


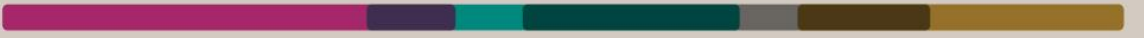


**Presentation  
of the outcomes  
& recommendations  
of the CHCFE project**

 #HeritageCounts



This project is co-funded by the Culture Programme of the European Union



Available online  
<http://www.encatc.org/culturalheritagecountsforeurope/outcomes/>



**Presentation of the Key Findings  
& Recommendations of the  
CHCFE Project**

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Group photo of the participants in the Cultural Heritage Counts for Europe conference, Aula of the Domus Media of Oslo University, 12 June 2015

# The project

## The Consortium

- **Europa Nostra** (project coordinator)
- **International Cultural Centre** (Krakow) – research partner
- **Raymond Lemaire International Centre for Conservation** (KU Leuven, Belgium) – research partner
- **ENCATC** (The European Network on Cultural Management and Cultural Policy Education)
- **Heritage Europe – EAHTR** (European Association of Historic Towns & Regions)
- **Heritage Alliance** (partnership institution from Great Britain)



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# Aims of the project

- to collect and analyse existing and accessible evidence-based research and case studies regarding the economic, social, cultural and environmental impacts of cultural heritage;
- to identify gaps in information and areas of possible future research; and
- to develop policy recommendations for tapping into the full potential of cultural heritage.

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# 4 pillars approach of sustainable development



Based on UNESCO's Hangzhou declaration on **Sustainable Development**

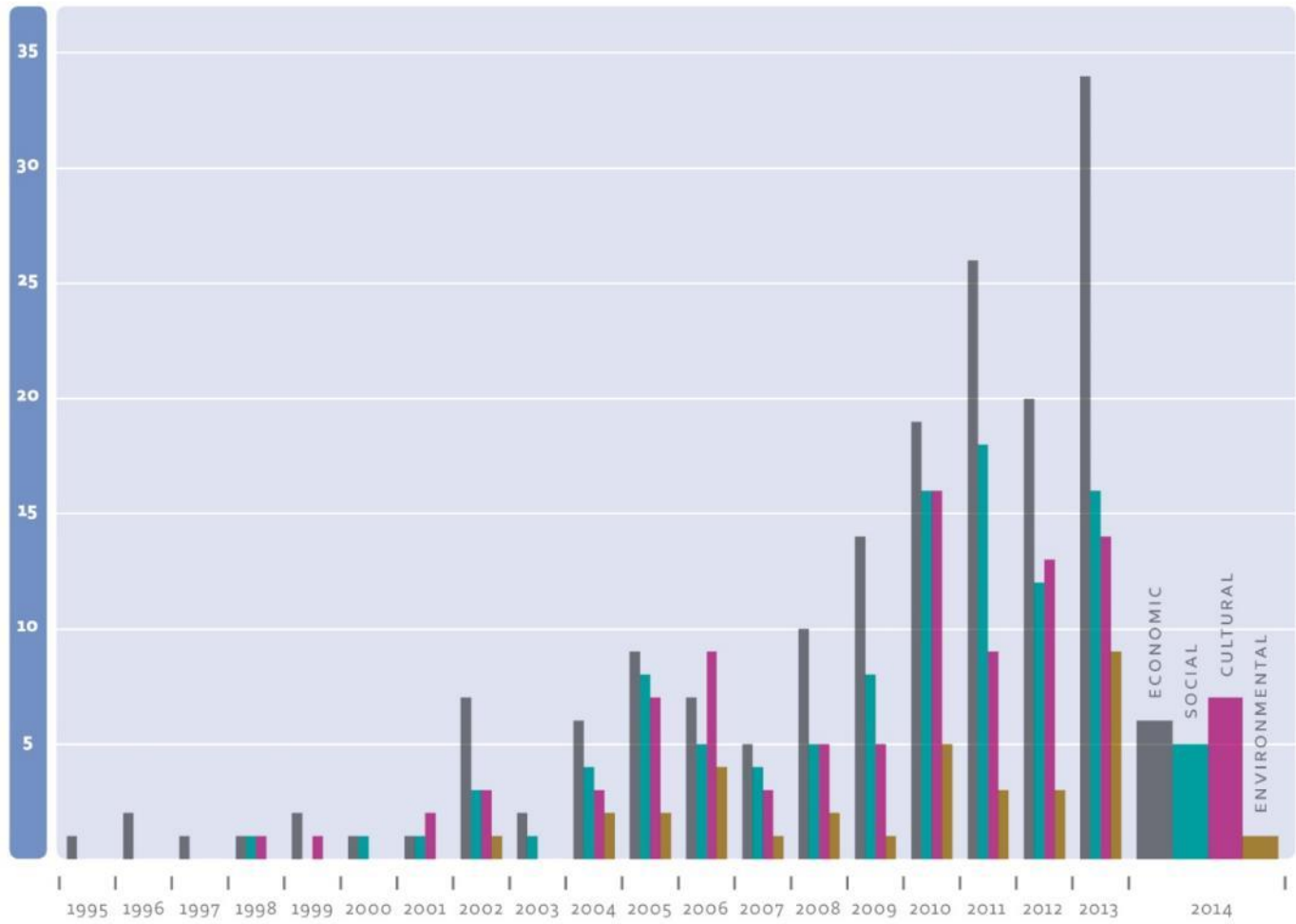
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# Growing interest in cultural heritage impact research

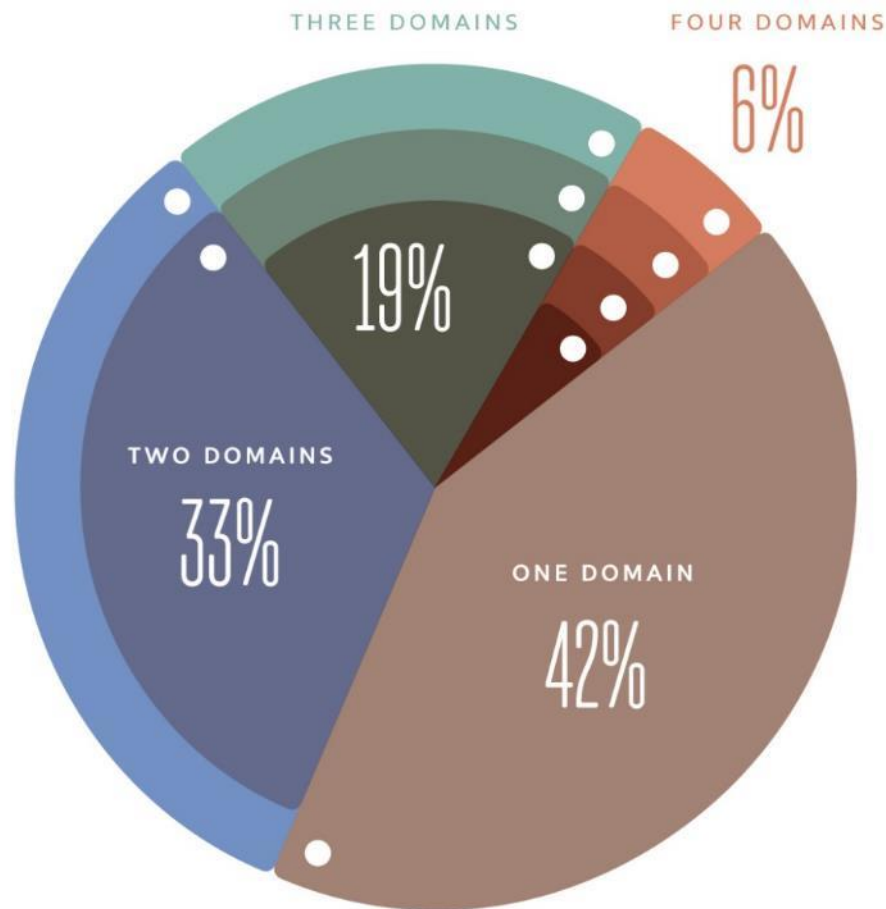
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**FIGURE A. CHRONOLOGICAL EVOLUTION OF THE IMPACT DOMAINS AS REPRESENTED BY THE SUBMITTED STUDIES**

SOURCE: own, based on the survey results.

# Towards a Holistic Approach to Cultural Heritage Impact Research



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

SOURCE: own, based on the survey results.

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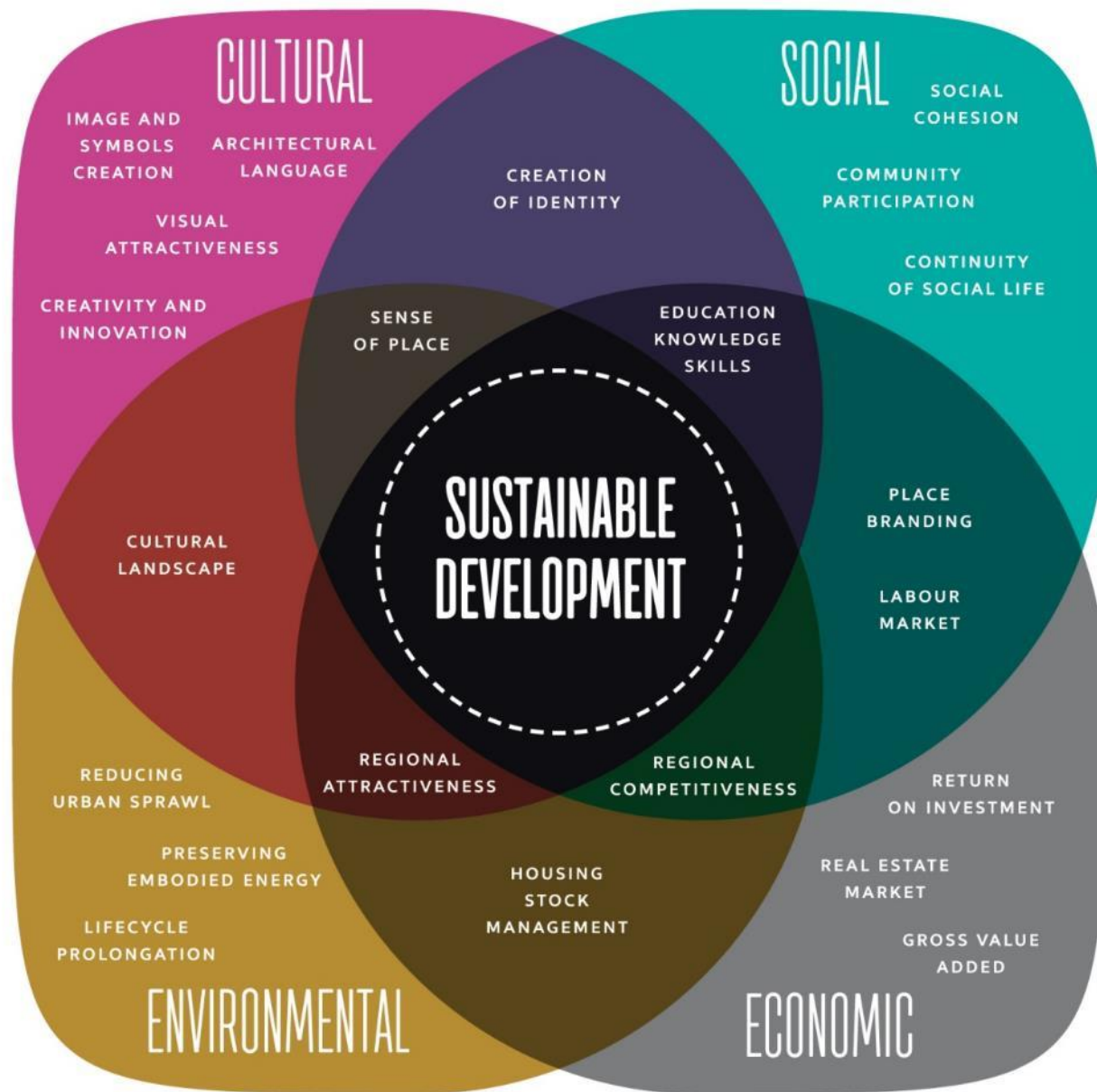
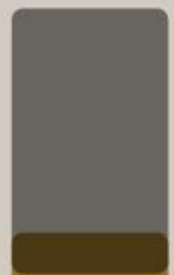




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**Figure C.** The different subdomains identified in the collected studies mapped in the holistic four domain approach diagram

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.**

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# Temple Bar in Dublin, Ireland



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# The 10 Key Findings

## 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.

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# Museo Ferrari near Modena in Italy



Photo: Cento29.it

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# The 10 Key Findings

**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.**

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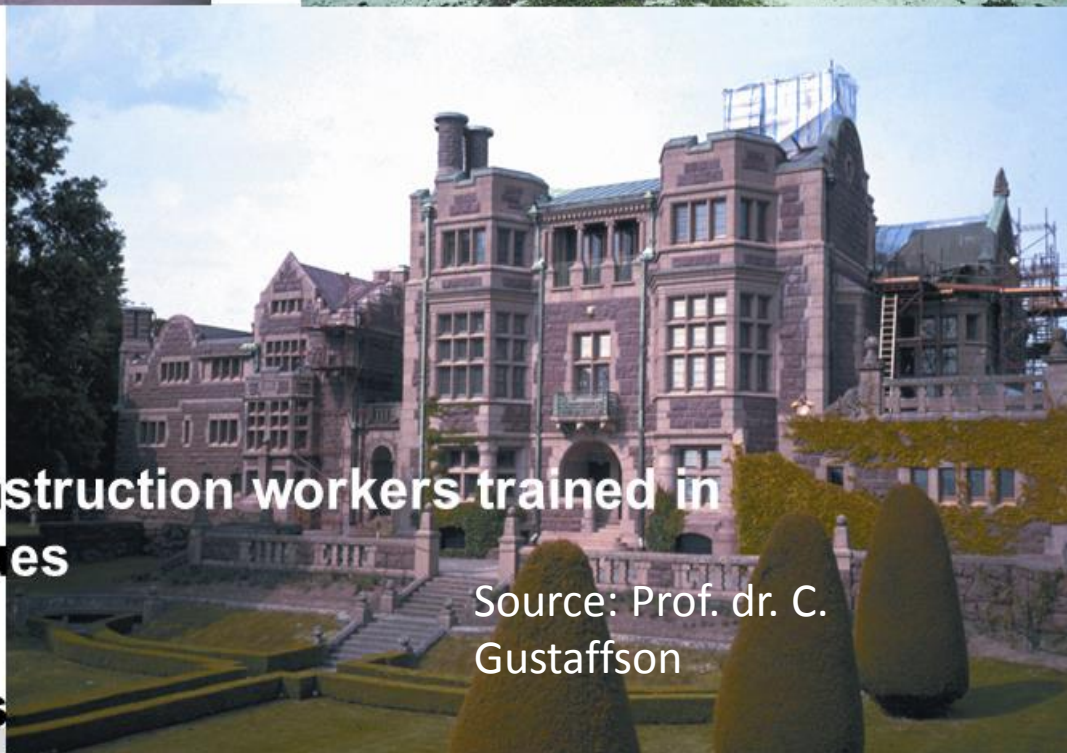
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# The Halland Model

- 100 historic buildings conserved
- 1,200 new jobs in the construction industry
- One third of all construction workers trained in traditional techniques
- 235 new jobs on improved premises



Source: Prof. dr. C. Gustaffson

# The 10 Key Findings

## 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.

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# Tate Modern in London, UK



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# The 10 Key Findings

## 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.

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# UNESCO Heritage Site of Pont du Gard in France



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# The 10 Key Findings

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

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# Grainger Town in Newcastle, UK



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# The 10 Key Findings

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

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# Borgund stave church in Norway



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# The 10 Key Findings

- 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**
  - **making them attractive to residents, tourists and the representatives of creative class alike.**

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# Jamtli indoor and open-air museum in Sweden



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# The 10 Key Findings

## 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.

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# Pszczyna Castle in Poland



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# The 10 Key Findings

- 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**
  - **fostering integration.**

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# De Hoorn, Leuven



Heritage Award:

[www.youtube.com/watch?v=8J3x4Fuh8LQ&feature=youtu.be](https://www.youtube.com/watch?v=8J3x4Fuh8LQ&feature=youtu.be)

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# 5 Strategic Recommendations

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

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# Downstream approach



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# Lessons learned

## Obnovme si svoj dom / Let's restore our home



Exhausting removal of the cement mortar  
(Ižvolt and Smatanová 2014)

- Collaboration between the Slovak Republic's Ministry of Culture and Ministry of Labour, Social Affairs and Family, with support of the European Social Fund
- The project operates with unemployed citizens who, together with the active participation of civic associations, restore selected state owned monuments
- Open to civil society organisations, foundations and municipalities in the Bratislava Region.

### Positive effects:

- Decreasing the unemployment rate in regions with low economic productivity
- integrating the long-term unemployed into the heritage conservation sector, through connection with regional traditions and local citizens' cultural values
- Creating more employment in the service sector



# Upstream approach



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**THANK YOU FOR YOUR  
ATTENTION! Q?**

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