). Following these exams, the trainees obtain Translator Certificates, based on an academic evaluation and internationally recognised.

INCFC’s programmes offer certificates for professional skills, being authorised, under the law, by the Commission for the authorisation of providers of adult professional training, and recognised at national and EU level, under Art. 26 and 53 of the Treaty on the Functioning of the European Union (TFEU), as well as in other countries having treaties of recognition of Romanian certificates and diplomas, issued by the Ministry of Labour and Social Justice and the Ministry of National Education.

INCFC collaborates with prestigious lecturers, trainers coming from cultural institutions and universities, as well as with specialists recognised in their expertise areas, opting for intensive and interactive forms of teaching, adapted to practitioners.
International networks

• Compendium

The *Compendium of Cultural Policies and Trends* is a web-based, permanently updated information platform monitoring the national cultural policies and their development process. By means of this platform, each country member of the Compendium has made public its cultural profile, drafted by experts and professionals in the field. INCFC became an active member of this platform in 2016. At present, Romania’s country profile provides information on the historical development, current structure, legal framework, financial aspects and debates in matters of cultural policies and trends.

• ENCATC

ENCATC is the *European Network on Cultural Management and Policies*, the largest of its kind in Europe; INCFC is the first Romanian member, having joined this Network in 2016.

The 26th edition of the ENCATC Congress (2018) was organised by INCFC, in Bucharest. The event focused on the theme of the European cultural heritage and was entitled *Beyond EYCH 2018. What is the Cultural Horizon? Opening up perspectives to face ongoing transformations.*

Organised on a yearly basis, the Congress has brought together cultural professionals from 28 countries, members of the European network of cultural management and policies ENCATC, with a view to discussing the cultural transformations with major impact on the manner of understanding and approaching the field of cultural management and policies, as well as understanding and determining the future directions in the field of education, academic research and cultural training.

Professors, researchers, cultural managers, artists, cultural trends and policies makers, students and doctoral students, in short: professionals of the cultural field from all around the world have participated during the Congress in sessions of information, research and education, research forums, debates, case studies and cultural tours.

• Culture Action Europe

*Culture Action Europe* is the main European cultural network gathering organisations, artists, activists, academics and persons in charge with cultural policies from all across Europe. Culture Action Europe is the main crosspoint of opinions and debates in matters of cultural policies and arts in the European Union. INCFC joined the Culture Action Europe Association in 2019.
European projects

• Live Skills

The Cultural and Creative Sectors (CCS) play a key role in promoting an intelligent, sustainable growth, favourable to European inclusion. Live Skills approaches the lack of identified skills and responds to the need for new skills within two sub-sectors of CCS: audiovisual and performing arts.

The Live Skills project will contribute to the increase of employment and to the mobility of professionals and students in cultural sectors, to the growth of CCS’s competitiveness, as well as to the building of a vibrant, sustainable creative and cultural sector.

The project involves several work stages that will lead to the drafting and piloting of three new, innovative professional training programmes for two professions in the audiovisual and performing arts sectors, but the information and skills are adaptable to a wider range of professions and to other sub-sectors of the CCS.

These training fields are:
- Performing arts management;
- New technologies and applications of digital technologies;
- Entrepreneurial culture.

Under the coordination of the British Council, the project enjoys the involvement of nine partners from four countries (Bulgaria, Greece, Romania and UK) and two associate partners at the European level (Ireland and the European Network for the Evaluation of Vocational Education).

• Heritart

Heritart is a European project recognised for its creativity in using archaeological sites for artistic performances, as well as for its success in growing a new generation of audience with respect and recognition for heritage as an intrinsic value of the common European culture.

Funded under the Creative Europe programme, the interdisciplinary cultural project Heritart gathers Romanian, Croat and Italian experts, specialised in artistic production, cultural research and performing arts. The National Institute for Cultural Research and Training is a member of the Heritart network, alongside the National Croat Theatre Split (Croatia) and I Borghi SRL (Italy).

The creative idea of the project serves, on one hand, as a revitalisation factor for the heritage sites of Europe and, on the other hand, it brings theatre performances and audience to these cultural heritage sites. The Heritart Festival brings a fresh air in presenting these spaces and creating a new current of interest in heritage monuments. These aspects will be developed via new and attractive means of communication and production, wherein video mapping will be the crosspoint of ancient ways and new technologies.

Within this project, cultural workshops on various themes took place, as well as two editions of the Heritart Festival in Ostia Antica, Italy (6th of July 2019) and Salona, Croatia (the
29th of July 2019) – this time with a coproduction of Italian and Croatian artists. The festival illustrated the development of the Heritart project – from the first idea of a project to the improved work of the second edition of the Heritart Festival, where many of the ideas and pieces of knowledge shared during the project were included and translated into artistic representations.

• EU Heritage

EU Heritage intends to contribute to the cultural policies of the European Commission in terms of an integrated approach on the cultural heritage for Europe, having the goal to improve the qualification and development of the heritage-related labour, in order to approach the trends and challenges of the sector.

The first project meeting took place in February 2019, in Matera, Italy. The consortium includes, besides INCFC, organisations, research institutes, universities from Italy, Spain, Malta, Romania, Belgium, Germany, as well as ENCATC (European Network on Cultural Management and Policies).

The project is unfolding on a period of 36 months (2016-2019), focusing on an experimental approach, implementing an inter-sectoral and multidisciplinary methodology, which will boost the potential of connecting the heritage sectors to other sectors, i.e. tourism, technology, creative and cultural industries, entrepreneurship and business.

National projects

• Patrimoniu100 (Heritage for the next century)

The project Patrimoniu100 (Heritage100) proposes an awareness and education campaign on the necessity of protecting the national cultural heritage, as well as on fighting vandalism on historical monuments. The campaign mainly addresses young people and is based on a sociological study conducted by INCFC on teenagers’ attitudes towards the national cultural heritage. Based on its results, a national awareness campaign was built, focusing on non-formal digital education tools with impact on youth.

The web platform patrimoniu100.ro provides an interactive manual and access to information on various heritage sites. Another component of the project is the digital application for mobiles Patrimoniu100 (available for iOS and in Google Play Store), which uses augmented reality and geolocation.

Beside these digital tools, the project has also generated a series of mini-documentaries, signed by director Ileana Szasz, which tackle the way local communities have positively or negatively influenced the state of some historical monuments all across Romania.

The Heritage for the Next Century project was funded by the Government of Romania through the Ministry of Culture within the programme of projects, events and actions dedicated to the Great Union Centenary.
(1918-2018) and WWI Centenary, with the support of county school inspectorates and of the educational institutions involved in the project.

The first stage of the Patrimoniu100 project coagulated around a national awareness and education campaign on the necessity of protecting the national cultural heritage and on fighting vandalism on historical monuments.

The campaign was implemented by using alternative education instruments (augmented reality, new technologies and media forms, interactive digital education tools and digital art), mainly addressing youngsters and based on the results of the sociological study *Young People and Cultural Heritage*, conducted by INCFC, focused on teenagers’ attitudes towards the national cultural heritage.

Once the project re-takes its course, with the help of the National Cultural Fund Administration (AFCN), which co-funded the project, INCFC plans to generate a change of attitude, by developing the results obtained in the first stage of the project. The project addresses both pupils and high school students, on the one hand, and their teachers – teachers of history, geography, plastic arts, head teachers – on the other hand. A first step towards the second part of the project was taken by creating the open source educational resource *Heritage ABC*, on the website patrimoniu100.ro.

The project developed in 2019 includes, amongst the training and information activities, a photo contest for teams of pupils, high school students and teachers, on topics related to immovable heritage sites.

**International projects**

- **The Torch of the cultural and religious heritage**

  *The Torch of Religious Heritage*, a project organised by the Ministry of Culture, through the National Institute for Cultural Research and Training, was hosted at the Romanian Athenaeum in 2018, in the presence of the minister of Culture of the time.

  The ceremony of the Torch, inspired by the Olympic torch of Athens, is an initiative developed all across Europe, which intends to contribute to the knowledge, understanding and preservation of the European religious heritage, which finds one of its most uplifting expressions in Romania. Over time, this event has had as guests ministers of culture from the member states of the European Union, alongside distinguished members of the international community (artists, scientists, politicians, researchers)

The event took place within the 2018 ENCATC Congress, the most important congress of cultural management and policies, unfolded in Bucharest for the first time and co-organised by the National Institute for Cultural Research and Training. The National Institute for Heritage was partner in the Torch of religious heritage project.
• **UNESCO CDIS**

The National Institute for Cultural Research and Training and the Ministry of Culture have launched together the UNESCO Culture for Development Indicators (CDIS) project. The UNESCO CDIS project is an innovative set of instruments allowing the building and analysis of 22 indicators relevant for the multidimensional contribution of culture to the development processes. CDIS allows the measuring, for the first time in Romania, of the contribution of culture to the sustainable development processes, from the perspective of 7 activity sectors/dimensions of sustainable development: economy, education, governance, social participation, gender equality, communication and heritage. The project is initiated under Article 13 (*Integration of Culture in Sustainable Development*) of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions, adopted in Paris on the 20th of October 2005, ratified in Romania by the Law no. 248/2006.

The project completes the image and role of culture, already outlined by the Cultural Consumption Barometer and a series of studies and research conducted by INCFC. The contribution of the National Institute of Statistics is noteworthy in this respect, as this institute is the sole provider of official statistical data at international level. The set of indicators is an equally valuable instrument for the substantiation of the public policies or various strategic documents at the level of the Ministry of Culture.

• **Romania-France bilateral cultural partnership**

The National Institute for Cultural Research and Training and the Département des études de la prospective et des statistiques (DEPS, Ministry of Culture, France) agreed early this year on a common programme of cooperation – Perspectives of Cultural Statistics. The partnership between the two institutions involves an experience exchange on themes of methodology regarding the drafting of the main indicators for cultural statistics, as well as the cooperation in programmes and specialisations according to the European professional standards for occupations in the field of culture.

The last edition of the study *Cultural Vitality of Romania’s towns and cities*, conducted by the National Institute for Cultural Research and Training, was launched on the first of July 2019. The event, organised within the Season Romania-France 2019, was attended by numerous guests, such as Andrei Țărnea, General Commissioner of the Season Romania-France 2019, Alexandru Pugna, Secretary of State from the Ministry of Culture, Professor Manuèle Debrinay Rizos, PhD, expert in cultural policies and consultant professor from DEPS, Delia Mucică, PhD, expert in cultural policies.
Events

• Annual launch of the Cultural Consumption Barometer

Each year, the National Institute for Cultural Research and Training launches an edition of the Cultural Consumption Barometer, the most extensive study of its kind at national level. For over a decade, the “Barometer” has been measuring the trends associated with the cultural consumption in Romania; it is the only one of this type in the country, built on similar European models. The main objective of Cultural Consumption Barometer is to analyse Romania’s cultural sector from the viewpoint of cultural consumption indices. The study was conceived as a useful working tool for specialists within cultural and creative sectors, a relevant analysis for the representatives of the central and local public authorities, as well as an interesting piece of reading for the wide public.

• National Conference of Cultural Managers

The most important event (debate) organised by INCFC is the National Conference of Cultural Managers (CNMC), organised on a yearly basis since 2014 as a dialogue platform, which has become a good and traditional occasion of gathering and good practice exchange for the managers of public cultural institutions, independent cultural entrepreneurs of Romania, cultural management experts and representatives of funding authorities. Since 2016, CNMC has gained an international dimension, thanks to the participation of renowned specialists from France, Serbia and Spain.

• Mastering the Music Business

Mastering the Music Business is the first conference on music industry themes organised in Romania. The MMB conference is organised annually in partnership with INCFC and is especially dedicated to independent artists, as well as to other professionals of the music industry – managers, booking agents, PR agents, tour managers, lawyers, promoters, representatives of major independent labels etc.

• Cultural Marketing Conference

The Cultural Marketing Conference is an annual event organised by the Museum of the City of Bucharest in partnership with INCFC, with a view to gathering specialists from museums and cultural marketing with the purpose of debating the new trends and common interest themes. For two days in a row, the event gathers together museographers, professors, researchers and students.
• INCFC – British Council Round Tables

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

Other activities

• Conference Young Creative Generations, Brussels

At the beginning of 2018, the Romanian Presidency of the EU Council organised the conference Young Creative Generations, in Brussels.

The General Manager of the National Institute for Cultural Research and Training, Assoc. Prof. Carmen Croitoru, PhD, has participated as keynote speaker in this Conference, whose theme focused on the possibilities of creativity development, of innovative potential and critical thinking among youth; the development of the context and providing the resources necessary to endowing new generations with creative abilities and skills, for a better social inclusion and professional insertion.

• Conference Digitalisation – Future of Europe

In 2016, the National Institute for Cultural Research and Training participated in the conference Digitisation – Future of Europe, organised in the Aula of the Carol I Central University Library.

At the invitation of the Ministry of Communications and Information Society and of the Ministry of Culture, the European Commissioner for digital economy and society, Günther Oettinger, paid a working visit to Romania. The event was aimed at a high-level debate on the priorities and main objectives of the Single Digital Market, the attainment of which would make the Romanian economy and society benefit from the results of the digital transformation of the economy, in order to become competitive at European and world level.

• Sibiu International Theatre Festival

INCFC, represented by its General Manager, Assoc. Prof. Carmen Croitoru, PhD, participated in the second edition of the Conference 2021, the year of the three European capitals of culture, within the Performance Exchange of Sibiu – a manifestation that was part of the 2016 edition of the Sibiu International Theatre Festival. In this context, a presentation was held on the studies of audience and impact, as well as on the importance of reporting and monitoring within the European Capital of Culture Programmes.

The discussions within this unique event in Romania started from the examples of the cities of Sibiu and Wroclaw from the practical point of view of the implementation of cultural projects and strategies and continued with recommendations for the unfolding of the artistic programme of a European cultural capital city.

• Conference Education and Culture in the Digital Era – 2nd edition

In 2016, INCFC participated in the second edition of the conference Education and Culture in the Digital Era. The event was organised by the National Institute for IT Research and Development – ICI Bucharest, the Library of the Romanian Academy, the National Library of Romania and the „Carol I“ Central University Library and gathered together representatives of public cultural institutions (librarians, trainers) and IT professionals. Within the conference the prospects for Romania’s National Digital Library were presented, alongside with the possibilities of funding the digitisation projects carried out by the cultural institutions.
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