Funded by the European Union

EXCENTRIC

Excelling Human-Centric Collaborative Ecosystems for Smart Digital Transformation in CCIs

April-August 2026

Welcome to the latest edition of the EXCENTRIC newsletter

Dear EXCENTRIC community,

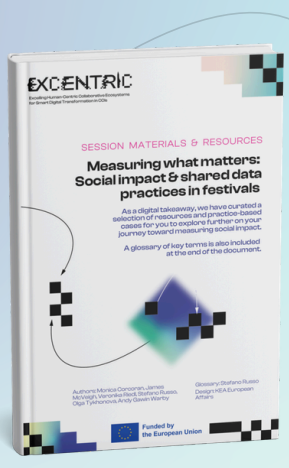
Since our April newsletter, the EXCENTRIC Accelerator has moved from plans to practice. Our six pilots met for the first Design Days, and in May we took their early prototypes to the public for the first time at the Arts Festivals Summit in Budva. In this issue: what we learned about measuring social impact, how the Accelerator works, new research and podcast episodes, and an invitation to our next Open Demo Day in Lisbon this September.
Happy reading,
The EXCENTRIC team

More about the project

Project updates

Open Demo Day 1 at the Arts Festivals Summit, Budva

Our first Open Demo Day took place at the European Festivals Association's Arts Festivals Summit 2026 in Budva, Montenegro (16–19 May). The Summit brought together 209 festival delegates from 42 countries, giving EXCENTRIC a chance to share early prototypes and pilot approaches with the festival sector and gather feedback.



Publication: Measuring what matters: Social impact & shared data practices in festivals

Measuring what matters: social impact and shared data practices in festivals

Hosted by Stefano Russo (Erasmus University Rotterdam), the session looked at how festivals create value in ways standard indicators often miss: for audiences, artists, communities, partners and local economies. Practitioners shared "Sparkle Cases" from Festivals Edinburgh, the Arts Council of Ireland and others, linked to the work of our EFA and Krakow Festival Office pilot on shared data practice across festival networks.



Access the recap

Smart Culture: tapping into data intelligence and collaboration for festivals and cities

Oskari Järvelin of the Oulu Cultural Foundation presented Oulu's pilot, in its year as European Capital of Culture 2026: a visitor-flow prediction tool for the Venue Master app. It combines venue schedules, staff shifts and visitor data with the city's traffic and mobility data to anticipate crowds and move staff in real time. Lutz Henke (visitBerlin) and Agnia Nast (Visit Estonia) brought in the destination view: culture and tourism depend on each other, and governance matters as much as technology. Facilitated by Olga Tykhonova (Museum Booster).



Access the recap

Pilot spotlight: Theater Dortmund

Theater Dortmund With the Academy for Theatre and Digitality, Theater Dortmund is building formats where live audience input shapes the music of the Dortmund Philharmonic Orchestra. Read Playing with audience data: the Dortmund Philharmonic Orchestra's embodied scores by Ana-Maria Carabelea on the MERITA platform.



Stories & Insights

Research insight: from digitisation to collaborative value creation | Buying new software is not the same as transforming. Without new skills and changes to how teams work, new tools end up as a "tool misfit" that adds little value. Our July research insight makes the case for Collaborative Data Ecosystems, where organisations share data under common rules on governance, trust and data sovereignty. The aim is value that no organisation could create alone. It also explains how the ARCHS framework assesses readiness at the individual, organisational and network level.

Know more

Two new episodes of the EXCENTRIC podcast

- Episode 3 – The Future of Museums in the Digital Age. Sofia Widmann, founder and CEO of Museum Booster, on digital transformation as a human-centred process rather than a race for technology. Listen →
- Episode 4 – Festivals and Data: Insights for a Changing Cultural Landscape. Gert Naessens, Director of Business Development at EFA, builds on Open Demo Day 1 to discuss how data can help festivals understand their impact and work together. Listen →

All episodes are available on Spotify and Apple Podcasts.

Save the date: Open Demo Day 2

16 September 2026 · MIL Festival, Lisbon · Co-organised with LIVE DMA

At our second Open Demo Day, two pilots share their work in progress to live-music professionals. There are two 60-minute workshops, each combining a short case study with an open panel and peer discussion.

- **Stop Guessing, Start Listening: methods that shift festival curation.** Fondazione Romaeuropa on audience growth and dynamic pricing, with L'Echonova and Festival Aqui ao Lado. Moderated by Ken Veerman.
- **More Than Metrics: how data moves from spreadsheet to stage.** Cultural Trend Lisbon and Waag Futurelab on turning diversity data into action, with Keychange. Moderated by Gaênè Kervokian (LIVE DMA / KeepOn LIVE).

Stay connected

- Visit our website
- Follow us
- Listen to our podcast
- Join our community

EXCENTRIC is funded by the European Commission under the Horizon Europe programme (Grant Agreement 101178180). Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

Funded by the European Union