



EUROPEAN  
AUDIENCE  
DATA  
ALLIANCE

# Collective Cultural Engagement

How cities and cultural clusters can engage more effectively  
with their existing and future audiences

**Aarhus | Denmark**  
**11th November 2025**

**An**  
**Audience Engagement**  
**Conference for**  
**Cultural**  
**Professionals**

# Introduction to the EADA Forum in Aarhus

Over the previous EADA conferences we have organically addressed the many aspects of creating cross-sector data standards, that can provide leaders with a better evidence-based approach to formulating, implementing and driving cultural engagement.

Simply put, we want to get to a stage where the Mayor of Culture in for example Paris, can have a comparative discussion with her counterparts in Prague or Copenhagen, with a common agreed language, benchmarks and metrics, that provide shared insights on the general public's cultural engagement.

The European Union, recognizing the value of data for the benefit of the economy and society, and have formulated a strategy for data with the creation of Common European Data Spaces in a number of strategic fields such as health, energy, public administration, and sustainability. And the time has come for a common approach in the Arts and Culture sector.

In short, the benefit of a data space for arts and culture is a better and more cost-efficient sector wide engagement with audiences by sharing and leveraging aggregated data insights.

To this end the EADA is a collection of organizations looking to formulate the best management practices for the arts and culture sector.

# Program Elements

**08:30 Check-in & light breakfast**

**09:00 Welcome & Introductions**

Host: EADA Chairperson Walter Groenen

**09:30 Key Note: The future for cultural data and digitalization**

Fayrouze Masmi Dazi, Conseil supérieur de la propriété littéraire et artistique (CSPLA)

- Fayrouze is passionate about culture, an expert in data spaces for media and music, as well as the impact of AI, and advisor to the French Culture Ministry

**10:00 Intro to workshops + review of Data Cooperation Canvas Questionnaire**

DEN have commissioned a pan-European Survey conducted through the EADA focused on data cooperation in the cultural sector.

**10:20 Break**

**11:00 Workshop 1. Cultural space-making Private/Public (Culture based governance and management)**

Showcase: Paul Callaghan MAC Sunderland | Erica Love, Culture Central | Rotterdam Cultural Target Groups Model

- Key Words: common goals, financial control, governance, organizational structure, private/public

**12:30 Lunch**

**13:00 Workshop 2. Creating a common language across artforms and across countries (Data Standards)**

Showcase: Professor Stephen Dobson, Centre for Cultural Value | Oliver Mantell, TAA & The Turing Institute

- Key Words: A common vocabulary for artforms and surveys, key metrics, governance models

**14:30 Break**

**15:00 Workshop 3. Leveraging the digital revolution (Data & Digital Literacy)**

Showcase: Clement Coustenoble, TMN Lab

- Key Words: Common infrastructure, the digital dialogue, digital up-skilling

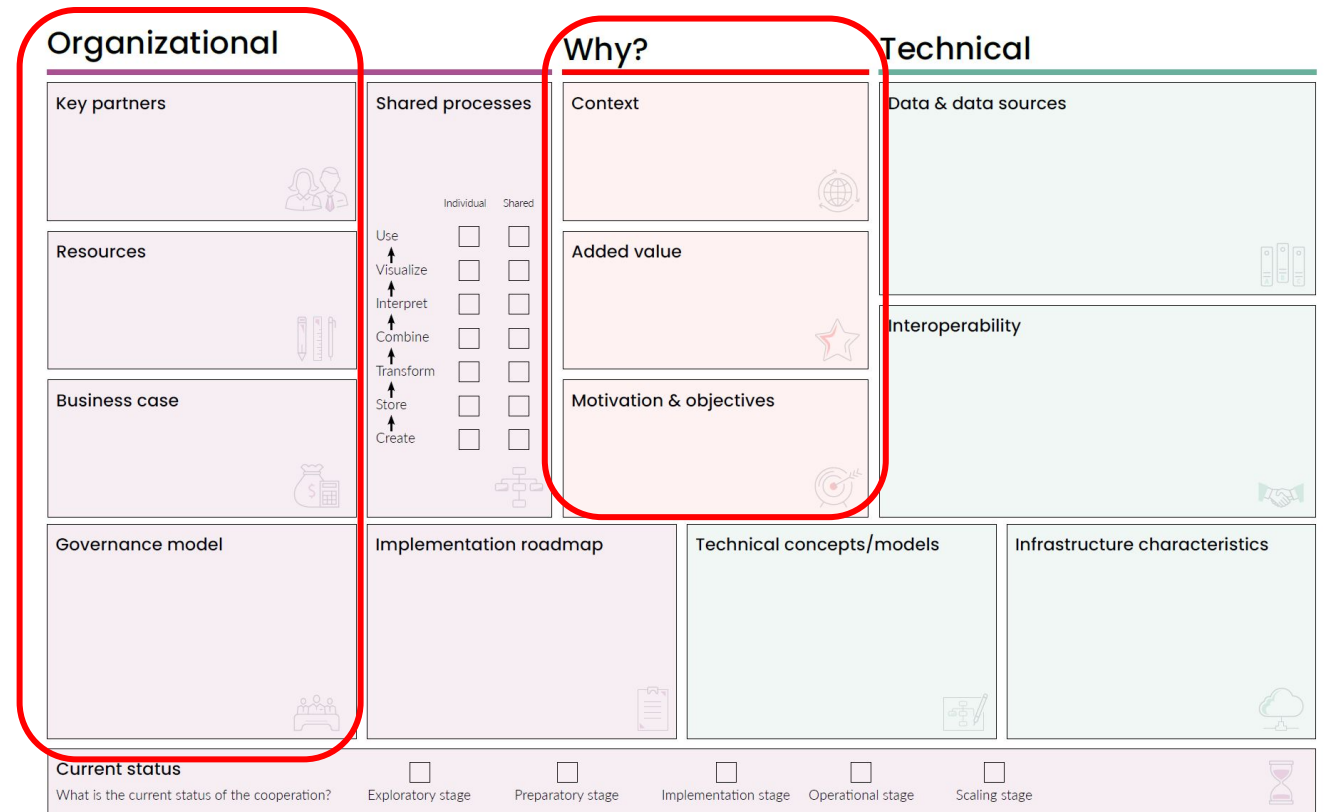
**16:30 Wrap Up**

# Workshop Framework 1/3

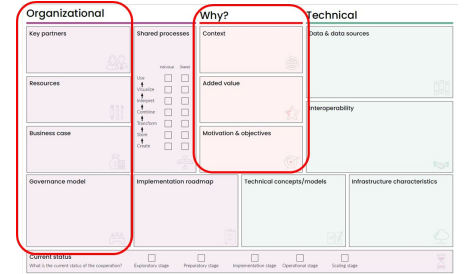
## 1. Presenters to provide a case study and context for a peer-to-peer discussion and consensus workshop (20 minutes)

Key elements they will address:

- The Why?
  - Context
  - Added value
  - Motivation & Objectives
- Organizational
  - Key partners
  - Resources
  - Business Case
  - Governance Model



# Workshop Framework 2/3



## 2) Silent reflection + pull-forward (5 minutes)

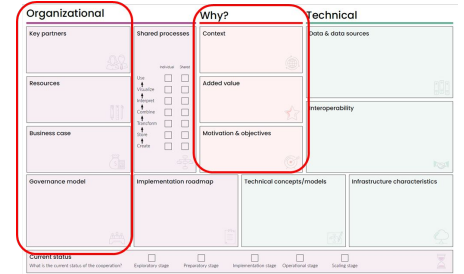
Individually reflect on:

- Preferred data collaboration model for the Data Collaboration (centralized, federated, API-driven, or hybrid).
- One standard/principle they would insist on (e.g., standardized demographic taxonomy, consent management, data quality benchmarks, standardized surveys).
- One risk or barrier (e.g., cross-border data transfer, differing legal regimes).

## 3) Small-group cluster discussions (25 minutes)

- Assign groups to one combination: a data sharing model option and one standards domain (metadata/standards, privacy/compliance, data quality/governance, audience insights analytics).
- Tasks per group:
  - List 2–3 pros/cons for their assigned model in the arts/culture cross-border context.
  - Propose 1–2 concrete standards or principles to adopt (with a brief justification tied to governance, user privacy, and interoperability).
  - Output: a concise mini-brief (one page) per group: model option, proposed standard, rationale, risks, and cross-border considerations (legal, cultural, language).

# Workshop Framework 3/3



## 4) Gallery review and synthesis (25 minutes)

- Each group presents their mini-brief (3–4 minutes max per group).
- Follow with 1–2 clarifying questions per presentation (2 minutes total per group).
- Facilitator captures themes on a shared board: recurring models, aligned standards, tensions (e.g., privacy vs. data richness), and cross-border blockers.
- After all presentations, identify 2–3 candidate consensus statements to vet further (e.g., “Adopt a federated DSAC with standardized demographic taxonomy X and consent framework Y across participating nations”).

## 5) Consensus workshop and decision-making (15 minutes)

- Mentimeter: Each participant has 3 vote tokens to allocate to preferred standards or model options.

## POST-MEETING FOLLOW-UP

### 6) Action planning and owners

- For each approved item, define:
- Owner/lead organization, next steps (e.g., draft metadata schema, consent policy alignment, pilot scope), and rough timeline.
- Success criteria for the next milestone (e.g., pilot start date, data mapping completion, governance charter draft).
- Agree on a lightweight follow-up cadence (e.g., 2-week check-in, 6-week governance workshop).

### 7) Close and quick retrospective

- Quick debrief: What worked well? What would you change for a cross-border format?

# Venue |The Sunset Lounge at ARoS Museum of Modern Art

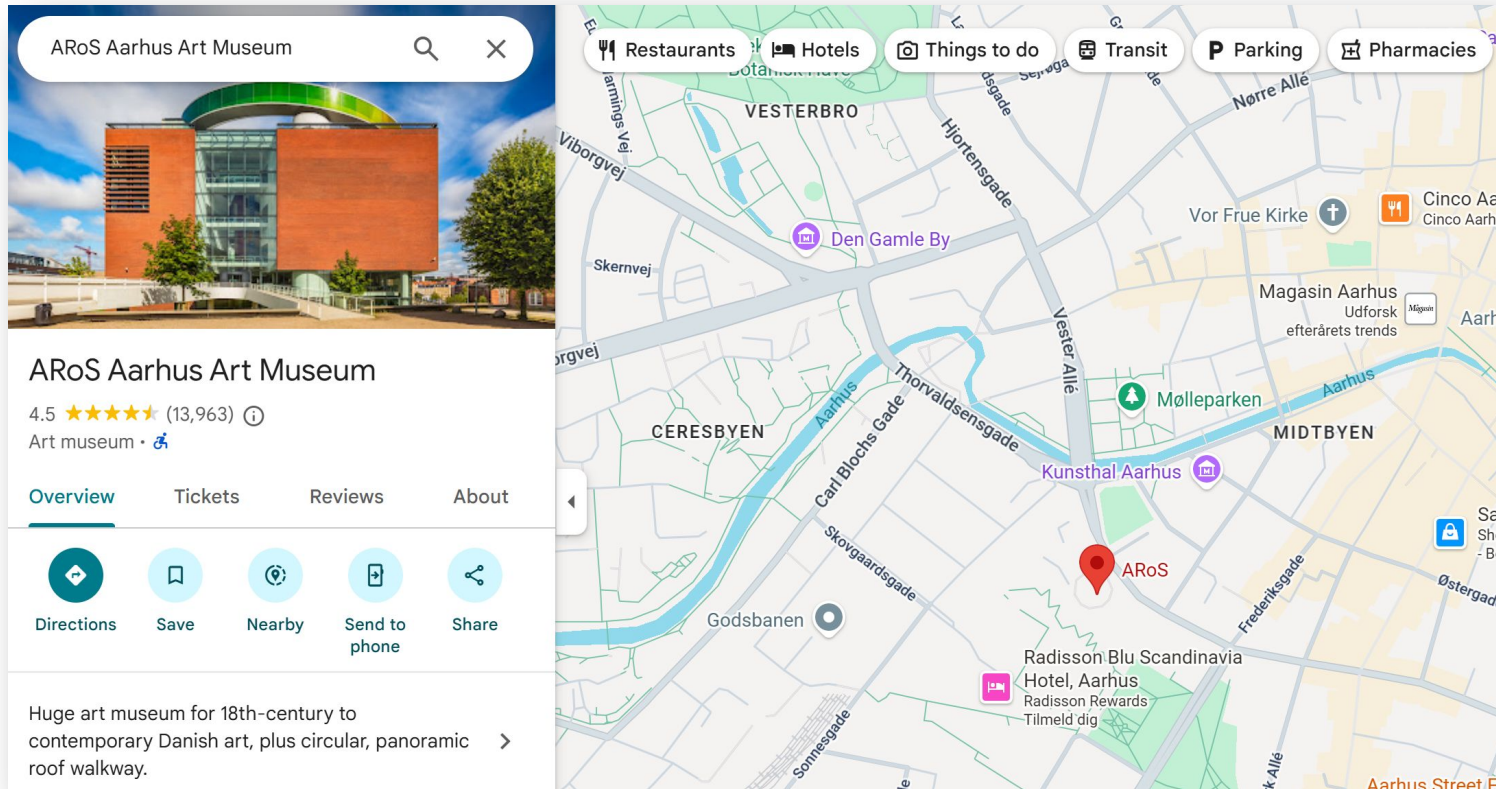


One of the world's leading  
Modern Arts Museums,  
situated in the City of Århus

Denmark's European  
Capital of Culture



# ARoS Aarhus Art Museum



Aros Allé 2,  
8000 Aarhus

# Attendees

1	France	TMN Lab	Clement Coustenoble	18	Sweden	MarketHype	Erik Lindholm
2	Denmark/UK	KulturData	Frederik Fabricius	19	Denmark	Silverlining	Terje Vammen
3	Netherlands	DEN	Gijs Meijer	20	Denmark	Silverlining	Bjarke Thordal Bøgeskov
4	Norway	NPU	Ingrid Handeland	21	United Kingdom	Paul Callaghan	United Kingdom
5	Netherlands	Stichting DIP	Joep Grooteman	22	United Kingdom	Erica Love	Culture Central
6	Flanders	Publiq	Karel De Rudder	23	France	Cultural Ministry	Fayrouze Masmi Dazi
7	Czech Republic	Kreativní Praha	Katarzyna Kouba Sanojca	24	Denmark	KAI	Gitte Tolstrup
8	Czech Republic	Kreativní Praha	Lenka Fendrychová	25	Austria	Kulturplanner	Eva-Maria Schutzeneder
9	Netherlands	Rotterdam Festivals	Mariska Van Elsen	26	Austria	Kulturplanner	James Bush
10	Netherlands	CJP	Walter Groenen	27	Denmark	Kulturværftet	Kåre
11	Sweden	Region Sormsland	Staffan Udd	28	United Kingdom	Anthony Ruck	Culture Central
12	UK	The Audience Agency	Oliver Mantell	29	Netherlands	Erasmus University	Eirini Tsitse
13	Denmark	KM	Kristian Mortensen	30	United Kingdom	Indigo	Katy Raines
14	Flaanders	Publiq	Toon Beullens	31	United Kingdom	Indigo	Kerry Radden
15	Netherlands	Dutch Standards Group	Loes Hoogenboom	32	Denmark	Asbjørn Keiding	Charanga - World Music
16	Netherlands	CultureSuite	Coen van der Poll	33	United Kingdom	Center for Cultural Value	Stephen Dobson
17	Netherlands	CultureSuite	Martin Gammeltoft	34	Sweden	MarketHype	Christian Carlborg



Strengthenin  
g  
Cultural  
Democracy

The European Audience Data Alliance returns to Denmark as they take the Presidency of the Council of the European Union From 1 July 2025.

## MINISTER WANTS TO MAKE MEDIA AND CULTURE CORNERSTONES OF THE EUROPEAN DEFENSE OF DEMOCRACY

As part of the Danish EU presidency, the Minister of Culture will bring together his European colleagues on a declaration that states that culture and media are crucial European defenses.

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Press release  
13.05.2025

**Culture:** The Danish Presidency will emphasise the inherent value of culture as well as the broader societal role that culture plays in supporting democratic values, societal understanding and resilience in Europe.

# What are the goals of the European Audience Data Alliance

- Strengthen EU citizens cultural identity and digital democracy, by helping publicly-funded organizations pursue their common interests and pool their resources, in light of the technological development and the rising influence of Big Tech.
- The EADA is an open forum, where cultural engagement practitioners from across Europe can discuss & discover common issues, share new insights and develop trans-national collaborations
- The goals are to provide funders and cultural agencies a common framework for audience data insights, by futureproofing common benchmarks for measuring cultural engagement, and setting the agenda for tomorrow's collection, management and presentation of audience data.

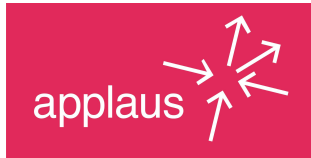
A Data Spaces for the Arts & Culture initiative in support of [EU's overarching digital strategy](#)

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CITY OF  
AARHUS

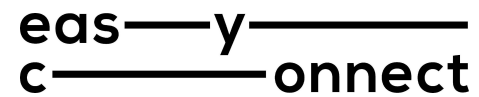


## Supporting Cultural Engagement



European Audience Data Alliance - Advisory

### Sponsors



Engaging with Audiences