



SOCIAL INNOVATION AND CULTURAL HERITAGE

OVERALL AIM:

Deepen the relationship between cultural heritage valorization and social innovation practices



Erasmus+

Innovation ecosystem

- innovation ecosystem: a context, environment or medium in which innovation is favoured by a set of agents and multiple causes.
- Innovation ecosystems are always created where the influence of different agents is balanced and everyone contributes somehow to the construction of the ecosystem, providing either investment, ideas or work
- Example: Silicon Valley in the US, where research institutions (universities, technology centres), private investment, entrepreneurs and the state as a catalyst, have created ideal conditions for technological innovation.

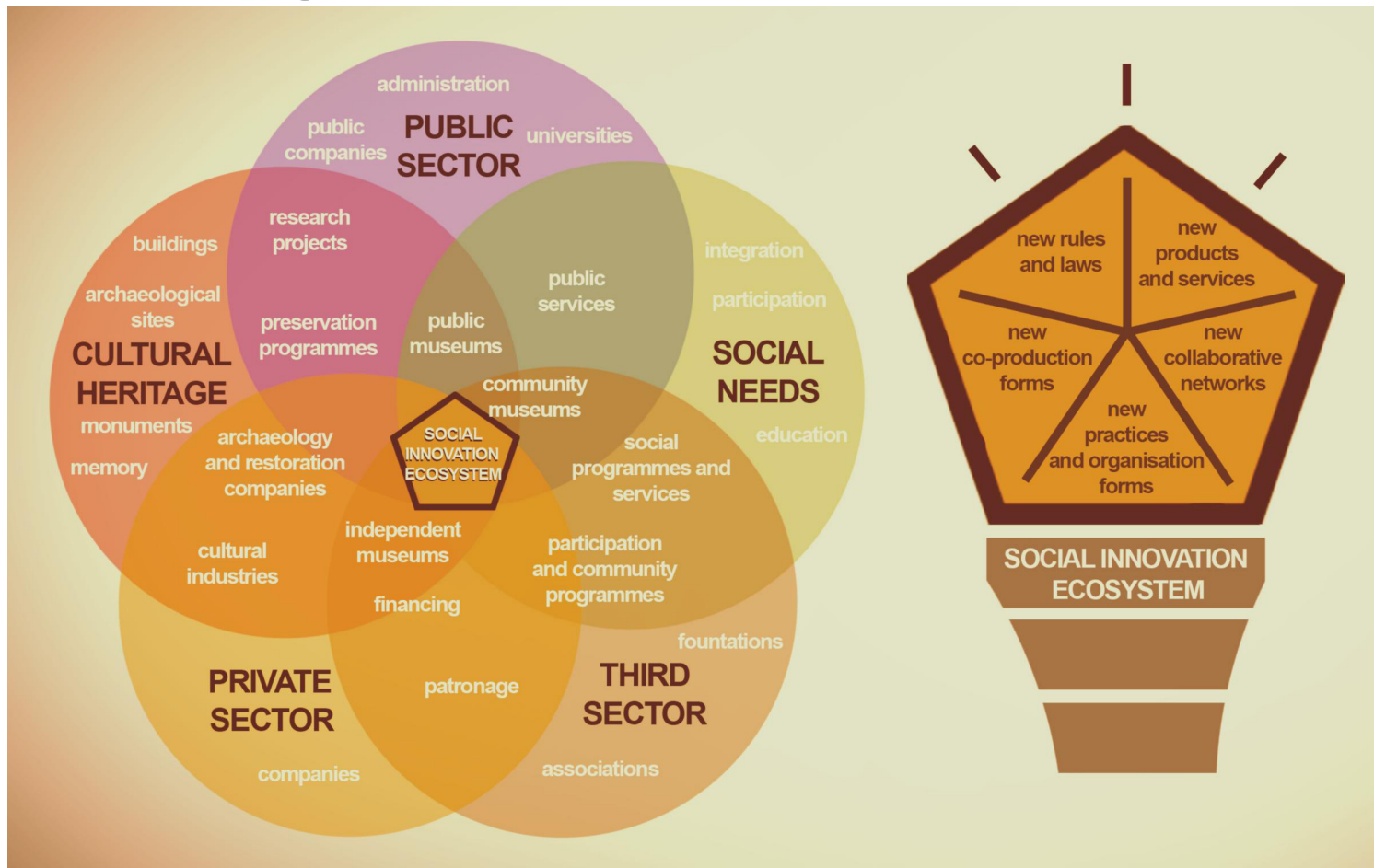
Social innovation ecosystem

- an ecosystem of social innovation can be defined in the same terms as an ecosystem of technological innovation: an environment in which innovation is favoured by a set agents and multiple causes. The difference remains in its purpose, which is to cover social needs such as for instance equality, integration, education and a decent work.

Social innovation ecosystem

- <https://www.youtube.com/watch?v=0iBaAqGqjCg>
- Video dedicated to define what is a social innovation ecosystem in the field of cultural heritage.
- References: Hesiod Project, www.hesiod.eu
- Author: Jesús Fernández Fernández
- Duration: 2,35 min

Social innovation and cultural heritage



F. Fernández, 2015. Social innovation ecosystem in the field of cultural heritage: a definition, Hesiod Project Papers
https://www.researchgate.net/publication/289968351_Social_innovation_ecosystem_in_the_field_of_cultural_heritage_a_definition

Social innovation and cultural heritage

- Main factors:
 - Cultural heritage
 - Social needs
- Sectors:
 - Public sector
 - Third sector
 - Private sector
- The space where the meeting between all these sectors and factors occurs is what we call the ecosystem of social innovation in cultural heritage

Social innovation and cultural heritage

- Main factors – cultural heritage
 - This is the object that defines the action, processes, models or socially innovate services
- Main factors – Social needs:
 - education, integration, access to culture, democracy and participation, etc.

Social innovation and cultural heritage

- Sectors – Public sector

- Administrations, the usual holders of cultural heritage, the ones who lay down the policy guidelines, established protection frameworks and who coordinate management programs.
- Most of the Universities and technology centres which are leading the research in the field of cultural heritage.
- Institutions dedicated to the promotion of heritage, such as museums.

- Sectors – Third sector (social economy)

- In this sector we find different legal organisation forms, such as associations, foundations, social economy enterprises, etc.
- companies and organisations whose main purpose is social and to which other strategies, models and processes are subordinated.
- associations and foundations working in the defense, protection and promotion of cultural heritage.

Social innovation and cultural heritage

- Sectors – Private sector
 - business organisations whose aims are lucrative.
 - Anonymous, limited or business trust companies, banks and investment funds account for most of the economic activity together with the public sector.
 - In the field of heritage: “cultural industries”, i.e. various forms of business management: museums, cultural centers, tour operators, etc.
 - In some countries private companies are in charge of part of the cultural heritage management, especially in the field of archaeology or restoration, conducting work for the public administration

Social innovation and cultural heritage

- Socially innovative projects on heritage would be those who, based on new ways of doing things – through asset management implementation services, covering models or processes– cover social needs while generating new types of relationships that incorporate citizenship to these processes.
- The triple objective of Social innovation in cultural heritage is: effective management, social order and social transformation

How to create a Social innovation ecosystem for cultural heritage

- Public sector:
 - Support the creation of intersectoral spaces by reforming laws and regulations.
 - Facilitate the establishment of joint asset management systems in which the encounter between all actors can occur.
 - More open and collaborative universities, with transfer offices in the social field. and citizen involvement

How to create a Social innovation ecosystem for cultural heritage

- Third sector:
 - Greater professionalism and involvement in other areas that are traditionally out of the imagination of social economy: i.e. investment, communication or marketing.
 - Less dependency on public and private financing and self-managed forms of organisation.
 - Encourage social participation and improve transparency.
 - be the great laboratory of good practices in social innovation heritage

How to create a Social innovation ecosystem for cultural heritage

- Private sector:
 - Support social entrepreneurship in the sector to assume greater corporate social responsibility and not only to invest in order to obtain tax advantage.
 - More involvement in projects and more belief in what is achieved.

Heritage and Social Innovation Observatory (HESIOD) <http://hesiod.eu/en/>



The image shows a screenshot of the HESIOD website homepage. The background is dark with a chalkboard-like texture. At the top left is the HESIOD logo, which consists of a circular emblem containing a classical building with a flame above it, and the word "HESIOD" below. To the right of the logo is a navigation menu with the following items: HOME, HESIOD, OBJECTIVES, ABOUT, QUESTIONNAIRE, MAP, PAPERS, CONTACT, followed by flags for the United Kingdom and Spain. In the center, the word "CULTURE" is written in white, followed by a plus sign and a network diagram of stick figures connected by lines. Below this, the main title "HERITAGE AND SOCIAL INNOVATION OBSERVATORY" is displayed in large, bold, white capital letters. Underneath the title is the tagline: "An open space to research, learn and share socially innovative ideas in cultural heritage". At the bottom, there are two orange buttons: "TELL ME MORE" and "GO TO THE MAP". At the very bottom center, there is a row of four icons: a plus sign, a glowing yellow lightbulb, an equals sign, and a simple smiley face.

 HESIOD

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CULTURE + 

HERITAGE AND SOCIAL INNOVATION OBSERVATORY

An open space to research, learn and share socially innovative ideas in cultural heritage

[TELL ME MORE](#) [GO TO THE MAP](#)

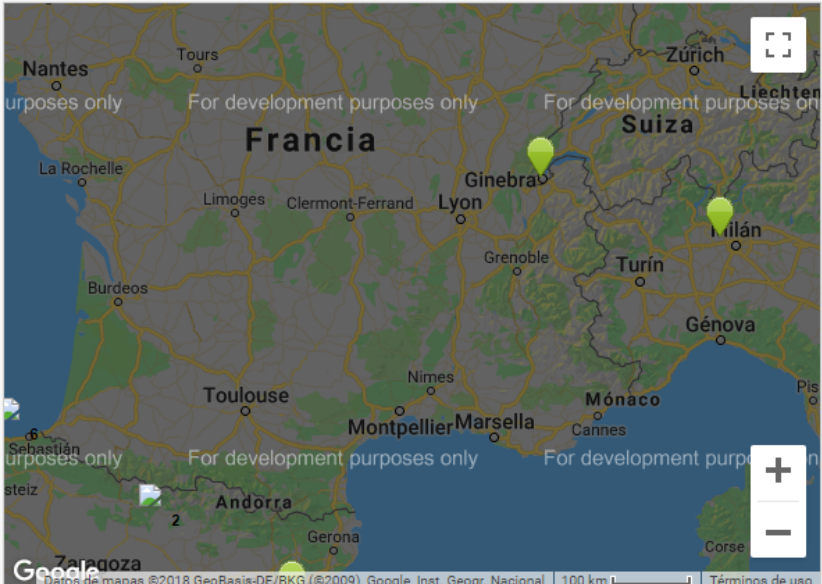
   

Heritage and Social Innovation Observatory (HESIOD)



HOME HESIOD OBJECTIVES ABOUT QUESTIONNAIRE MAP PAPERS CONTACT  

Country Organisation type Innovation type Heritage area Provides Seeks



- Albaola Itsas Kultur Faktoria
- Asociación Amigos de la Chela. Proyecto para la revitalización y dinamización del patrimonio histórico de Villafranca de los Caballeros
- Asociación Amigos de Santay
- Asociación Itsas Gela & Mater Museoa
- Bertsozale Elkartea
- Centro Social Rey Heredia
- De la Roca al Metal
- Ecomuseo del Paesaggio di Parabiago

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Heritage and Social Innovation Observatory (HESIOD)



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HERITAGE AND CULTURAL LANDSCAPE RESEARCH GROUP

The Heritage and Cultural Landscapes Research Group is the result of the synergy among several researches using a common theoretical approach to analyse cultural landscapes and heritage. The aims of the group are: (i) Analyse current landscapes in historical terms; (ii) Carry out heritage innovative actions from the point of view of the sustainable development; (iii) Develop broadcasting actions into several levels and scales, involving local societies as well as in an international level.



Google

- Ecomuseo del río Caicena
- Ecomuseo delle Acque del Gemonese
- Ecomuseu de les valls d'Àneu
- Ecomuseu dels Ports
- Heritage and Cultural Landscape Research Group**

COUNTRY: Spain
ORGANISATION TYPE: Public sector,
INNOVATION TYPE: Creation of new cooperation networks, Creation of new organisation forms, Creation of new practices,
HERITAGE AREA: Archaeological sites, Cultural landscape, Historic buildings, infrastructures and architectural ensembles,
PROVIDES: Cultural cooperation, Scientific/Technical cooperation,
SEEKS: Cultural cooperation, Scientific/Technical cooperation
WEB: <http://www.ehu.eus/en/web/culturalheritage/home>
IMPACTS: Education. Research, science, knowledge. Culture.
TYPES OF ACTIVITY: Identification, documentation, cataloguing. Dissemination. Research.
CITIZENSHIP: Participation through consultation with users/beneficiaries
STAFF: 18 **VOLUNTEERS:** 5 **PARTNERS:** 9

- Institución Milà y Fontanals (CSIC)
- Kyoto Center for Community Collaboration



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



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**Project "SURE - Sustainable Urban Rehabilitation in Europe"
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