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## MAIN CHALLENGES AND POSSIBLE SOLUTIONS FOR A SUSTAINABLE CULTURAL HERITAGE MANAGEMENT

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Online conference, 12 May 2022 10:00 a.m. - 12:15 p.m. CET, Zoom platform

Link for registration: [click here](#)

Deadline for registration: 6 May 2022

In combination with the programmes directly funded by the European Commission, cultural heritage represents one of the most popular themes in European Territorial Cooperation (ETC) Programmes, where organisations from different countries have the possibility to develop mutual learning, to elaborate shared solutions to common challenges, to develop new capacity and to set-up experimental and innovative actions on the field.

The challenges related to sustainable cultural heritage management are tackled by a multitude of international teams through dedicated projects, and the ForHeritage project (co-funded by the Interreg Central Europe 2014-2020 Programme) is one of them.

The ForHeritage project is now coming to a conclusion. It was dedicated to address the complexity of cultural heritage management from a sustainability point of view, addressing challenges related to financing, participatory approaches and inclusive governance, public-private collaboration, and heritage impact assessment.

The aim of this final conference is to have a cross-fertilization on the key challenges tackled by a set of seven European projects implemented under a variety of EU programmes, in order to present the different perspectives and the gained experiences on cultural heritage management.

The conference also intends to develop an open dialogue with European institutions involved in policy making and supporting cultural heritage management, in order to gain knowledge on how the complexity of heritage management is addressed in the new programming for 2021-2027.

**The agenda and the description of projects follow in the next pages.**

The link for participation will be sent via email after the registration.

For further information on the conference you may contact [progetti@finpiemonte.it](mailto:progetti@finpiemonte.it)

## AGENDA

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**10:00**      **Welcome and introduction by the ForHeritage project manager:** Małgorzata STECKIEWICZ, Projectiff, consultant of Westpomerania Voivodeship, Poland

**Moderator:** Daniela Angelina JELINČIĆ, Institute for Development and International Relations, Croatia

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#### **10:10      SESSION 1: EXPERIENCES AND PILOT CASES FROM A SET OF INTERNATIONAL PROJECTS**

Financing models, participatory approaches, public-private partnership and cooperation, impact assessment. Experiences, piloting and lessons learnt from seven EU projects in tackling the main challenges for CH sustainable management.

<b>The ForHeritage pilot actions</b> Excellence in heritage management in central Europe	Damjan KAVAŠ, Institute for Economic Research, Ljubljana
<b>MOMAR</b> Models of Management for Singular Rural Heritage	Irene RUIZ BAZÁN, Provincial Government of Saragossa
<b>CLIC</b> - Circular models Leveraging Investments in cultural heritage adaptive reuse // <b>Be.CULTOUR</b> - Beyond CULTural TOURism	Antonia GRAVAGNUOLO, Institute for Research on Innovation and Services for Development - CNR, Italy
<b>Open Heritage</b> Organizing, Promoting and ENabling HEritage Reuse	Hanna SZEMZŐ, Metropolitan Research Institute, Budapest
<b>SoPHIA</b> Social Platform for Holistic Impact Heritage Assessment	Flavia MARUCCI, University of Roma TRE
<b>Cultural Heritage in Action</b>	Koen VAN BALEN, Europa Nostra

#### **Closing of the session**

Koen VAN BALEN, Europa Nostra council member, Director of the Raymond Lemaire International Centre for Conservation at KU Leuven

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#### **11:15      SESSION 2: RECOMMENDATIONS AND HINTS ON THE NEW PROGRAMMING**

A dialogue with international institutions in order to share highlights on the outcomes and achievements of the period 2014-2020 in relation to cultural heritage, as well as to gain an overview on the future opportunities for the period 2021-2027.

Interreg Central Europe Programme Joint Secretariat	Anna SIROCCO, Communication and Project Manager
Interreg Europe Policy Learning Platform	Magda MICHALIKOVÁ, Thematic Expert
European Commission - DG for Education, Youth, Sport, Culture	Mariachiara ESPOSITO, Cultural Policy Unit
European Education and Culture Executive Agency - EACEA	Walter ZAMPIERI, Head of Unit, unit B1 Culture
European Investment Bank Institute	Bruno ROSSIGNOL, Head of Climate and Heritage

#### **12:05      Q&A AND CONCLUSIONS**

Daniela Angelina JELINČIĆ, Institute for Development and International Relations, Croatia

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## EU projects involved in the conference

Comprehensively the event involves the following 7 projects which tackled the following key topics: financing models, participatory approaches to heritage management, models of public-private cooperation, impact assessment.

PROJECT	LINK	TOPIC/FOCUS
<b>FOR HERITAGE</b> - Excellence in heritage management in central Europe	<a href="https://www.interreg-central.eu/Content.Node/ForHeritage.html">https://www.interreg-central.eu/Content.Node/ForHeritage.html</a> Funding programme: Interreg Central Europe	<ul style="list-style-type: none"> <li>▪ Good/<b>participatory governance</b> in cultural heritage</li> <li>▪ <b>Financial instruments</b> and innovative financial schemes for cultural heritage</li> <li>▪ The use of <b>public-private cooperation</b> approach in cultural heritage revitalization</li> <li>▪ <b>Impact assessment</b> of cultural heritage projects</li> <li>▪ Transferable elements of cultural heritage revitalization <b>pilot projects</b></li> </ul>
<b>MOMAr</b> - Models of Management for Singular Rural Heritage	<a href="https://www.interregeurope.eu/momar/">https://www.interregeurope.eu/momar/</a> Funding programme: Interreg Europe	<ul style="list-style-type: none"> <li>▪ Provide strategic thinking to the use of <b>cultural and natural resources</b>, incorporating all the actors involved in its management and creating <b>models of economic and social development</b> and territorial sustainability.</li> <li>▪ Address territories with problems - depopulation, ageing, no use of resources - and with a rich heritage.</li> <li>▪ Foster the <b>rural areas identity</b> and <b>improve policies and programmes</b> addressing heritage in rural territories.</li> </ul>
<b>OPEN HERITAGE</b> - Organizing, Promoting and ENabling HERitage Reuse through Inclusion, Technology, Access, Governance and Empowerment	<a href="https://openheritage.eu/oh-project/">https://openheritage.eu/oh-project/</a> Funding programme: Horizon 2020	<ul style="list-style-type: none"> <li>▪ Sustainable models of <b>heritage asset management</b>.</li> <li>▪ The project puts the idea of <b>inclusive governance</b> of cultural heritage sites together with development of heritage communities at its center. This means <b>empowering the community</b> in the processes of adaptive reuse.</li> <li>▪ The transformation of abandoned cultural heritage sites becomes an opportunity for increased community cohesion and social integration, the appearance of innovative bottom-up economic activities and the creation of employment possibilities.</li> </ul>
<b>SoPHIA</b> - Social Platform for Holistic Impact Heritage Assessment	<a href="https://sophiaplatform.eu/en">https://sophiaplatform.eu/en</a> Funding programme: Horizon 2020	<ul style="list-style-type: none"> <li>▪ <b>Impact assessment</b> and quality of interventions in European historical environment and cultural heritage at <b>urban level</b>.</li> <li>▪ The project is aimed at creating a <b>Social Platform</b>, a vast and diverse community of stakeholders on effective impact assessment model, <b>quality standards and guidelines</b> for future policies and programmes.</li> </ul>
<b>CLIC</b> - Circular models Leveraging Investments in Cultural heritage adaptive reuse	<a href="https://www.clicproject.eu/">https://www.clicproject.eu/</a> Funding programme: Horizon 2020	<ul style="list-style-type: none"> <li>▪ Trans-disciplinary research aimed to identify <b>evaluation tools</b> to test, implement, validate and share <b>innovative “circular” financing, business and governance models</b> for systemic <b>adaptive reuse of cultural heritage</b> and landscape</li> <li>▪ <b>Circular city / region model</b> implementation through the adaptive reuse of abandoned and underused cultural heritage</li> <li>▪ <b>Multidimensional impacts assessment</b> to support participatory decision-making processes in the adaptation of abandoned CH</li> <li>▪ Circular governance and financing instruments for CH adaptive reuse in regions and cities</li> </ul>
<b>Cultural Heritage in Action</b>	<a href="https://culturalheritageinaction.eu/">https://culturalheritageinaction.eu/</a> Funding programme: Creative Europe	<ul style="list-style-type: none"> <li>▪ The <b>EU peer-learning programme</b> for local and regional policy-makers and practitioners to exchange knowledge and experience on cultural heritage and create in this way a <b>broad, pan-European heritage learning community</b>. A Consortium led by EURO CITIES with Europa Nostra, KEA, ERRIN and Architects’ Council of Europe.</li> </ul>
<b>BE.CULTOUR</b> - Beyond CULTural TOURism	<a href="https://becultour.eu/">https://becultour.eu/</a> Funding programme: Horizon 2020	<ul style="list-style-type: none"> <li>▪ <b>Circular economy</b> in cultural tourism for sustainable <b>regional development</b></li> <li>▪ <b>Regeneration of remote, deprived or less-known heritage sites</b> through sustainable and circular cultural tourism models</li> <li>▪ <b>Heritage innovation networks</b> engaged for the <b>co-creation of strategic Action Plans</b> and <b>Innovative entrepreneurial solutions</b> for circular cultural tourism in European regions</li> </ul>