Built Cultural Heritage

Integrating heritage buildings into contemporary society

A Policy Brief from the Policy Learning Platform on Environment and resource efficiency

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Contents

Summary

This policy brief focuses on built heritage of cultural and historical value. It presents the policy context, as well as challenges and experiences of European regions and cities in protecting, conserving and valorising the heritage buildings. Also, the policy brief includes successful approaches and solutions identified by the Interreg Europe community on the topic and provides recommendations to regional and local policy makers.

Introduction

The UNESCO World Heritage Convention specifies several categories of tangible cultural heritage:

- *monuments:* architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science;
- *groups of buildings:* groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the landscape, are of outstanding universal value from the point of view of history, art or science;
- *sites:* works of man or the combined works of nature and man, and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological point of view.

This policy brief **focuses on cultural heritage buildings and the aspects and features associated with their sustainable protection and conservation** which could be influenced by regional and local administrations.

In the EU member states there is no common definition of buildings of historic value and heritage characteristics. Nevertheless, there are several elements that are commonly stressed across the different national interpretations:

- The buildings have an important historical, artistic, cultural, aesthetic and/or scientific significance. They are "an important record of historical development and way of life".
- The buildings are representative of creative skills and work of humankind (artistic, architectural, technical, technological)
- In several Member States reference is also made to 'authenticity' and 'rarity'.
- Only a few member states also include 'age' as a criterion to define heritage (e.g. Estonia). This is not however a common criterion across Europe.

The Policy Context

Cultural heritage has been gaining increased recognition in a number of EU strategic policy documents in the past years as a factor for fostering innovation, creativity, sustainable growth and jobs. The

Communication "Towards an Integrated Approach to Cultural Heritage for Europe" calls for an integrated approach to fully make use of the potential of cultural heritage for economic growth and social cohesion. The wider benefits of cultural heritage were further emphasised in the report "Getting Cultural Heritage to Work for Europe" developed by the Horizon 2020 Expert Group on Cultural Heritage in April 2010.

The 2018 European Year of Cultural Heritage (EYCH) promoted all types of heritage: tangible, intangible and digital, thus covering monuments, natural landscapes or archaeological sites at every territorial level (European, national, regional, local). In November 2018, the EU Ministers of Culture adopted the conclusions on the Work Plan for Culture 2019-2027, highlighting the importance of ensuring the legacy of the 2018 EYCH.

In this perspective, the European Commission has proposed a New European Agenda for Culture to increase EU collaboration on culture and citizens' participation in cultural activities. It also presented the European Framework for Action on Cultural Heritage in December 2018. Specifically, the Framework for Action **encourages the smart restoration and adaptive re-use of heritage buildings** and supports the **sharing of good practices and the promotion of excellence** in this field.

Box 1: What is adaptive re-use of heritage buildings?

> Heritage buildings that have lost their original function still have cultural, historic, spatial and economic values. **Adaptive re-use aims to preserve those elements of the buildings that contain such values, while at the same time adapting the place for new uses**. Thus, the adaptive re-use of historic buildings is helping to revitalize neighbourhoods and old cities. Actions on adaptive re-use of heritage buildings need to consider the requirements related to the legally protected status of heritage and should be based upon the principle of "minimum intervention". The benefits of adaptive reuse of heritage buildings are also emphasised in the Declaration on "Adaptive re-use of the built heritage: Preserving and enhancing the values of our built heritage for future generations" (Leeuwarden Declaration) adopted in the end of 2018 as a legacy of the European Year of Cultural Heritage initiative "Heritage in Transition". The Declaration mentions factors for success of adaptive re-use projects such as flexibility, participatory approaches, innovation, good story-telling, etc.

The 2018 EYCH fostered exchanges of knowledge and experience among stakeholders (architects and local/regional authorities, among others) and networks in the field of religious, industrial, and military heritage. During these exchanges it became clear that sustainable transformation of heritage **can also work effectively for other abandoned or underused heritage buildings**: former schools, hospitals, railway stations, abandoned cinemas, theatres, hotels, offices, former public housing and "ghost villages".

Linked to the above, the Staff working document, part of the [New European Agenda for Culture,](#) emphasises that **through smart restoration and adaptive reuse, old buildings can bring economic and social dynamism to cities and regions and contribute to the EU implementation of the UN Sustainable Development Goals**. The role of innovative and inclusive processes to deliver and preserve quality architecture is also highlighted in ['The Davos Declaration 2018: Towards a high-quality Baukultur (building culture) for Europe'](#) which was adopted by the European Ministers for Culture in January 2018.

Finally, preservation and valorisation of cultural heritage buildings require **multi-disciplinary and participatory governance models**. Several documents such as the [UNESCO Convention of the Protection and Promotion of the Diversity of Cultural Expressions,](#) the [Council of Europe Convention for the Protection of the Architectural Heritage of Europe](#), highlight the importance of encouraging a participatory approach to the governance of cultural heritage. Specifically, the involvement of players such as private actors or civil society organisations in the whole process of decision making, planning and implementation increases the accountability, transparency and impact of public resource investments in cultural heritage buildings. The aspect of participatory governance was also discussed in the Policy Learning Platform's [policy brief](#) on citizen engagement in the protection of cultural heritage.

Instruments and initiatives targeting cultural heritage buildings

Stemming from the strategic agendas elaborated at EU level, a number of funding programmes and specific initiatives are in place to support projects across EU regions. Some of the most relevant ones are presented here below.

- **[Creative Europe programme:](#)** in 2019-2020 through its Creative Europe programme, the European Commission is supporting peer learning for local, regional and national policy makers on the re-use of heritage buildings.
- **[Horizon 2020 Programme:](#)** the EU supports research and innovation in cultural heritage through the Horizon 2020 programme and its pillars **Excellent Science, Industrial Leadership** and **Societal Challenges**: n. 5 'Climate action, environment, resource efficiency and raw materials' and n.6 'Europe in a changing world - Inclusive, innovative and reflective societies'. Besides a [Task Force](#) launched with the support of the Horizon 2020 programme and promoted by the Horizon 2020 project [CLIC](#) provides **expertise and advice on financing and managing the re-use of built heritage in cities in line with circular economy models.** Members of the Task Force include several EU-funded research and innovation projects, UN agencies, international funding agencies and relevant stakeholders in the field of cultural heritage, sustainable urban regeneration and circular economy.

Box 2: Horizon 2020 projects relevant to cultural heritage buildings
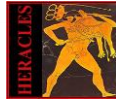
Several Horizon 2020 projects address cultural heritage buildings from the following angles:

- Identifying and testing the best practices of **adaptive heritage reuse** (OpenHeritage project)

- **Mitigating the impacts of climate change and natural hazards** on cultural heritage, by strengthening the resilience of sites and communities and promoting sustainable reconstruction models (STORM and HERACLES projects)

- **Innovative "circular" financing, business and governance models for systemic adaptive reuse** of cultural heritage and landscape (CLIC project)

- Developing an innovative, collaborative and systemic approach to promote the effective regeneration and **adaptive reuse in historic city centres** (ROCK project).

- **Energy efficiency strategies and solutions for the renovation of historic buildings, through insulation and improved building energetic analysis** (RIBuild project)

- The Joint Research Centre is working on a research project called iRESIST+ that aims to develop a novel approach for the simultaneous seismic and energy retrofitting of the existing historical buildings.

- Two partnerships established by the EU Urban Agenda – one on the circular economy and one on the sustainable use of land developed a Handbook on the Sustainable and Circular Reuse of Spaces and Buildings, which includes a reusability coefficient based on technical, environmental, economic and social indicators. This handbook can be a useful tool for local authorities in defining an overall strategy that looks at a new model of urban re-use management following the principles of the circular economy.

- ESPON's research activities on cultural heritage:

  - The Targeted Analysis project "The Material Cultural Heritage as a Strategic Territorial Development Resource: Mapping Impacts Through a Set of Common European Socio-economic Indicators" (2018 – 2019)

- Upcoming applied research project "Cultural heritage as a source of societal well-being in European regions" (2020 – 2021). The project will provide evidence and data on the impact of cultural heritage on societal well-being.

Challenges

In some cases, heritage buildings still remain neglected and suffer from lack of proper maintenance due to shortage of financing, capacity, skills and knowledge. In addition, they are quite often prone to deterioration and structural damage and are more vulnerable to natural hazards, such as earthquakes and climate change. All these aspects need to be taken into account when conservation actions are planned.

With regards to **strategic planning**, regions and cities quite often lack sufficient knowledge on how to formulate innovative and creative ideas for the use of heritage buildings and sites and translate these into efficient and holistic policies. Besides, the potential of built cultural heritage to stimulate rural and regional development and innovation is not sufficiently explored at the policy planning phase. These challenges are dealt with by Innocastle and MOMAr projects.

One of the issues highlighted by Interreg Europe partner regions and also noted in the Policy Learning Platform's policy brief on urban ecosystems, is linked to the **adoption of a holistic approach to heritage management**, e.g. by integrating policies on cultural heritage into the overall urban revitalisation policies. For example, RFC project partners highlight that often these buildings are considered under a single, conservative, perspective and innovative ways of using built cultural heritage are not adequately explored. Similar challenges have been highlighted by CHRISTA and SHARE projects. The real advantages of **participatory governance** regarding built cultural heritage are not sufficiently recognised at local and regional level. This in turn hampers bottom-up initiatives and affects the long-term sustainability of conservation measures.

With regards to **financing,** it is not only important to secure funding for renovation of heritage buildings but also to sustain the effects of the investments. KEEP ON project addresses these challenges and focuses on finding models of heritage sustainability. The aspects of using innovative financing options as well as creating public-private partnerships aspects are addressed by FINCH project.

As noted by Innocastle partners, historical castles, manors and estates often suffer from insufficient promotion and visibility. Regions and owners are **lacking knowledge and capacity to connect efficiently with the public and use branding/storytelling strategies** to reach new target groups and improve visitors' experience.

Creating future for the past: how to turn built cultural heritage into a resource. Good examples from the Interreg Europe community

Interreg Europe provides support to policy makers wishing to address policies related to conservation, preservation and valorisation of cultural heritage buildings. Many of them have already identified good examples and offer insights and inspiration on how to tackle the above mentioned challenges.

Strategic planning

Having a cultural heritage strategy is an important step at regional level to achieve coherence of cultural activities. It also helps raising awareness of the need to better protect, preserve and valorise cultural heritage. When drafting the strategy there is a need to start with the formulation of a common goal and vision which also includes redefining the purpose of heritage buildings as value-driven, and translating this into public policies.

One of the actions included in the Regional Action Plan of Donegal County Council (Ireland), a partner in HERICOAST project, is focused on developing guidelines for the reuse of vacant historic buildings around Lough Swilly in Ireland. The goal is to improve the governance for the reuse of heritage buildings having regard to their conservation merits but also looking towards alternative uses that add value to the building, to the local community and the local area. The activity was inspired by the good practices Albergo Diffuso (Molise) and Casa Avramide (Tulcea, Romania) identified by HERICOAST partnership.

The partners brought in other good practices from their territories among which an example in developing a regional plan for heritage conservation and management from a Spanish region. The Plan of the Cultural Heritage of Castile and Leon region was prepared based on wider stakeholder involvement including public authorities from other sectors, businesses, experts and political groups.

Adopting a holistic approach in the context of urban renewal

Urban ecosystems in modern urban planning are often linked to the **regeneration of cultural heritage sites.** Cultural heritage buildings such as fortresses, lighthouses and historical buildings, as well as buildings part of the industrial heritage (e.g. warehouses and factories), if restored and maintained properly, have the potential to foster cultural tourism and improve the attractiveness of cities.

Several Interreg Europe projects have identified good practices demonstrating how investments in built cultural heritage revives neighbourhoods, fosters cultural tourism and improves the attractiveness of cities. Many examples are brought by the partners of SHARE. The Roman theatre of Medellín in Spain shows how the valorisation of a cultural heritage site, now transformed into a key monument of the city, strengthened the local identity. An important feature of the practice is the cooperation between regional and local authorities and the provision of jobs to unemployed people who were trained and involved in the field work.

Revitalization of St. Michael's Fortress in the city of Šibenik (Croatia), SHARE

For 600 years, St. Michael's Fortress, the oldest historical site in the Croatian city of Šibenik, was closed to the public and used for military purposes. Šibenik's economy had suffered in the 90's and to recover, the city started developing policies aimed at reinforcing cultural tourism. At the end of 2000, with the support of EU pre-accession funds, revitalization activities kicked off to refurbish the fortress. Several studies and plans were prepared, and educational and promotional activities were carried out. St. Michael's Fortress was reopened in July 2014, winning the national Cultural Attraction of the Year Award. Today, St. Michael's Fortress holds a theatre, with music and theatre performances held during the summer. The fortress also serves as a museum. Further information about the practice is available here.

Innovative approaches in preserving and valorising built cultural heritage play an essential role for **boosting cultural tourism in cities**. Located in a former industrial facility which housed a plastics factory, Casa da Memória de Guimarães (Portugal) is an example of adaptation of industrial ruins to a new use and as well as successful heritage interpretation[1] for sustainable cultural tourism. The good practice identified within CHRISTA partnership demonstrates how a cultural heritage asset after its transformation offers original interpretation of heritage that enhanced visitors' experience. Casa da Memória of Guimarães exposes, through the exhibition "Territory and Community", various perspectives of the local history and provides a space where citizens of Guimarães can share and reflect on their roots, traditions and memories. The practice has already inspired CHRISTA project partners in their action plans and policy instrument improvements in terms of heritage interpretation and sustainable cultural tourism development and promotion.

Participatory governance: involving stakeholders, creating partnerships

Better protection and safeguarding of cultural heritage can be achieved by pooling resources, widening the range of actors and stakeholders with different skills and points of view, seeking innovative approaches, and establishing effective networks. Using participatory approaches reinforces the

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[1] Heritage interpretation is a structured approach to non-formal learning specialised in communicating significant ideas about a place to the audience. It establishes a link between visitors and what they can discover at heritage sites. Source: http://www.interpret-europe.net/feet/home/heritage-interpretation/

stakeholders' perception and appreciation of cultural heritage buildings and ensures the sustainability of adaptive re-use plans. Increased interest in cultural heritage buildings leads to increased activity and sense of ownership. Thus, participatory governance process helps boosting the potential of cultural heritage as a resource for local economic development triggering multiplying effects, including within social policies.

Box 3: Types of partnerships in the heritage projects

> Types of partnerships according to the National Trust (UK) for Places of Historic Interest or Natural Beauty (NT), an advisory partner in Innocastle project[1]:
> - *Management partnerships* - when the heritage object is not owned by the National Trust or when parts of the heritage buildings, manors and castles (HCMEs) are owned by different people)
> - *Research partnerships* with universities which help train young professionals and develop practices in the field of conservation
> - *Supporting partnerships* – where the National Trust supports another organisation through mentoring and advice, working with organisations with similar goals to restore a heritage site or providing technical support to a consortium of local and national actors to save a heritage site.
> - *Partnerships that support the local economy* – many National Trust properties are in rural areas and have come to the Trust as they are no longer viable financially in private ownership. The Trust helps its tenant farmers develop their businesses in a sustainable way and may also partner with commercial tenants to fund restoration or maintenance projects.
> - *Corporate partnerships* – the Trust works with corporate partners to help grow the impact of its work and to underline its conservation messages. These are commercial arrangements whereby the partner receives a defined set of benefits, such as brand association or access to the Trust's membership.

The European Council conclusions on participatory governance of cultural heritage call for developing multilevel and multi-stakeholder governance frameworks which recognise cultural heritage as a shared resource. A positive example of a multi-stakeholder partnership arrangement successfully applied in a scarcely populated rural area is presented below.

Kalevan Navetta – Multiple-Stakeholder-Partnership (MSP) for Creating an Arts and Culture Centre, FINCH project

An old red-brick building in the Finnish city of Sejnajoki was refurbished as a result of a private investment and serves as a positive example of a multi-stakeholder partnership (MSP) arrangement in the heritage sector. The building known locally as 'Kalevan navetta' was built by the Kaleva Ltd in the 1890s. It was planned to work as a vast cowshed ('navetta'), and although it was never used for this purpose, the initial plan labelled the building. By 2010s, the surrounding industrial area was re-designed into a residential area in the city plan and 'Kalevan navetta' was protected as cultural heritage. Owned afterwards by a large construction company, it was sold to a smaller investor profiling in refurbishing heritage buildings.

The city wished to develop its cultural activities in the building and other entities, public and private, were also interested in the facility. Therefore, they agreed to form a multistakeholder partnership (MSP) to jointly exploit the Navetta. The structure of the partnership is multilateral and needs coordination. The local authority plays an important role in this, as the city cultural services are the key tenant and major activities are moved there, including the city cultural services administration, the art hall and the centre for children's culture. The private investor shares the values of other stakeholders and is motivated by the common objective to cherish local heritage. It has invested ca. 11M € in the refurbishing of the site, while 47k€ were provided thanks to a EAFRD/LAG funded project.

It is thanks to multilateral co-operation, that the process has developed quickly: purchased in 2018, the opening of the renewed premises is foreseen for spring 2020.

Kalevan Navetta is a valuable example of a multi-stakeholder partnership successfully applied in a scarcely populated rural area. The joint efforts and dialogue among the MSP, and the efficient administrative sharing of tasks between the parties involved are the key factors for this success. Further information about the practice is available here.

Financing

In addition to public funds, different sources of financing such as public-private partnerships, crowdfunding, venture philanthropy and impact investing can be used for supporting conservation measures.

Interreg Europe projects are identifying **successful approaches for private-public partnerships (PPPs)**. For example, the good practice of Fanad lighthouse showcases the reuse of a working heritage building in a unique and dramatic coastal location in Ireland, developed and managed by the local community in a sustainable manner. The current structure is an example of a public/private partnership between Irish Lights and Fanad Lighthouse contributing to tourism development and the creation of employment opportunities for local people. The practice was brought in by Donegal County Council, a partner in HERICOAST project.

Several good practices on PPPs have been identified by FINCH partners as well. For example, a **consortium was established to support the management** of the Residences of the Royal House of Savoy in Italy. These Residences, registered in the World Heritage List of UNESCO, include 22 palaces and villas located in and around Turin (Italy). The consortium is made up of national, regional and local public institutions (i.e. Ministry for Cultural Heritage and the of Region of Piedmont) and private entities (i.e. Bank Foundations). 30 % of the funding is provided by Piedmont Region, 30% by other members and the remaining amount comes from the revenues gained through the implementation of large number of activities such as exhibitions, concerts, events and cultural initiatives.

Crowdfunding as an innovative approach for securing funds for restoration often serves other purposes beyond finance, such as community engagement. An example from Germany identified by FINCH project on combining crowdfunding and a grant is presented below. The practice demonstrates the successful cooperation between public and private actors in the renovation of a cultural heritage property.

Combining crowdfunding and grant in restoration of a historical facility in the city of Magdeburg (Germany), FINCH project

Ravelin II belonged to the defensive ring of Magdeburg Fortress and was built in 1871-1873. After serving different purposes, the complex was abandoned in 1990 and suffered from vandalism. A new turn in the history of the Ravellin II was brought by a group of committed citizens who founded "Ravelin 2", a cultural association aiming at renovating the site with its own efforts by raising private donations and funds. Since then, Ravelin II has been used for a variety of cultural purposes. The association pays a rent to Magdeburg municipality, the owner of the fortress. Since costs were too high for the association and subsidies were not available, the crowdfunding option was adopted. It was implemented thanks to the regional bank Volksbank through its web portal, dedicated to non-profit projects and free of charge. Crowdfunding donors would receive small gifts as a reward. As a result of these activities the number of visits increased and events like theatre performances were organised. Additional funds from the ERDF OP Saxony Anhalt were invested in the renovation activities. The renovation of Ravelin II could support the candidacy of Magdeburg as Capital of Culture in 2025.

Private actors can be attracted in this (financial) cooperation by enhancing aspects such as:
- better visibility and concrete involvement in a local project
- social impact on the community: "Helping people to help themselves" is one of the basic ideas of cooperative banking of Volksbank Magdeburg and is represented by crowd funding
- involvement in cultural activities as new added value of corporate responsibility
- marketing tool: acquisition of potential new clients coming from unexplored fields: Volksbank granted a 10% subsidy on the donation amount if the project sponsor opened an account with them.

Further information is available here.

Other support measures

Heritage buidings owners can benefit from financial and fiscal support measures, as well as from non-financial support. For example, in the Netherlands, the system of Provincial Monument Watches helps owners of protected monuments - via a subscription system - in the maintenance of their house by inspecting the house every one to two years, carrying out small repairs during the inspection, giving an up-to-date and extensive report after each inspection on the state of the monument. A similar system exists in Flanders (Belgium) and was also recently set up in Slovakia.

Another example, identified by HERICOAST project, comes from the city of Agder og Rogaland in Norway and is about building preservation centres. The centres aim to provide guidance on restoration for individual house owners and professional craftsmen by focusing on traditional methods, practical rehabilitation and architectural styles. In the centres, craftsmen are the primary advisor for private owners. These structures help establishing a constructive dialogue with civil society and strengthen public support for heritage preservation policies.

Strengthening public engagement

One of the ways of strengthening public involvement and engagement at heritage sites is encouraging and introducing volunteering activities. A novel approach called "visiteering" that includes elements of 'visiting' and 'volunteering' activities has been adopted in the UK.

Source: Innocastle project

Building engagement at heritage sites through visiteering, Innocastle project

The National Trust has developed a flexible volunteering offer, including one-day visiteering. Visiteering involves people, as part of a regular visit to a historic country house, in a volunteering activity such as cleaning items from the collection, helping gardeners or decorating a historic house for Christmas. Micro-volunteering makes it easier for people with limited availability to participate and make a difference. By giving new audiences an insight into the work of the staff, allowing them to participate in vital conservation work, the Trust is able to build vital public engagement.

These activities are likely to be informal, with no commitment to repeat. People will often sign-up and join in on the day of their visit. The organisation benefits from being able to engage people more deeply in its work. And visitors benefit from a genuine conservation experience and from the well-being that volunteering brings.

Visiteering is cost-neutral, it can be delivered by existing personnel and includes sometimes a small prize or "thank you" gift. 'Visiteering' has been criticised for eroding the foundations of 'visiting' and 'volunteering' activities. However, if the practice is not overly gamified, it can strengthen the relationship between the volunteer and the organisation, and complement both. The overall idea and approach can serve as an inspiration for other institutions on how to enhance public engagement. Other Innocastle partners such as the Dutch Province of Gelderland are already taking inspiration from the practice. The University College Ghent in Belgium (an Innocastle partner) acknowledged that visiteering has the potential to attract visitors and to create a significant experience particularly at less attractive built heritage. Further information about the practice is available here.

Another way to enhance visitors' experience and engagement is through **programming and storytelling**. Programming is about structuring the activities that take place at heritage properties. Storytelling helps providing more engaging experiences. Innocastle partners discussed the role of cultural programming for creating and organising new experiences of historic castles, manors and

estates (HCME), and presenting them in an appealing way to the target audiences. Programming allows the site to have multiple layers to one theme during the year thereby attracting an audience more than once. This approach helps to better position HCME in the competition with other leisure activities.

Source: Innocastle project (Gerlderland, Baakse Beek- De Wiersee Estate)

What can regions and cities do next?

Interregional cooperation offers the possibility to share policies and good practices, explore synergies and discover new perspectives for improving the effectiveness of policies for conservation and valorisation of built cultural heritage.

At strategic level

- **Adopt a holistic approach**: Cultural heritage strategies should not only focus on preservation, protection or conservation of cultural heritage assets. They need to take into account the spill-over effects and contribution of cultural heritage to sustainable development and the well-being of citizens. Therefore, identifying synergies with urban planning, sustainable tourism strategies and the local cultural and creative sectors needs to be considered as well.
- Where feasible and appropriate, **integrate actions on cultural heritage into the Regional Smart Specialisation Strategies (RIS3)** which would focus not only on preservation but on the adaptive re-use of historic buildings.

At implementation level

- **Consider processes that favour and ensure participatory approaches, innovation, multidisciplinary teams, financial viability and good storytelling** as these can contribute to successful projects in the long term.
- Consider cultural heritage buildings as **an asset that brings economic and social benefits**. Learning from other regions and cities will allow for an evaluation of existing good practices on the re-use of heritage buildings in Europe and will build knowledge of policy makers.
- **Comply with quality standards** when implementing conservation actions; avoid the use of techniques that will compromise the authenticity of heritage buildings. These aspects need to be taken into account at the early stage of conservation projects, including during tendering process.
- **Raise awareness on the significance of cultural heritage buildings for a good quality of life** in cities. Promoting citizens' participation in management and recovery helps to changing the attitude towards cultural heritage and improving knowledge and understanding of the interconnections between cultural heritage, society and economy.
- **Better promote and increase visibility of heritage buildings** especially buildings located in remote and rural areas. In many cases, regions and owners of heritage houses need to strengthen their knowledge and skills to promote, connect and market these buildings.
- Develop **fundraising strategies** for the protection and preservation of cultural heritage that also include creating **public-private partnerships**, **promoting crowdfunding** or other financial support approaches.
- **Develop specific skills** needed to effectively adapt the policy framework to support the uptake of crowdfunding.

Sources of further information

Policy learning platform:

- a thematic workshop in cultural heritage
- a webinar on cultural heritage and sustainable tourism
- a webinar on cultural routes
- a webinar on sustainable tourism in riverside territories
- policy briefs on: on sustainable tourism, on protection and sustainable management of heritage in coastal and fluvial regions, on digital solutions in the field of cultural heritage
- an article about the online discussion on sustainable cultural tourism and the policy recommendations prepared by the Sustainable Cultural Tourism Open Method of Coordination (SCT OMC) working group

Other sources
- EC, Heritage Houses for Europe, 2019
- ESPON Policy brief on reuse of spaces and buildings, 2020
- EC, Crowdfunding: Reshaping the crowd's engagement in culture, 2017
- Participatory Governance of Cultural Heritage, Report of THE OMC (Open Method of Coordination) working group of Member States' experts, 2018
- European Quality Principles for EU-funded interventions with potential impact upon cultural heritage, ICOMOS, 2018
- EC, Getting cultural heritage to work for Europe, a Report of HORIZON 2020 expert group on cultural heritage, 2015
- EC, Mapping of Cultural Heritage actions in European Union policies, programmes and activities, 2017 part 3)
- Creatives unite – Artists & Creatives Community COVID-19 Resource Platform

#heritage buildings, #cooperation

Interreg Europe Policy Learning Platform

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