

# Audiences Europe Network and the AudiA project

*How to engage audiences across all borders?*

## About AEN

Our ambition is to bring people together from throughout Europe, to advance opportunities for sharing for knowledge and ideas, and to achieve synergies – together we are more than the sum of the parts. There is intrinsic value in talking, debating, meeting new colleagues from diverse backgrounds. This is the stuff of progress. Through a programme of strategic research, learning and meetings, partners and stakeholders in the network can develop their practice and effectiveness and gain a greater understanding of the dynamics and factors surrounding audience engagement. Our impact is on individuals, on organisations and the wider cultural economy.

AEN is a knowledge centre and competence facilitator: we are linking professionals into a movement for positive change in the way the arts cultural sector engages with its audiences drawn from all sections of society. We argue for a realignment of cultural management in favour of participants and consumers, the audience, our publics. Our role is to build bridges between culture and citizens, by working with professionals, institutions and policy makers, a holistic process.

## About AudiA

### Our Objectives

1. **Understanding Audiences:** the network intends to stimulate a greater awareness of the needs of new audiences; of how to widen participation and access to culture, providing resources, tools, skills and competences; and provide a conduit for dialogue between new audiences and cultural institutions.
2. **Making Sense of data:** to provide insights into how the cultural sector can gather and use in a coherent way data related to audiences.
3. **Linking Up Audience Professionals:** to create a more cooperative and coherent approach to knowledge sharing in relation to audiences; to stimulate the sharing of practices, data and ideas among the cultural operators, fostering common training, communication and dissemination.
4. **Exploiting Technologies:** to understand the implications of the 'digital shift' in the ways that cultural institutions engage with their audiences.
5. **Sharing Platform:** to create a meeting point for cultural managers in order to stimulate innovation, capture synergies and build strong productive professional partnerships.

### Partner Roles

Partners are sought from diverse regions and cultural sectors in order to achieve a wide spread of experience and programme impact. A detailed programme prospectus will be issued upon funding awarded soliciting proposals from partners describing how they may contribute to programme objectives within the agreed strategic framework. Levels of involvement by partners may vary significantly depending on their agreed programme of work within the AudiA project, as well as from year to year, in line with strategic priorities and emphases. Operationally each region (which may be a national territory or another coherent geocultural area) will have two lead partners whose role is to animate, coordinate and facilitate communication at local level. These lead partners will coordinate issues focusing on respectively:

1. Audience Data and Intelligence
2. Organisational Transformation

There is no limit as to the number of partners wishing to participate at local level – indeed it is hoped that AudiA will act as a catalyst for cooperative groupings to emerge championing audience development in their regions or countries.

### AEBR Euregio MeuseRhine

As part of the Association of European Border Regions, the Euregio MeuseRhine is committed to support the “organizational transformation” strand of the AudiA project. Quantitative and qualitative research will be carried out in the Euregio MeuseRhine, mapping the state of the audience development at the level of cultural organizations and cultural services deployed by local authorities. In this project, special attention will be paid to specific issues relating to the cultural lives of inhabitants of cross-border regions. Far too often, linguistic and financial arguments prevent cultural players to operate across the borders and miss therefore the opportunity to engage with new audiences.