

This presentation is about the project DIPS – Data Intelligence and Productivity Platform for Sustainable Culture and Regional Growth, funded by the EIT Culture and Creativity. DIPS equips cultural institutions, municipalities, and event organizers with data-driven insights into cultural tourism, offering not only economic impact assessments and recommendations, but also insights to strengthen social inclusion and equitable access. As a tool for municipalities, it can improve cultural attractiveness, public services (e.g. transportation), and inclusion (e.g. engaging young people). This project will take the DIPS platform from TRL 7 to TRL 9, preparing for commercial launch outside the Nordics in key European cultural hubs.

DIPS innovates by merging mobility data, spending patterns, and audience behavior analysis with AI-enabled analytics and a collaborative data monetisation model. This ensures that audiences are no longer treated as passive consumers, but that their preferences, behaviors, and accessibility needs are systematically captured and fed into the platform. These insights help cultural institutions and municipalities to design more relevant cultural offers, plan inclusive urban strategies, and develop services that reflect the needs of diverse communities.

The project will be piloted in two distinct regional contexts:

- Galway Arts Festival, Galway, Ireland. DIPS will explore social inclusivity from the context of Irish heritage.
- Østbydelen, Sarpsborg, Norway. In this neighbourhood targeted for cultural-led regeneration, DIPS will assess how cultural initiatives support rejuvenation of the area, foster inclusion, and generate local socio-economic benefits.

The aim of the pilots is to illustrate how DIPS harnesses collective intelligences (human and machine/AI) to balance over- and under-tourism, mitigate bias, and foster more sustainable, inclusive, and culturally vibrant regions.

We also take the opportunity of the Working Group meeting and COST Action to gather expert knowledge and feedback on key questions:

- How can we best define and measure social cohesion in the context of cultural initiatives?
- How can cultural impact be translated into socio-economic value for cities and regions?
- What and how could cultural data be incorporated into urban design and planning tools, guiding the way architects and city planners create more inclusive and liveable cities?