



The cart of Spanish culture lacks the wheel of science

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COLLABORATION AGREEMENTS with:

Chamber of Commerce and Industry of Zaragoza  
University of Zaragoza

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Public and private entities that boost and program culture in the city and that send us data to make this Observatory possible

WHERE CAN I CONSULT IT?

At the municipal website [www.zaragoza.es](http://www.zaragoza.es)  
Contact: [observatoriocultura@zaragoza.es](mailto:observatoriocultura@zaragoza.es)  
Register for our newsletter and you will receive it every month



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Photos: Ignacio Ferrando/[www.abaco-digital.es](http://www.abaco-digital.es) (esférica); Félix Bernad and Daniel Marco



zaragoza culture observatory



Culture is a key factor of the social and economic development that improves the well-being of people, the social cohesion of the population and a balanced development. The importance of culture makes its necessary the existence of elements for measuring the variables that help planning cultural policies. A better knowledge of culture allows us to be more efficient. The Culture Observatory of Zaragoza has been launched to cover this necessity.

## What is the Culture Observatory of Zaragoza?

It is a Municipal Public Service depending on the Service of Culture of the City of Zaragoza. Its goal is to guide the cultural planning and boost the development of Zaragoza in that field. It is a dynamic tool to evaluate, know, analyze and circulate the cultural variables of the city, being useful for researchers, academia, creative people, managers, and public and private stakeholders linked to culture, as well as any citizen interested. Creativity and innovation, and the cultural fabric of the city are also encouraged.

It is a space for work, study and reflection in relation to culture, with a periodical updating of contents.

## Objectives



- 1 Develop protocols and indexes for evaluating cultural programs and projects
- 2 Identify and detect the cultural activity developed in Zaragoza, systematising the sources of information
- 3 Create and update the directories as a tool for helping culture professionals
- 4 Favor the consolidation and sustainability of the cultural fabric of the city in order to boost the economic sector linked to culture
- 5 Collect, boost and share creative and innovative initiatives and proposals, both in the local and European level
- 6 Boost the evaluation of cultural activities as a framework for reflexion, research and innovation
- 7 Plan the guidelines for future actions and revise present ones
- 8 Starting from the idea that the social development in the communities, cities and countries is based on culture, boost the participation of citizens.

## What are we doing?

- Updating of directories of: heritage, equipments, associations, companies linked to culture, and artists and creators
- Annual sectorial and transversal surveys and statistics on different aspects of the cultural actions
- Planning of culture indexes allowing us to value changes and carry out comparative studies with other European cities. The Observatory participates in the project for the evaluation of Local Cultural Policies of the Spanish Federation of Municipalities and Provinces (FEMP)
- Agenda for cultura professionals
- Monthly digital newsletter in Spanish, English and French, with culture sectorial analysis in Zaragoza, and review of outstanding cultural initiatives implemented in Zaragoza and the rest of the world
- Finally, people is invited to participate sending their opinions, suggestions and advices

Your opinion matters

