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Intro -- Europe from Below -- Contents -- Preface -- Figures and Tables -- Notes on the Authors -- 1. Introduction: Europe from Below -- 1 Constructing the EU as a Cultural Community -- 2 EU Cultural Initiatives - Often Approached from Above -- 3 Three Cases: The European Capital of Culture, European Citizen Campus, and European Heritage Label -- 4 Previous Discussions on the Idea of Europe -- 5 The Analysis of Europe and the 'European' in This Book -- References -- 2. Politics of Belonging: Concepts and Method -- 1 Politics of Belonging as an Intersectional Approach -- 2 Interrelation between Belonging, Identity, Culture, Citizenship, and Participation -- 2.1 Belonging -- 2.2 Identity -- 2.3 Culture -- 2.4 Participation -- 2.5 Citizenship -- 3 Ethnography of Europeanization -- References -- 3. EU Cultural Policy: Europe from Above -- 1 Focus on Two Agendas -- 2 Development of the EU's Cultural Policy and Initiatives -- 3 The Identity-Building Agenda in EU Cultural Policy -- 4 The Role of the Projects, ECOC, and EHL in the Identity-Building Agenda -- 5 The Participatory Agenda in the EU Cultural Policy -- 6 The Role of the Projects, ECOC, and EHL in the Participatory Agenda -- References -- 4. Case 1: The European Capital of Culture -- 1 From the Policy Discourse to the Implementation and Reception -- 2 Manifestations of the 'European' in the Official Discourse of Pécs2010, Tallinn2011, and Turku2011 -- 3 Experiencing Europe during the Field Research in the Case ECOCs -- 4 Construction of Europeanness among ECOC Audiences -- 4.1 Researching Europeanness: Data and Methods -- 4.2 Quantifying Respondents' Views of Europeanness -- 4.3 Europeanness in Respondents' Words -- 4.4 The Relationship between the 'National' and the 'European' -- 5 Conclusions: Belonging to Europe through the Everyday -- References -- 5. Case 2: The European Citizen Campus. 1 Citizenship through Art -- 2 Collecting Data and Conducting Field Research in the ECC Project -- 3 "A Sense of European Identity": Constructions of Europe in the Meso-level ECC Discourse -- 4 "That Would Really Be Europe": Europe Perceived by Project Participants -- 4.1 History -- 4.2 Unity and Diversity -- 4.3 Geographical Borders -- 5 "Normal to Feel European": Transnational Mobility and Interaction -- 6 Citizenship as an Element of European Belonging -- 7 Conclusions: EU Projects as Politics of Belonging -- References -- 6. Case 3: The European Heritage Label -- 1 The Construction of Europe in the European Heritage Label at the Macro and Meso Levels -- 2 Analyzing Europe from Below in the EHL Action: Research Data and Methods -- 3 Europe of People: Europe Starts with You -- 4 Europe of Nations: Europe Starts Here -- 5 Belonging to Europe: From Purposeful Vision to Banal Normality -- 6 Conclusions: United in Plural Europes -- References -- 7. Cross Analysis of the Case Studies -- 1 Bringing the Case Studies Together -- 2 The Impact of Social Locations and the Research Setting on Notions of Europe -- 2.1 Gender -- 2.2 Age -- 2.3 Education -- 2.4 National Background -- 2.5 Location and Thematic Focus -- 2.6 Personal Engagement in Cultural Activities -- 2.7 Mobility -- References -- 8. Conclusions: Europe's Lived Space -- 1 Constructing Europe from Below -- 2 Two Narratives of Europe -- 3 Europe in the Making: Multilevel Dynamics of Europeanization -- 4 Mobility: An Answer and a Challenge to Politics of Belonging -- 5 Belonging and the Social Dimension of Europe -- 6 The EU's Politics of Belonging: Opportunities for the Future -- References -- Annex 1 -- Research Participants and Their Background Information -- Annex 2 -- European Capitals of Culture up to 2020 -- Annex 3. Sites Awarded with the European Heritage Label by 2020 Including Codes Used in the Interview Data in Chapter 6 -- Index.

eginskas, and Sigrid Kaasik-Krogerus scrutinize how people who participate in cultural initiatives funded and governed by the European Union understand the idea of Europe. The book focuses on three cultural initiatives: the European Capital of Culture, the European Heritage Label, and a European Citizen Campus project funded through the Creative Europe programme. These initiatives are examined through field studies conducted in 12 countries between 2010 and 2018. The authors describe their approach as 'ethnography of Europeanization' and conceptualize the attempts at Europeanization in the European Union's cultural policy as politics of belonging.

Readership: Students, scholars, cultural policy administrators, cultural managers, heritage practitioners, and policy-makers interested in EU cultural and heritage policy and their implementation at the local level.
