



# ***STRATEGIC VISION FOR CULTURAL HERITAGE IN EUROPE***

## ***OVERALL AIM:***

***Gaining knowledge about the strategic vision concerning the promotion and valorisation of Cultural Heritage in the European context***



# **Erasmus+**

# The Cultural Heritage for Europe

- Cultural heritage is a significant force for 21st century Europe.
- Not only is it at the heart of what it means to be European, it is being discovered by both governments and citizens as a means of improving economic performance, people's lives and living environments
- interest in, and support for, cultural heritage is changing. Two centuries of discussion and debate about collecting and conservation has led to a broad consensus in favour of preserving remains of our past.
- A passion, no less, exists for collecting historic artefacts, nurturing traditions and protecting historic places.

# The Cultural Heritage for Europe

- This enthusiasm has moved far beyond the traditional boundaries of the monument and the museum case to embrace **intangible heritage** and cultural and natural landscapes and ecosystems.
- Though each European nation has its own traditions, approaches and laws this has left the continent, as a whole, with some of the richest cultural heritage in the world.
- Many now regard cultural heritage, not as a luxury, but as a vital resource for citizens and a key part of Europe's competitive advantage with the rest of the world.

# The Cultural Heritage for Europe

- Europe offers something that, in terms of living and working environments and tourism, is envied worldwide.
- An innovative use of cultural heritage can make to a smarter, more inclusive and more sustainable Europe now and in the future.

# The contribution of Cultural Heritage

- In terms of economic policy, cultural heritage has generally been considered as a cost to society; a financial burden tolerated, principally, as a moral duty.
- Museums, ancient monuments, historic buildings, parks, gardens and cultural landscapes have been maintained at public cost - as places that have not, with a few exceptions, directly generated measurable economic advantage.
- This assessment of heritage echoes the now outdated view of environmental protection as only an economic cost factor.

# The contribution of Cultural Heritage

- It is now generally accepted that environmental neglect can have severe economic and social impacts which outweigh the cost of protection. As a result, environmental considerations are often mainstreamed into policy and are an integral part of the overall economic model.
- A cost-centred view of cultural heritage is short-sighted. Cultural heritage must be seen as a special, but integral, component in the production of European GDP and innovation, its growth process, competitiveness and in the welfare of European society.

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# The contribution of Cultural Heritage as an economic resource

- Like environmental protection, it should be mainstreamed into policy and regarded as a production factor in economic and wider policy development.
- the Council of the Europe has underlined that cultural heritage is a 'strategic resource for a sustainable Europe'
- The most obvious example is tourism which owes much of its attractiveness to the rich cultural heritage of Europe, be it in historic towns and cities or in the countryside.
- Europe is the world's no. 1 tourist destination and is the third largest socioeconomic activity in the EU

# The contribution of Cultural Heritage as an economic resource

- Europe is the world's no. 1 tourist destination and is the third largest socioeconomic activity in the EU
- It contributes 415 billion Euros to the EU GDP and employes 15.2m citizens many of whose jobs are linked to heritage.
- It is estimated that there were 253,000 jobs in cultural and natural tourism in the UK in 2011 and that its combined direct, indirect and induced impact provided 742,000 jobs in 2014.
- Even in sun & sea areas the availability of cultural heritage contributes to a stabilization and diversification of tourism flows, particularly off-season.

# The contribution of Cultural Heritage as an economic resource

- But tourism alone is a limited view of the positive economic contribution of cultural heritage.
- Renovation and maintenance represents more than a quarter of the value of Europe's construction industry.
- It is estimated that repair and maintenance on historic building stock in England supported 180,000 jobs in 2010. This becomes 500,000 jobs if the indirect effects are included.
- The property values of residences in historic districts outperform comparable properties in modern developments.

# The contribution of Cultural Heritage as an economic resource

- Businesses tend to locate in these areas, as it is easier to attract specialists and expats to live and work in such places.
- These businesses, and others, often seek out historic buildings that can be converted into office space for their headquarters.
- Cultural heritage thus also enables innovation and enhances the long term competitiveness of the European economy.

# The contribution of Cultural Heritage as an economic resource

- Similar considerations are valid for Europe's intangible cultural heritage – films, theatre, music and dance as well as craftsmanship and cuisine - which are also important reasons either for tourism inflows or for exports of services, manufactured goods and produce.

# The contribution of Cultural Heritage as a social resource

- The availability of cultural heritage and services is not only important for its measurable economic benefits. It also enriches the quality of life for European citizens and contributes to their wellbeing, sense of history, identity and belonging.
- Such social benefits are beyond what can be measured in terms of pure income statistics and have been long recognised.
- As early as the 14th century, the Statutes of independent Italian municipalities attributed to cultural heritage foreign visitors' happiness and residents' honour and prosperity, based on beauty, embellishment (*decorum*), dignity, public pride and public good (*publica utilitas*).

# The contribution of Cultural Heritage as a social resource

- The challenges that European society is facing in terms of demographic change, migration and political disengagement of citizens, especially youngsters and unemployed people, have raised the question of how citizens can be empowered and better involved in institutional processes.
- cultural heritage innovation can transform these challenges into positive outcomes for cohesion and wellbeing as is underlined in the Council conclusions on participatory governance of cultural heritage

# The contribution of Cultural Heritage as a social resource

- Improved cultural education can foster greater unity and cohesion of European citizens, including immigrants, and facilitates democratic engagement.
- Better understanding of Europe's cultures and their interaction with non-European cultures and societies improves inter-cultural dialogue and mutual understanding

# The contribution of Cultural Heritage as a sustainable resource

- cultural heritage has a decisive role to play in sustainable development.
- In many places across Europe, the contribution of cultural heritage to sustainable development has been crucial, particularly in the regeneration of cities and landscapes.
- Cities recycling buildings, using historic street-patterns and exploiting historic synergies have improved quality of life and reduced carbon emissions.
- In the countryside, more holistic management of the environment, bringing cultural and natural heritage together in single systems, has resulted in greater efficiencies and improved quality of life.

# Three main objectives for Cultural Heritage in Europe

- the European Union should vigorously promote the innovative use of cultural heritage for economic growth and jobs, social cohesion and environmental sustainability.
- It takes three interlinked areas of activity economy, society and environment, where a targeted programme of investment will yield considerable benefits.
- This leads to three objectives

# The economic objective for Cultural Heritage in Europe

- **Economy:** Promoting innovative finance, investment, governance, management and business models to increase the effectiveness of cultural heritage as an economic production factor
- **Society:** Promoting the innovative use of cultural heritage to encourage integration, inclusiveness, cohesion and participation
- **Environment:** Promoting innovative and sustainable use of cultural heritage to enable it to realise its full potential in contributing to the sustainable development of European landscapes and environments.

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# Possible actions for Cultural Heritage in Europe

## 1 Heritage Led Urban Regeneration

- Europe's cities are unique in being both the powerhouses of the continent's economy whilst also being ancient settlements full of character and interest.
- They are often great places to live, work and visit. Many cities have recognised that their unique history is a powerful magnet for attracting talent, tourists and investment.
- Many have used their historic environment as the basis of regeneration.

# Possible actions for Cultural Heritage in Europe

## 2 Sustaining Cultural Landscapes

- many rural areas in Europe have suffered strong decline
- Changes in agricultural practice, depopulation and marginalisation, and short-term management decisions have all contributed to unemployment, poverty and a loss of biodiversity and cultural diversity in Europe.
- Europe's cultural landscapes are amongst the continent's greatest treasures. In many places they have been nurtured and managed effectively so as to attract and retain young people, develop new businesses and increase biodiversity.
- Skillful management has enhanced historic features and character and has attracted tourism and successful new economic activity.

# Possible actions for Cultural Heritage in Europe

## **3 Inclusive Governance**

- Cultural heritage is unquestionably one of the most powerful forces that we have for building social cohesion.
- It is, after all, the shared spaces and memories of European society. It has been effective in combatting disengagement and disempowerment. It has also been successful in building a sense of identity and greater social cohesion through participation and a sense of ownership.
- The effect of migration, globalisation and disengagement from democratic structures amongst young people remains a serious concern for the EU and for its member states.

# Possible actions for Cultural Heritage in Europe

## 3 Inclusive Governance

- By engaging young people in their cultural heritage a stronger sense of belonging, cohesion and participation can be fostered. This cannot be top-down. It needs to be generated by young people: the schools and associations to which they belong and from amongst the NGOs, foundations and collectives that already exist.
- young people can be stimulated to develop new ways in which their heritage can be made to work for them; ways of using new technology to bring it alive and be more relevant; ways of using heritage to achieve things differently; ways of creating new businesses based on heritage products and services; ways of stimulating new jobs in traditional craft skills.

# Possible actions for Cultural Heritage in Europe

## **4 Innovative Business Models for cultural heritage**

- Both urban and rural landscapes contain individual buildings, structures and cultural institutions that define and reinforce their history.
- Today, due to economic problems and social change, there are a wide range of problems associated with such places.
- Many historic assets are facing functional redundancy: churches no longer used for worship, farm buildings no longer used for agriculture, factories no longer used for manufacture. The costs of converting such places for alternative uses are often so great that a traditional private sector model that relies on a return on investment will not succeed.

# Possible actions for Cultural Heritage in Europe

## **4 Innovative Business Models for cultural heritage**

- There have been various attempts at finding new models for financing such projects. Some have used public money to lever private investment, other models rely more heavily on philanthropy, NGOs, social enterprises and investment funds. Many require new governance models and legal frameworks. much more can be done if people understand the opportunities that exist.
- adaptive re-use projects are very attractive to media and that the potential exists to disseminate achievements widely reaching large audiences. The benefits of this will be to showcase successful projects encouraging others to regenerate potentially difficult buildings and foster an interest in the media in cultural heritage.



**Project "SURE - Sustainable Urban Rehabilitation in Europe"  
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Key Action 2: Strategic Partnership Projects  
Agreement n° 2016-1-PL01-KA203-026232**



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