









The Heritage Alliance Presentation of the project outcomes to the European Heritage Alliance 3.3

Thursday 22 October 2015



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Available online http://www.encatc.org/culturalheri tagecountsforeurope/outcomes/

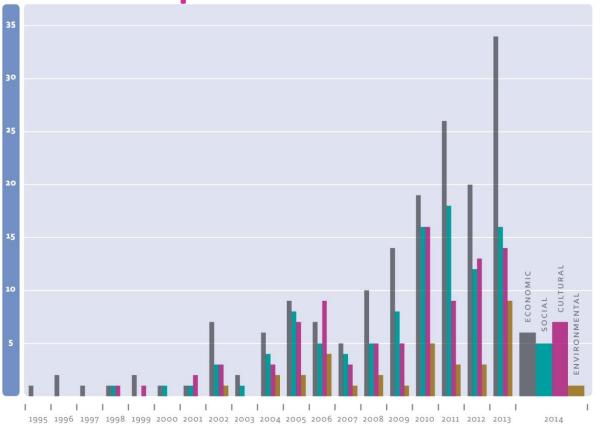


Presentation of the Key Findings & Recommendations of the CHCFE Project

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On behalf of the CHCFE
Steering Committee

CULTURAL HERITAGE COUNTS FOR FURDINGS

1. Growing interest in cultural heritage impact research



● FIGURE A. CHRONOLOGICAL EVOLUTION OF THE IMPACT DOMAINS AS REPRESENTED BY THE SUBMITTED STUDIES

Source: own, based on the survey results.

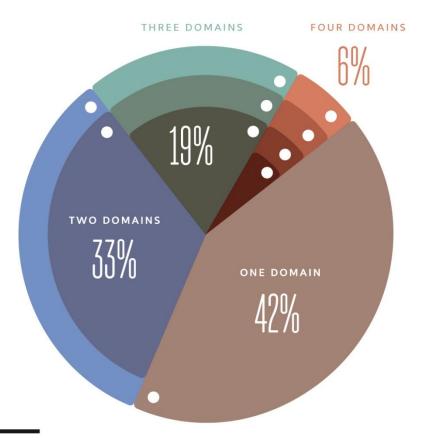
2. Geographical spread

Towards a Holistic Approach to Cultural Heritage Impact Research

CULTURAL HERITAGE

(COUNTS)

FOR EUROPE



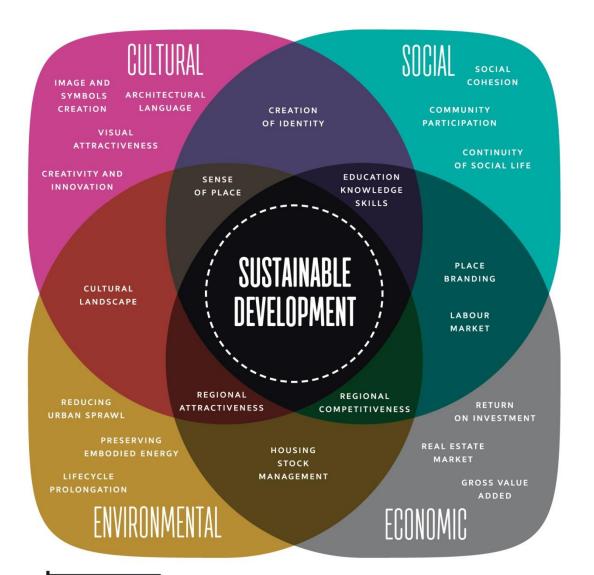
○ FIGURE B. THE INTERRELATION OF ALL FOUR IMPACT DOMAINS AS IDENTIFIED IN THE COLLECTED STUDIES

Source: own, based on the survey results.

CULTURAL HERITAGE

(COUNTS)

FOR EUROPE



② FIGURE C. THE DIFFERENT SUBDOMAINS IDENTIFIED IN THE COLLECTED STUDIES MAPPED IN THE HOLISTIC FOUR DOMAIN APPROACH DIAGRAM SOURCE: OWN.



The 10 Key Findings

- 1. Cultural heritage is a key contributor to the attractiveness of Europe's regions, cities, towns and rural areas
 - in terms of private sector inward investment
 - developing cultural creative quarters
 - attracting talents and footloose businesses

Enhancing regional competitiveness both within Europe and globally.

Zsolnay Cultural Quarter in Pécs, Hungary

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Museo Ferrari near Modena in Italy

CULTURAL HERITAGE





Temple Bar in Dublin, Ireland

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- 2. Cultural heritage provides European countries and regions with a unique identity
 - creates compelling city narratives providing the basis for effective marketing strategies
 - aimed at developing cultural tourism and attracting investment.



- 3. Cultural heritage is a significant creator of jobs across Europe, covering a wide range of types of job and skill levels:
 - conservation-related construction, repair and maintenance
 - cultural tourism
 - small and medium-sized enterprises and start-ups - often in the creative industries

Tate Modern in London, UK

CULTURAL HERITAGE

(COUNTS)





4 Cultural heritage is an important source of creativity and innovation:

- generating new ideas and solutions to problems
- creating innovative services ranging from digitisation of cultural assets to exploiting the cutting-edge virtual reality technologies
- with the aim of interpreting historic environments and buildings and making them accessible to citizens and visitors.



5 Cultural heritage has a track record:

- in providing a good return on investment
- is a significant generator of tax revenue for public authorities and
- through spill- over from heritage-oriented projects leading to further investment.

Borgund stave church in Norway

CULTURAL HERITAGE





UNESCO Heritage Site of Pont du Gard in France

CULTURAL HERITAGE

(COUNTS)





6. Cultural heritage is a catalyst for sustainable heritage-led regeneration.

GraingerTown in Newcastle, UK

CULTURAL HERITAGE







7. Cultural heritage is a part of the solution to Europe's climate change challenges for eaxample through the protection and revitalisation of the huge embedded energy in the historic building stock.



- 8. Cultural heritage contributes to the quality of life, providing character and ambience to neighbourhoods, towns and regions across Europe
 - making them popular places to live, work in and visit
 - attractive to residents, tourists and the representatives of creative class alike



- 9. Cultural heritage provides an essential stimulus to education and lifelong learning
 - including a better understanding of history
 - as well as feelings of civic pride and belonging and
 - fosters cooperation and personal development.

Jamtli indoor and open-air museum in Sweden

CULTURAL HERITAGE





Pszczyna Castle in Poland

CULTURAL HERITAGE







- 10. Cultural heritage combines many of the above-mentioned positive impacts to build social capital and help deliver social cohesion in communities across Europe:
 - providing a framework for participation and engagement
 - as well as fostering integration.



5 Strategic Recommendations

- 1. Supporting Evidence-based Policy Making
- 2. Measuring Impact
- 3. Monitoring Trends
- 4. Sharing and Disseminating Data
- 5. Maximising Impact

CULTURAL HERITAGE COUNTS FOR FUDDOF

Maximising Impact

EU institutions and member states at all levels of governance —national, regional, and local — should adopt and implement an integrated approach to heritage

- mainstreaming of heritage by raising awareness of the downstream benefits that upstream investment in cultural heritage can bring across a wide range of policy areas.
- Reinforcing participatory governance in developing strategies and policies for cultural heritage
- Recognising positive contribution of heritage to regional and local sustainable development
 - as a strategic resource for "smart, sustainable and inclusive growth"
 - and as a basis for fostering "inclusive, innovative and reflective societies"
- Informing the mid-term review of the Structural Funds and the preparation for the next generation of Structural Funds beyond

Historical Centre Cordoba, Spain

CULTURAL HERITAGE

(COUNTS)

