

Introduction

The values that each individual embraces are factors that shape one's personality (Parsons, 1951) at the individual level and their presence provides the appropriate conditions for social well-being and cohesion. European values (Lisbon Treaty, Article 1, para. 2) and moral values in general, have the potential to provide the basis for strengthening the identity of European citizenship and bringing to the fore a significant part of Europe's Intangible Cultural Heritage, while contributing to the cohesion of European societies.

- ❖ **How can we support this social aspect at the policy level ?**
- ❖ **How can we derive concrete multi-perspective policy recommendations that are value-centric and focus on values awareness and their digitisation ?**

VAST Policy Methodology

We adopted a multi-perspective, participatory policy methodology:

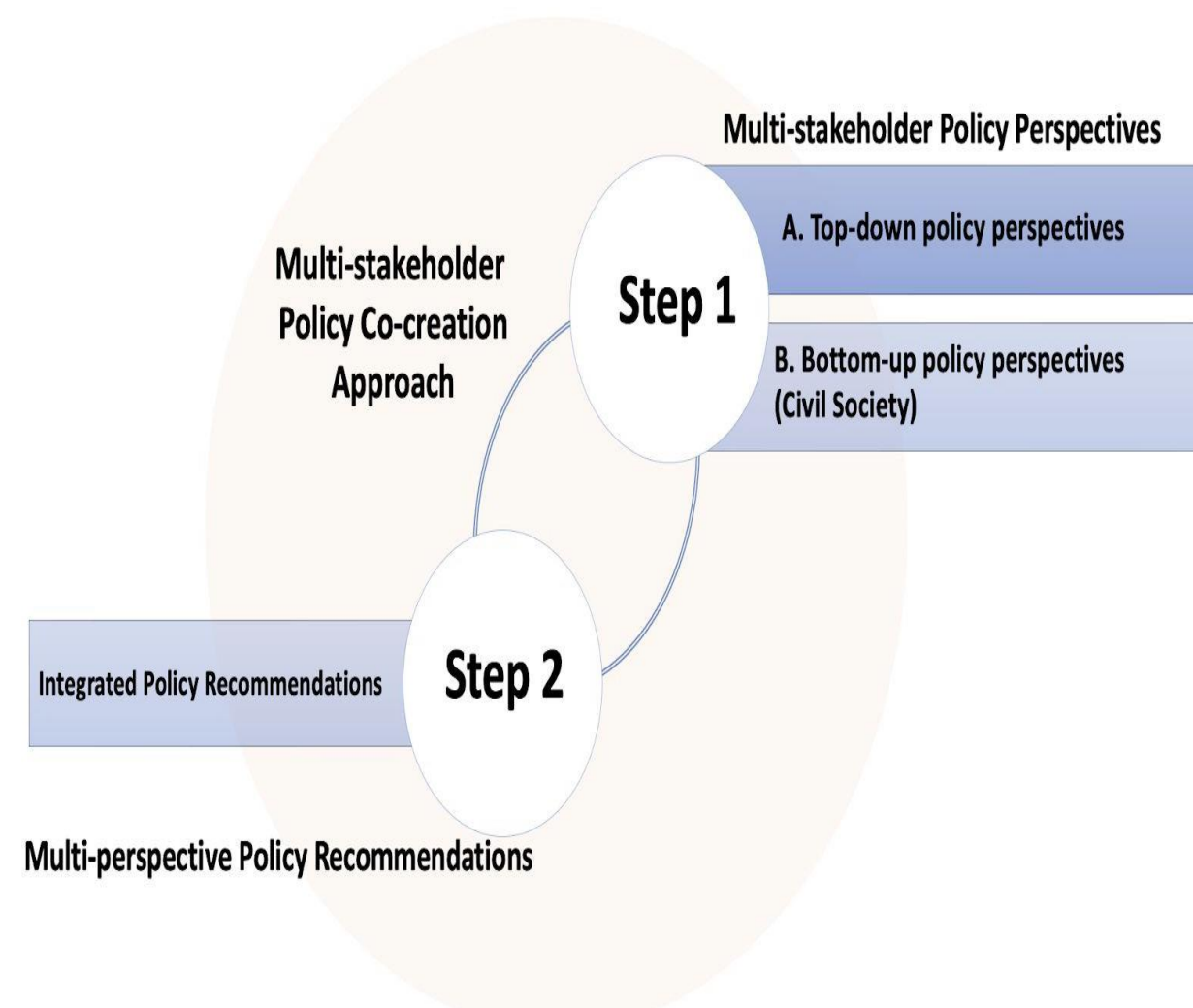
Step 1.

1. **“Top-down”** approach → through a literature review we identified the primary policy areas related to the preservation, digitisation and communication of values. Based on this analysis we identified the key thematic areas that we should focus upon.

2. **“Bottom-up”** approach → to collect stakeholder feedback in an inclusive approach. We used a mixed methods approach for our data collection via quantitative questionnaire surveys (online and offline), and qualitative approaches through focus groups across Europe for a period of 2 years (2022-2023).

Step 2.

- ❖ The provision of integrated policy recommendations



Findings-Policy Recommendations

The findings of our research validate the importance of values and their digitisation and highlight the need for policy (cultural and educational) to formally integrate values to support social cohesion for our current and future generations.

In particular:

- ❖ *focus on awareness creation processes and the need for digitisation of values, targeting diverse stakeholders to promote values at a national and a European level*
- ❖ *highlight the need for distinct policy actions, to promote values to the wider society via cultural organisations/museums, which play a key role in raising cultural awareness as well as via concrete policy initiatives that should be incorporated in the Member States' policy agendas*
- ❖ *focus on specific actions/practices that can be adopted by museums/cultural sector for cultural awareness and citizen participation and underline the role of education-vocational training and technology towards this direction*
- ❖ *point out the necessity to strengthen the role of museums/cultural sector through structural changes and to promote inter-sectoral/cross-sectoral/cross-border cooperation for better results in terms of dissemination of values through concrete actions*