

Cultural Heritage Counts *for* Europe

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4th Steering Committee meeting
October 16, 2014, Krakow
International Cultural Centre



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Aim of the project as stated in the application

Through the project “Cultural Heritage Counts for Europe” the grouping of six partners propose **to gather, analyse, compare and consolidate the existing data relating to the impact** (direct and indirect) of cultural heritage on society and the economy. In this way the project will **result in an European mapping of the evidence-based research already carried out at the national, regional, local and/or sectoral levels**. It aims to **present conclusive and persuasive arguments for convincing policy- and decision-makers of the impact and multiple benefits of investing in heritage**.

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The aim of the report

- Prove the thesis in the title: cultural heritage counts for Europe
- Gather and analyse existing research and data on the impact of heritage (Communication from the Commission... „Towards an integrated approach to cultural heritage for Europe”)
- Include a set of recommendations for the European Commission and policy makers

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Structure of the project as stated in the application

In a 1st stage, the different methodologies and indicators developed by various organisations for assessing heritage and its impact will be described and analysed.



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- Definitions of heritage
- Analysys of worldwide literature
- Impact and value discourse
- Theory of the four pillars approach

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Structure of the project as stated in the application

In a 2nd stage, quantitative and qualitative data as well as case-studies will be presented and analysed in order to clearly demonstrate the value of heritage and the benefits of investing in heritage. The dangers of reducing heritage to a series of indicators or solely quantitative data will also be discussed.




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Meso level



- Evidence from various text materials discussing the impact of heritage, separately for each domain: economics, society, culture and environment
- Conclusions referring to the impact of each domain

Micro level



- Case study of the modernised Gallery of 19th Century Polish Painting in Sukiennice, Krakow (branch of the National Museum) – based on the existing data and text materials
- Case study of Mechelen ...

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Structure of the project as stated in the application

In the 3rd stage, gaps in information will be identified, and recommendations will be made for policies, future research and (new) indicators and methodologies that can be developed and applied throughout Europe. Recommendations on how data collection can be managed into the future will also be identified

Recommendations



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Recommendations



- Final conclusions, including identified gaps
- Recommendations

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Input prepared by the ICC

- Macro: additions to the document prepared by the RLICC; methodology
- Meso: impact of cultural heritage on economics
- Meso: impact of cultural heritage on culture

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Input under preparation by the ICC

- Macro: more additions – definitions of cultural heritage, including definitions in Central European countries, supplemented by opinions by „national experts” from CE
- Meso: additions to the already prepared texts including recently acquired materials
- Micro: case study of the modernised Gallery of 19th Century Polish Painting in Sukiennice, Krakow (branch of the National Museum)

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Impact of cultural heritage on economics: construction

- Total economic value= use and non-use values
- Impact on labour market (multiplier effects)
- Impact on tourism (spill-over effects)
- Revitalisation
- Return on investment
- Attractiveness and competitive advantage
- Real estate market
- Creative economy

Impact of cultural heritage on economics: key findings

- Although the impact of cultural heritage on the economy seems to be the field most frequently studied the literature review as well as interviews with experts in the field and discussions provided rather disappointing results in Europe (except the UK)
- A great number number of the reports, studies, documents take the impact of heritage for granted (not much evidence), superficial statements of a dogmatic character

Impact of cultural heritage on economics: key findings

- A clear difference in the interest and number of studies undertaken between the Western and Central Europe
- The most frequently researched subjects: the impact on the labour market and tourism, then, heritage and the real estate market.
- Judging by the bibliographies of the articles there is few experts in Europe who deal with the economic impact, they are kept being quoted in most texts.

Impact of cultural heritage on culture: construction

- Included values: – identity and identification; symbolic, aesthetic, and historical values; attractiveness and image; education
- Divided into:
 - Social value – identity and identification
 - Symbolic, aesthetic, and historical value
 - Attractiveness and image
 - Education

Impact of cultural heritage on culture: key findings

- impact of cultural heritage on the development of cultural resources and historical value has merely been signalled in literature; impact on identity, symbolic value, attractiveness and image, as well as education has been covered in literature much more extensively
- problem of treating material and immaterial, movable and immovable heritage as one issue
- significant part of studies, reports, and summaries is based on the very general research results, authors stop at providing intuitive remarks
- UK as a model

Thank you!