



## **European Union Policies and the Platformisation of Cultural and Audio-visual Sectors (platEU)**

### **DETAILED PROJECT DESCRIPTION**

**Project duration:  
October 2020-October 2022**

**Key Action: Jean Monnet Activities  
Action Type: Jean Monnet Project**

## Summary of the project

The main aim of this project is to promote discussion and reflection on the EU policies related to online platforms affecting cultural and audio-visual sectors in Europe. Digitalisation has profoundly influenced European societies and such changes have been recognized at the policy level of the EU where digital policies remain high on the EU agenda. Digital Single Market (DSM) strategy has been one of the priorities of the former Commissions' objectives and it has brought many policy challenges related to the regulation of the digital economy, and thus, to the online platforms as well. The EU's Audiovisual Media Services Directive (AVMSD) governs EU-wide coordination of national legislation on all AV media, both traditional TV broadcasts and on-demand services, but not enough public discussion has been made on the impact of online platforms on cultural and AV sectors. On the one hand, online platforms can contribute to growth of skills and jobs in Europe, but on the other question rises what are their socio-cultural impacts if selected, mainly US platforms (e.g. Google, Amazon, Facebook, Apple, Microsoft (GAFAM) and Netflix, HBO), dominate European cultural and AV landscape. The latter opens questions related to future European identity, European integration objectives and has its implications for cultural diversity as engrained in the UNESCO 2005 Declaration. Due to the subsidiarity principle, cultural issues are within the purview of MS policies, although the EU has been indirectly contributing to the creation of common cultural policy frameworks through its soft policy instruments. Conversely, policies related to online platforms stem from the European-level DSM strategy that consequently influences cultural policy-making through its implementation at the national level. This brings many demands for the EU and for national policies whether we are dealing with the intellectual property rights (IPR), AVSM Directive, and thus to the issue of access to (digital) cultural goods and services, etc. It also brings challenges for the building of the digital skills and competences for the adequate engagement with digital cultural content and services on online platforms. For example, in comparison to other EU countries, Croatia is below average in this regard - Digital Economy and Society Index 2019 ranks Croatia on 21st place.

In Croatia, there is a lack of knowledge on the EU policy processes relating to platformisation of cultural and AV sectors, not only among students, cultural and creative professionals, civil society and general public but also among policy makers as well. Due to the fast changing nature of these processes and the inter/trans-sectoral nature of the subject, the European studies do not tackle to full extent EU digital policies and new challenges that the digitalisation processes open for European integration. Therefore, with this cross-fertilisation project we aim to remedy this situation by providing an innovative interdisciplinary platform for reflection, discussion, and knowledge exchange on two key levels:

- Creating discussion and reflection on the EU regulatory framework and policy instruments related to online platforms' impact on the cultural and AV sectors in Europe, with the specific focus on Croatia;
- Knowledge exchange and enhancement with European experts and partners through creating European studies information and educational materials needed for students, cultural workers, media professionals and citizens alike in order to be able to fully understand the implications of platformisation of cultural and AV sectors and feel empowered to contribute to digital creative economy from the bottom up.

This cross-fertilisation project will be implemented with partners from academia and civil society through following events: through its' key event the 5 day postgraduate course on the policies related to impact of online platforms on cultural and AV sectors in the EU at the Interuniversity centre (IUC) in Dubrovnik; then related other events such as masterclass on the role the EU policies play for AV platforms with partners from Academy of Drama Arts (Zagreb), lecture/debates on European dimension on the (creative) platform economy with NGO 'Drugo more' (Rijeka) and University of Zadar and Zagreb, which will include domestic and foreign partners from academic sector. Decentralisation of activities will provide for better knowledge exchange and dissemination that will contribute to cross-fertilisation aims of the project. In addition, the implementation of the project consists of research stream dedicated to development of EU studies materials in the format of policy briefs, materials for postgraduate course, and a preparation of the manuscript for special issue of a scientific journal.

## The organisation coordinating the project

IRMO - Institut za razvoj i međunarodne odnose  
(Institute for Development and International Relations)

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IRMO ([www.irmo.hr](http://www.irmo.hr)) is a public, non-profit, scientific and policy research institute, engaged in the interdisciplinary study of European and international economic, political, cultural relations and communication. It has 38 employees out of which 16 are tenured academic staff and 6 are doctoral or postdoctoral researchers.

Cultural policy and communication constitutes one of the fields of IRMO's expertise that has been continuously researched within the scope of activities of IRMO's Department for Culture and Communication. The Department is engaged in interdisciplinary scientific research in the field of cultural development, cultural and media policies in the EU context, digital culture, international cultural cooperation and communication. In its research approach, IRMO considers culture to be pivotal element in sustainable development of our society and is interested to contribute to advancing issues related to sustainability of cultural sector and its activities. It has a relevant experience in international research related to diverse cultural policies issues, and in the design, coordination and implementation of projects. The Department staff have provided their expertise to European Parliament, European Commission, Council of Europe and UNESCO, and have participated in various EU funded projects and networks.

The Department's main areas of activity include scientific and applied research, academic publishing activities, organisation of scientific conferences and seminars and development of web-based platform supporting cultural research and cooperation. Since its' foundation in 1989 the Department is the focal point of the Culturelink Network, a global network for research and cooperation in cultural development. This has contributed to IRMO's rich experience in the field of international cultural cooperation and to creation of a wide international network of partners among cultural researchers, policy makers and cultural practitioners.

## Key staff involved in the project

<p><b>Jaka Primorac,</b> <b>Ph.D, IRMO</b> (Academic coordinator and European cultural and media policy expert)</p>	<p>Senior Research Associate at the Department for Culture and Communication at IRMO, Zagreb, Croatia. Dr. Primorac holds a Ph.D. (2010) in Sociology from the Faculty of Humanities and Social Sciences, University of Zagreb, Croatia. Her research interests intersect the fields of European media and cultural policy, cultural and creative industries, cultural and creative labour, digital culture and qualitative research methods. She has more than 15 years of work experience and has collaborated on a number of research projects in Croatia and abroad (e.g. for European Parliament, World Bank, COST, FP7 project MEDIADEM, Jean Monnet project CULPOL 'EU Competences and National Cultural Policies: Critical Dialogues' (2016-2018), Croatian Science Foundation project STRAT, etc.), and has provided expertise for domestic and foreign bodies and foundations. In 2005, she was the winner of Cultural Policy Research Award (CPRA) for her research project on the position of cultural workers in the creative industries of SEE. Since 2008 she is co-author of the Croatian country profile for COMPENDIUM of Cultural Policies and Trends in Europe, project of Council of Europe and ERICarts Institute. From 2016-2018 she was member of Artistic Council of the Croatian Audiovisual Centre. In 2019, she was appointed to National Commission for UNESCO. Since 2019 she is a co-President of Croatian Sociological Association and was a member of editorial board of <i>Sociological Review/Revija za sociologiju</i> (2015-2019). She publishes in foreign and domestic scientific books and journals (<i>International Journal for Cultural Policy, Media Research, Media Studies, Forum for Qualitative Inquiry</i>, etc). She is co-editor (with Paško Bilić and Bjarki Valtysson of the book <i>Technologies of Labour and the Politics of Contradiction</i> (Palgrave Macmillan, 2018), and of special issue of <i>Croatian International Relations Review</i> on 'European Union and Challenges of Cultural Policies: Critical Perspectives' developed through Jean Monnet CULPOL project.</p>
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<p><b>Aleksandra Uzelac, Ph.D, IRMO</b> (Digital cultural policy expert)</p>	<p>Senior Research Associate at IRMO, Head of the Department for Culture and Communication, holding a PhD in Information Sciences and President of IRMO Scientific Council. 25 years of professional experience in the area of cultural research, dealing with cultural development and cultural policy issues in European context, digital culture, European cultural cooperation and networks. An active member of various expert groups that focused their activities in the field of cultural policies or digital culture, bringing into the policy mainstream issues related to the new context digital culture has brought to the cultural policies and cultural sector. Dr Uzelac has provided her research expertise in the form of research studies and issue papers for the Council of Europe, the European Commission and European Parliament. She coordinated a group of experts providing cultural policy related expertise to European parliament and has participated in several EU funded projects where she contributed her research expertise. Recently, she is the IRMO project coordinator of larger Horizon project 'Social Platform for Holistic Heritage Impact Assessment' (SoPHIA). She was the coordinator of the Jean Monnet project 'EU Competences and National Cultural Policies: Critical Dialogues' (2016-2018) which was putting in focus issues of perspectives of national cultural policies development in the EU context and issues related to Digital Single Market reform and its impact on culture and media in Croatia.</p>
<p><b>Senada Šelo Šabić, Ph.D, IRMO</b> (European studies expert)</p>	<p>Senior Scientific Associate, Member of the Management Council of IRMO on behalf of the Scientific Council; Expert in foreign policy, European Union affairs, migration and international relations in general. Šelo Šabić holds PhD from the European University Institute in Florence and has received further training on development, U.S. national security, strategic foresight and international security. She teaches at the University of Zagreb and other universities, often speaks in public and in media on topics of foreign policy and migration. Dr.Šelo Šabić is an author of scholarly and popular articles on migration and the refugee crisis. She has written on Croatia's foreign policy, countries in Southeast Europe, Brexit and other topics. She has participated in a number of projects thematically complementary to the proposed topic (EU-Turkey Future Relations; Building Bridges – Building national perspectives on the EU; European Defense Monitoring project, and others). She currently leads IRMO Jean Monnet project 'Learning by Doing: EU Standards in the Balkans' (EULEAD). She has thorough knowledge of the broader political situation in Croatia, Europe and the world and passionate interest for the topic of the future of the EU.</p>
<p><b>Paško Bilić, Ph.D, IRMO</b> (European digital and media policy expert)</p>	<p>Research Associate at the Department for Culture and Communication at IRMO in Zagreb, Croatia. He holds a Ph.D. in sociology (2013) from the University of Zagreb. Previously, he was International Visiting Research Fellow at the Institute for Advanced Studies, University of Westminster (London, UK) and Doctoral Research Fellow at the University of Alberta (Edmonton, Canada). Since 2015, he is leader of the Croatian team conducting implementation of the EU-wide Media Pluralism Monitor project, coordinated by the European University Institute (EUI) in Florence, Italy. He worked on projects funded by COST, Seventh Framework Program and the Croatian Science Foundation. He participated as a team member in the IRMO Jean Monnet project 'EU Competences and National Cultural Policies: Critical Dialogues' (2016-2018). He is vice-coordinator of the European Sociological Association's Research Network 18: Sociology of Media and Communications Research. He published on topics such as digital capitalism, digital labour, political economy of digital news, and European and national media regulation. He is the author of the <i>Sociology of Media: Routines, Technology, and Power</i> (Jesenski and Turk, 2020 – in Croatian), as well as editor (with Jaka Primorac and Bjarki Valtysson) of the <i>Technologies of Labour and the Politics of Contradiction</i> (Palgrave Macmillan, 2018). He published in journals such as <i>Javnost</i> (The Public), <i>New Media &amp; Society</i>, <i>European Journal of Communication</i>, <i>Big Data &amp; Society</i>, and <i>Interactions: Studies in Communication and Culture</i>. Currently, he is writing a monograph (with Toni Prug and Mislav Žitko) titled <i>The Political Economy of Digital Monopolies: Contradictions and Alternatives to Data Commodification</i> (forthcoming with Bristol University Press in 2021).</p>
<p><b>Barbara Lovrinić, MA, IRMO</b> (Doctoral student, member of Organizational board)</p>	<p>Research Assistant at the Department for Culture and Communication at IRMO, and Assistant to the Editor in Chief of the academic journal Croatian International Relations Review (CIRR) since 2018. Currently she is a PhD candidate at the Cultural and Media Management Doctoral Studies at the Faculty of Dramatic Arts in Belgrade, Serbia. In April 2019 she has defended her thesis titled "EU's external cultural relations and the role of national cultural institutes" at the Postgraduate interdisciplinary study of Diplomacy and International Relations, University of Zagreb. Her knowledge and skills regarding EU institutions have been gained through her previous work at the Court of Justice in Luxembourg and various European project management courses.</p>

<p><b>Davor Švaić, ADU</b> (European audio-visual industry expert)</p>	<p>Vice-dean for International Relations and Inter-institutional Cooperation and Associate Professor at the Department for Editing at the Academy of Dramatic Arts (ADU) in Zagreb, Croatia. He was Vice-dean for Education of Film and TV studies (2012-2016) and has contributed to a number of educational and artistic projects dealing with film and TV editing and production in audio-visual industry. Previously he has worked in film and TV production on a number of projects as either editor, director or freelance artist. During his work at ADU he has also contributed to a development of a number of educational workshops, seminars, and conferences dedicated to the innovation in film editing and production. His interest lies in implementation of new (digital) technologies used in film post-production (Arri, Avid, Final Cut Pro, ProTools) and he worked on projects related to the introduction of new technologies in post-production departments of film companies in Croatia (Jadran film, HTV). He is a member of a number of international and domestic professional associations related to audio-visual industry (e.g. SEECS - South-East European Cinema Schools, CCEECI 16+1), and is the Croatian representative to the Board of Directors of Eurimages - European Cinema Support Fund. He is the project leader of Croatian Qualification Project entitled 'Edu4Games - Development of occupational and qualification standards and new study programs in the field of design and development of video games' that is currently being implemented at the Academy of Dramatic Arts.</p>
<p><b>Davor Mišković, (NGO 'Drugo more')</b>, (European cultural policy and management expert)</p>	<p>Davor Mišković is the President of the non-governmental association 'Drugo more' (Other Sea), and a Programme Director of 'Dopolavore' programme stream of the Rijeka2020 – European Capital of Culture project. Previously he has worked as a part-time lecturer at the Faculty of Philosophy in Rijeka and he was the president of the Clubture Network, a network of non-governmental association in the field of culture. He has also worked at the Faculty of Science and at the Department for International Relations at the Croatian Ministry of Culture. He has been a dedicated cultural worker dealing with European, national and local cultural policy strategies and issues through a number of European projects (e.g. Rijeka2020, CORNERS, BalkanCan etc) mainstreaming cultural research results to students and civil society actors. He curated and organized numerous cultural events, conferences and educational programs, collaborated on several research projects and has taken part in many cultural management and consulting bodies. He has published a number of papers on the cultural policy issues and has authored a book on the <i>Research in Culture</i>, published by Jesenski i Turk (in Croatian).</p>

## Work Programme

### **Preparatory phase**

Kick-off meeting will launch the project.

The management bodies of the project will be established (a wider Stakeholders Group, the Academic and Organisational Boards for the planned events and special journal issue).

A Stakeholders Group will be established. It will include members of the Academic Board for the planned events and the journal issue, consisting of prominent Croatian and EU researchers and professionals and selected key staff of the project. The members of the Academic Board will be responsible for setting the international postgraduate course, masterclass and lecture/debate programmes, evaluating and selecting the high quality speakers and for editorial work on the special issue. Organization Board will include IRMO staff involved in project management, organisation and running of the planned events.

The bodies will meet regularly during the lifetime of the project in order that the project activities run smoothly.

The project webpage will be set up hosting all relevant information including open access working papers prepared for the planned events, policy briefs, as well as other project related news and planned open access journal issue.

After the kick off of the project **the implementation phase** of the project will start that is concentrated around five main strands of activities:

1) International postgraduate seminar 'Platformisation of cultural and audio-visual sectors in the European Union: new policy actors', a 5 days event to be held at the Interuniversity Centre (IUC) in Dubrovnik in autumn 2021 that will bring around 25 participants from Europe and Croatia.

2) Masterclass on the role EU policies play for AV platforms that will be developed with partners from the Academy of Drama Arts and held in Zagreb during winter 2020/2021.

3) Lecture/debates on the European dimension of the (creative) platform economy that will be developed with NGO 'Drugo more' (Rijeka), University of Zadar and University of Zagreb in late spring of 2021.

4) Research that will be implemented during the lifetime of the project (published policy briefs, building up of working papers for events etc.).

5) Preparation of the special issue of a scientific journal that will be developed as a follow through from the course and which will serve as a useful resource for the existing university courses covering European studies and cultural and media policies in Croatia. Open access social sciences journal will be chosen that is indexed in adequate databases (SCOPUS; ESCI etc). Independent double blind peer review process will ensure high academic quality of the articles included. The special issue manuscript is planned to be finalised by the summer 2022 and its results presented at the closing event of the project.

### **Evaluation, follow-up and dissemination**

With this project IRMO will benefit in strengthening its position as a relevant institution in EU studies and as an important cultural and media policy research focal point in European Union and SEE in particular.

Evaluation: The quality assessment of the proposed project activities will be ensured by involving prominent cultural, media, digital policy and European studies researchers into their preparation and through evaluation polls from course and workshop participants. Internal evaluation by events participants and by project Stakeholders' Group will be executed to ensure the implementation of the project activities according to the planned objectives and budget.

Dissemination: Postgraduate course, workshops and the project's published output will enable the exchange of knowledge, cross-fertilisation and creation of new ideas about the impact of EU digital policies on cultural and audio-visual sectors. European studies lack the research into this dimension of the European societies and the published output will be a very useful resource for university teachers, researchers and students in the different policy fields (e.g. cultural, media, digital policies). Project webpage will be oriented to present the project materials to the general public as well.

To wrap up the project and present the special issue, a debate will be organised with the authors and invited experts that will be open to the general public.

IRMO's resources (newsletter, web pages, social media accounts) as well as Culturenet Croatia portal will be used for dissemination purposes throughout the duration of the project. IRMO follows the open access policy

in its' work, with the special emphasis in making educational and research materials available to students and academia in Croatia and abroad. Planned partners' social media accounts and webpages will also be used in order to disseminate the gained knowledge throughout the project (ADU, IUC, 'Drugo more', University of Zadar and Zagreb and other partners involved in the execution of events).

Follow up: the project will provide space for continuous debates and preparation of high quality material related to the impacts of EU digital policies on cultural and audio-visual sectors in Croatia. The research outputs will continue to be published in relevant journals and debated in public after the lifetime of the project and thus contribute to the development of European studies within this field. Webpage of the project will be archived in order to enable that all the project materials be available to the interested parties in the future.

Consistency between project objectives and activities will be achieved through the strict implementation of the envisaged work plan while the utilisation of the budget will be monitored on the quarterly basis.

## **PROJECT ACTIVITIES**

### **DELIVERABLES**

<b>Deliverable Nr.1</b>	
<b>Title</b>	<b>Project website</b>
<b>Description</b>	The website of the project will be developed including all the information about the project background, resources, activities and events. The project website will be closely connected to the websites of IRMO and the project partners' websites that will provide excellent visibility of the project activities.

<b>Deliverable Nr. 2</b>	
<b>Title</b>	<b>Special issue of a scientific journal</b>
<b>Description</b>	Preparation of the special issue of the scientific journal will enable publishing of the high quality peer reviewed papers on the topic of the Action. The materials for the journal will be prepared as a final output of the project. The table of contents will be developed following the call for papers and upon the completion of the peer-review process of the accepted articles. Independent double-blind peer review process will ensure high academic quality of the articles included.

### **RESEARCH**

<b>Research Activity Nr. 1</b>	
<b>Title</b>	<b>Background research for the project</b>
<b>Description</b>	The research will make a solid basis for addressing the European Union policy issues within all project events and other envisaged outputs. The research will be implemented during the whole life-time of the project. The proposed research will focus on the following key issues and different aspects of EU policies and Croatian perspectives looking into the impact of online platforms on cultural and audio-visual sectors: a) understanding of the implication of the Commission's Communication on Online Platforms for Croatian policies; b) Audiovisual Media Services Directive (AVMSD) and Croatian cultural and AV production; c) implications of the work of the Expert group to the EU Observatory on the Online Platform Economy for cultural and AV sectors; d) cultural production and copyright rules in the Digital Single Market, etc.

### **EVENTS**

<b>Event Nr. 1</b>	
<b>Title</b>	<b>Project kick-off meeting</b>
<b>Description</b>	To launch the project, kick-off meeting will be organised inviting the main stakeholders for discussion about project work plan and invite them to join the Stakeholders Group of the project. They will be invited to contribute to creation of a space for sharing research and establishing knowledge transfer between different policy related research fields as well as between research and practice. Event will consist of the closed working meeting of the Organizational and establishment of Academic Board plus the open discussion with the stakeholders and the general public on the chosen topic. The information about the project will be provided through the IRMO and partners' websites and social networking tools. In addition, the information (press release) about the start of the project will be sent to cultural portals, newspapers, and other interested parties that will be invited to the project launch and will be disseminated through networks of partner institutions.



<b>Event Nr. 2</b>	
<b>Title</b>	<b>Masterclass on the role that EU policies play for audio-visual platforms</b>
<b>Description</b>	Online platforms are rapidly changing the way that we are consuming, creating and distributing cultural and audio-visual content. The issue of AI in this context is very much important, and there are numerous implications of it on the everyday (cultural) life of European citizens. Domination of large transnational (mainly US) multimedia companies in this area is visible, and the European Union is trying to tackle the implications that these companies have on the cultural consumption but also production of European artists and creators. With this masterclass we will try to tackle some of these pertinent issues in the form of an intense conversation between audience and the experts invited.

<b>Event Nr. 3</b>	
<b>Title</b>	<b>Lecture/debate on the European dimension of the (creative) platform economy (Rijeka)</b>
<b>Description</b>	European cultural and media landscape has been profoundly influenced by the online platforms. However, their technological framework and the policy implications behind their success has rarely been adequately addressed in the university curricula of European or cultural ad media studies. With this lecture/debate we aim to provide the civil society actors and cultural professionals with the thorough understanding of the technological affordances behind the development of online platforms and what these mean for changes in the cultural and media landscape in Europe. Issues of algorithmic transparency and on digital (cultural) discoverability will be addressed within the overall understanding of platform economy within EU.

<b>Event Nr. 4</b>	
<b>Title</b>	<b>Postgraduate course: 'Platformisation of cultural and audio-visual sectors in the European Union: new policy actors'</b>
<b>Description</b>	Although platforms can contribute to growth of skills and jobs in EU and in such a way contribute to better positioning of EU in the global digital economy, it has been shown that mainly US platforms (e.g. Google, Amazon, Facebook, Apple, Microsoft, Netflix) dominate this sphere. This opens up questions related to European identity and European integration objectives – can European values in accordance with Article 2 of the Treaty on the European Union in that way be adequately promoted and developed? Furthermore, this brings questions related to the regulation of online platforms and towards policy implications that are brought about by the DSM strategy that are related to the cultural and media sectors in the digital environment (IPR issues, AVMSD, etc). This event will be a five day intensive international interdisciplinary course that will include postgraduate students, experts, European digital media professionals, researchers and (cultural and AV) policy practitioners that will discuss pertinent issues that the platformisation of cultural and AV sectors in Europe brings. The postgraduate course will consist of lectures, presentations by students, thematic discussions and practical work using digital tools. Intense active participation of all participants is expected in the course, pre- and post-course work is expected to be done by the participants, while students will need to prepare their papers before the course in order to receive adequate feedback.

<b>Event Nr. 5</b>	
<b>Title</b>	<b>Lecture/debate on the European dimension of the (creative) platform economy (Zadar)</b>
<b>Description</b>	European cultural and media landscape has been profoundly influenced by the online platforms. However, their technological framework and the policy implications behind their success has rarely been adequately addressed in the university curricula of European or cultural studies. Following the Rijeka event that will be focused on civil

	society actors and cultural professionals, with this lecture/debate in cooperation with University of Zadar we aim to provide the students with the thorough understanding of the technological affordances behind the development of online platforms and what these mean for changes in the cultural and media landscape in Europe. Issues of algorithmic transparency and on digital (cultural) discoverability will be addressed within the overall understanding of platform economy within EU.
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<b>Event Nr. 6</b>	
<b>Title</b>	<b>Lecture/debate on the European dimension of the (creative) platform economy (Zagreb)</b>
<b>Description</b>	European cultural and media landscape has been profoundly influenced by the online platforms. However, their technological framework and the policy implications behind their success has rarely been adequately addressed in the university curricula of European or cultural studies. Following the Rijeka and Zadar events the lecture/debate in cooperation with University of Zagreb we aim to provide the students with the thorough understanding of the technological affordances behind the development of online platforms and what these mean for changes in the cultural and media landscape in Europe. Issues of algorithmic transparency and on digital (cultural) discoverability will be addressed within the overall understanding of platform economy within EU.

<b>Event Nr. 7</b>	
<b>Title</b>	<b>Wrap up event</b>
<b>Description</b>	In order to present the project results and deliverables, a wrap up event will be organized that will consist of firstly, the closed working meeting of the Academic and Organisational Boards and secondly, the open discussion with the general public on the EU digital policies. The project team will also present results from the project, highlight the knowledge gained, and elaborate what are still open issues for future EU policy making in the digital environment. The information about the project will be provided through the IRMO and partner websites and social networking tools. In addition, the information (press release) about the closing of the project will be sent to cultural portals, newspapers, and other interested parties that will be invited to the project wrap up event.

## Methodology

In order to ensure that this project contributes to cross-fertilisation of ideas on EU policies dealing with the impact of online platforms on cultural and media sectors, the working methodology of this project combines events, production of academic research papers, policy briefs, educational materials as well as state-of-the-art background research. IRMO will be leading the project, but it will work closely with researchers and policy stakeholders based in Croatian and international (primarily European) cultural, research and educational institutions. In collaboration with the established Stakeholder Group, IRMO team will work on innovative approaches to teaching and will contribute to development of new educational tools that will be used in its' events.

The project is of interdisciplinary and multidisciplinary nature and its' events will differ in their approach and their target audience. It will tackle different levels of EU policy issues related to online platforms that will be debated and the knowledge exchanged among different stakeholders. Through its' focused events and research tools it will create synergies between students, cultural professionals, experts, civil society actors and policy-makers.

The key event of the project is the postgraduate course on the platformisation of cultural and audio-visual sectors in Europe as an intensive five-day interdisciplinary international postgraduate seminar that will gather students, digital policy experts, together with members of academia, policy makers and cultural professionals. Different methodological approaches to the subject will be taken into account, to enable the creation of synergies between all the participants (e.g. from EU regulatory approach to critical cultural policy analysis). Active participation of all the participants is planned with intensive work of postgraduate students that will be able to receive expert feedback in this immersive course on pertinent issue for future developments of European culture. The postgraduate course will also be a backbone for the call for papers for the special issue of the scientific journal that is planned within the project.

Other events include masterclass and lecture/debates. The Zagreb masterclass is dedicated to the role that the European Union is having in trying to tackle the implications that online platforms (owned by the transnational multimedia companies) have on the cultural consumption and production of European artists and creators. During the masterclass, through the usage of innovative teaching tools, based on an interdisciplinary approach the participants will work towards knowledge exchange together with experts. The gained knowledge will enable cultural professionals to adequately participate in the online platform environment. The lecture/debates in Rijeka, Zadar and Zagreb will tackle the European dimension of the (creative) platform economy where the Rijeka lecture will focus on the civil society actors, while the Zadar and Zagreb lecture/debates will be dedicated to the university students of humanities and social sciences. Decentralisation of events and their interdisciplinary nature will provide for a cross-fertilisation of the knowledge exchange and bringing awareness on this pertinent but neglected issue in the European studies.

In order to make sure that knowledge generated through the planned events remains widely available, the knowledge resources generated will be made available through the webpage in the form of open access e-Readers consisting of the background papers prepared for the events. In addition to the key project events, promotional events and working meetings have also been planned, in order to enable efficient knowledge transfer and strengthen Croatian cultural and media policy research community.

## **Expected impact of the project**

The project will contribute to developing knowledge on the European Union policies related to online platforms impacting cultural and audio-visual sectors. The impact of online platforms is a complex issue influencing the European integration processes with many economic and socio-cultural implications and needs to be tackled on different policy levels. The project will increase interest of key target groups in understanding and participating in cultural, media and digital policy development and contribute to more active citizenship in Croatia.

The project will contribute to the knowledge exchange and building of digital skills and capacities between European and Croatian cultural workers, practitioners and postgraduate students. By decentralisation of its activities throughout Croatia (Dubrovnik, Rijeka, Zadar, Zagreb) it will contribute to knowledge exchange on the local and national level. Through involving participants from other European countries and disseminating project materials through its partner institutions and networks, it will contribute to knowledge exchange on an international level.

The activities of the project will contribute to the closer cooperation among the Croatian cultural and media policy researchers, students and practitioners in order to better understand the changes brought about by the digital environment. The project aims to include as partners existing academic institutions that are involved in studying and teaching cultural and media policy as well as partner institutions providing training and education in European policies and financing (e.g. University of Zadar, Rijeka, Dubrovnik and Zagreb; Interuniversity Centre (IUC); Foundation 'Kultura nova', Croatian Audiovisual Centre, etc.).

The project will contribute to bridging the gap between the activities of researchers and academics, cultural professionals and cultural policy decision-makers. Former IRMO Jean Monnet project CULPOL (2016-2018) opened up some avenues in communicating this knowledge, but more continuous efforts are needed for the establishment of long-term collaboration and dialogue between key stakeholders. There is still a need for informing different research, professional and policy communities in Croatia about the key developments on EU digital policy issues, as the officials participating in the EU policy processes have not been successful in communicating information to the interested public. Information are usually presented on a very technical level without highlighting implications that they bring for European culture and economy.

Through the active inclusion of the academic and teaching institutions, the project will focus in particular on students and young professionals with the aim to ensure better position of the EU digital and cultural policies in the curricula of existing and future university programmes, and to kindle interest in EU policies for digital culture among young researchers and cultural civil sector.

The project will contribute to the pooling of the existing research resources, thus enabling the development of further research in the related fields and developing educational materials for the university programmes in European studies and cultural and media policy programmes.