

## ***A comparative evaluation of cultural policies between Europe and Mercosur (1990-2015)***

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Compared with European countries, cultural policies in developing countries were historically implemented later. Thus, they have a strong influence of the European model both in terms of conceptual frameworks and in relation to the processes of design and implementation of strategies during the XXth century.

This article aims to analyze the evolving paradigm of the Economy of Culture in Mercosur countries, with special focus on Brazil, and cultural cooperation opportunities that arise in this regard from the experience of the Union European (European Agenda for Culture)

For this purpose, the article follows a Comparative Cultural Policy Research. First, the authors introduce a historical introduction about the evolution of cultural policies in both continents, including a description of the current issues in the academic and political debate. Secondly, we proceed to the study of the regulatory framework, with a special focus analyzing the territorial competence distribution (identifying the dynamics of integration and / or decentralization) and budget analysis (distribution of public expenditures and revenue sources) . Finally the economic dimension of cultural and creative industries is also discussed, emphasizing the close relationship with the European model and the potential role to play for Spain through its influence in Latin-America.

The article combines qualitative and quantitative analysis techniques, from the identification of the main existing databases, cultural statistics and related comparative evolution of the markets ( both consumption and production) indicators. Other key issues considered are the evolution of ICTs and the digital access, the respective differences in democratization of cultural property and its contribution to social and human development in the respective regions under study since the year 2000.

The results of the research foster a new scenario of opportunities and challenges for cultural policy and diplomacy and cooperation on a global scale, given the centrality acquired by cultural activities in the processes of smart regional development (Horizon 2020 EU Strategy).

Keywords:

Comparative Cultural Policy Research, Cultural Economics, Cultural cooperation, Development Cooperation