Concluding Conference

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#HeritageCounts

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Making the Case
Panel discussion
Panelists

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Four pillar approach to sustainable development
Source: own, based on UNESCO, 2013.
Wooden housing in Kuldiga old town, Latvia

Photo credit: Europa Nostra
Holistic four domain approach
Subdomains of heritage impact

Aesthetics of a place and image creation
Built heritage and real estate market
Education, skills and knowledge

Environmental sustainability
Identity creation
Labour market

Return on investment, tax income and GDP/GVA
Regional attractiveness and competitive advantage
Social cohesion, continuity of social life, community participation
Subdomains of heritage impact

- jobs created during implementation of heritage-oriented projects and in heritage maintenance
- highly labour intensive sector
- Labour market
- significant indirect and induced creation of jobs — up to 26.7 induced jobs to each cultural heritage job
- social-service spillovers
- creates demand for specialised workforce and opportunities for skills training
Subdomains of heritage impact

- Creation of new networks between communities
- Sense of ownership, civic pride
- Enables community engagement
- Social cohesion, continuity of social life, community participation
- Creation of inclusive environments
- Social inclusion, confidence and well-being
- Community engagement
- Sense of ownership, civic pride
- Social cohesion, continuity of social life, community participation
Subdomains of heritage impact

- Aesthetics of a place and image creation
  - attractive appearance of the cities
- Attractiveness of buildings
- Positive impact on people’s sense of identity
- Basis for promotional strategies of cities, regions and countries
## Central European experience after 1945

<table>
<thead>
<tr>
<th>Characteristics of the system (criteria of comparison)</th>
<th>Present system (after 1989)</th>
<th>Previous system (before 1989)</th>
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</thead>
<tbody>
<tr>
<td>Form of ownership (dominating and preferred)</td>
<td>Private ownership of historic monuments</td>
<td>State ownership of historic monuments</td>
</tr>
<tr>
<td>Responsibility for monuments</td>
<td>Responsibility for monuments rests (by law) on the owner and the user</td>
<td>Responsibility for maintenance rests on the state</td>
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<tr>
<td>Financing the monuments</td>
<td>Responsibility for monuments (together with research) rests on the owner (private)</td>
<td>Financial responsibility for the protection of monuments and for research rests on the state</td>
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<td>Status of a historic object</td>
<td>Monuments are treated in a commercial way – protection of monuments is seen as an investment</td>
<td>Monuments are not treated in a commercial way – protection of monuments is not seen as an investment</td>
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<tr>
<td>The position of conservation office</td>
<td>Conservation office is dependent (it works within the structures of regional government)</td>
<td>Conservation office realises the central policy of the state</td>
</tr>
<tr>
<td>The role of conservation office</td>
<td>Conservation office is passive – initiative depends on owners and investors</td>
<td>Conservation office is active – it defines the form of preservation of monuments</td>
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How heritage can contribute even more to (local) sustainable development

Sustainable development according to the Hangzhou declaration of UNESCO is based in four pillars: economical, social, environmental and cultural.

Many studies show the impact of investment in heritage preservation, in different domains which we can differentiate according to the four pillars of sustainable development. Heritage preservation so contribute to socio-economic development, environmental preservation and to cultural enhancement.

“Downstream” perspective on cultural heritage impact
How heritage can contribute even more to (local) sustainable development

1. **the Halland model:** resources aiming at supporting the building sector and at solving unemployment more in general have been invested in education and training in construction crafts and applied in the preservation of built heritage.

The outcome of these allocations have resulted in preservation and **maintenance of heritage**, **reduction of unemployment and transfer of skills**, the preservation and use of buildings which resulted in the **(re)use of building materials and primary resources** and a positive impact on the economic development of the region through increased interactions and spending.

- 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
2. **Hoorn Brewery in Leuven**: historic landmark of the origin of brewery in Leuven was partially preserved and partially adapted to become a **centre for creative industries**.

This **private initiative** has resulted in an exemplary conservation and reconversion of an **iconic building in the city**. Reuse of the building spaces with preservation of many of the artefacts has not only lead to a **reduction of the use of primary resources** but also created that unique environment that inspires **the creative industry**.

With support from the EC special **exemplary techniques for energy saving have been investigated and applied**. Finally **social economy** has contributed to the integration of **hospitality industry** in the building which supports the use of the building and integrated the building in **the neighbourhood**. **Unemployed people** are trained in high level restaurant activities, resulting in a well-known place that gives proud to those involved and which generates social embedding of the building as a whole in the city.
“Upstream” perspective on cultural heritage impact
Thank you!