



Concluding Conference

12 June 2015
Oslo, Norway



#HeritageCounts

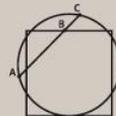


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Making the Case

Panel discussion



Panelists

Prof. Jacek Purchla, Director of the International Cultural Centre in Krakow (Poland)

Joanna Sanetra-Szeliga, Research Institute for European Heritage, International Cultural Centre in Krakow (Poland)

Prof. Koenraad Van Balen, Director of the Raymond Lemaire International Centre for Conservation, University of Leuven (Belgium)

Aziliz Vandesande, Phd Researcher, Raymond Lemaire International Centre for Conservation, University of Leuven (Belgium)

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Four pillar approach to sustainable development

Source : own, based on UNESCO, 2013.



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Wooden housing in Kuldīga old town, Latvia

Photo credit: Europa Nostra

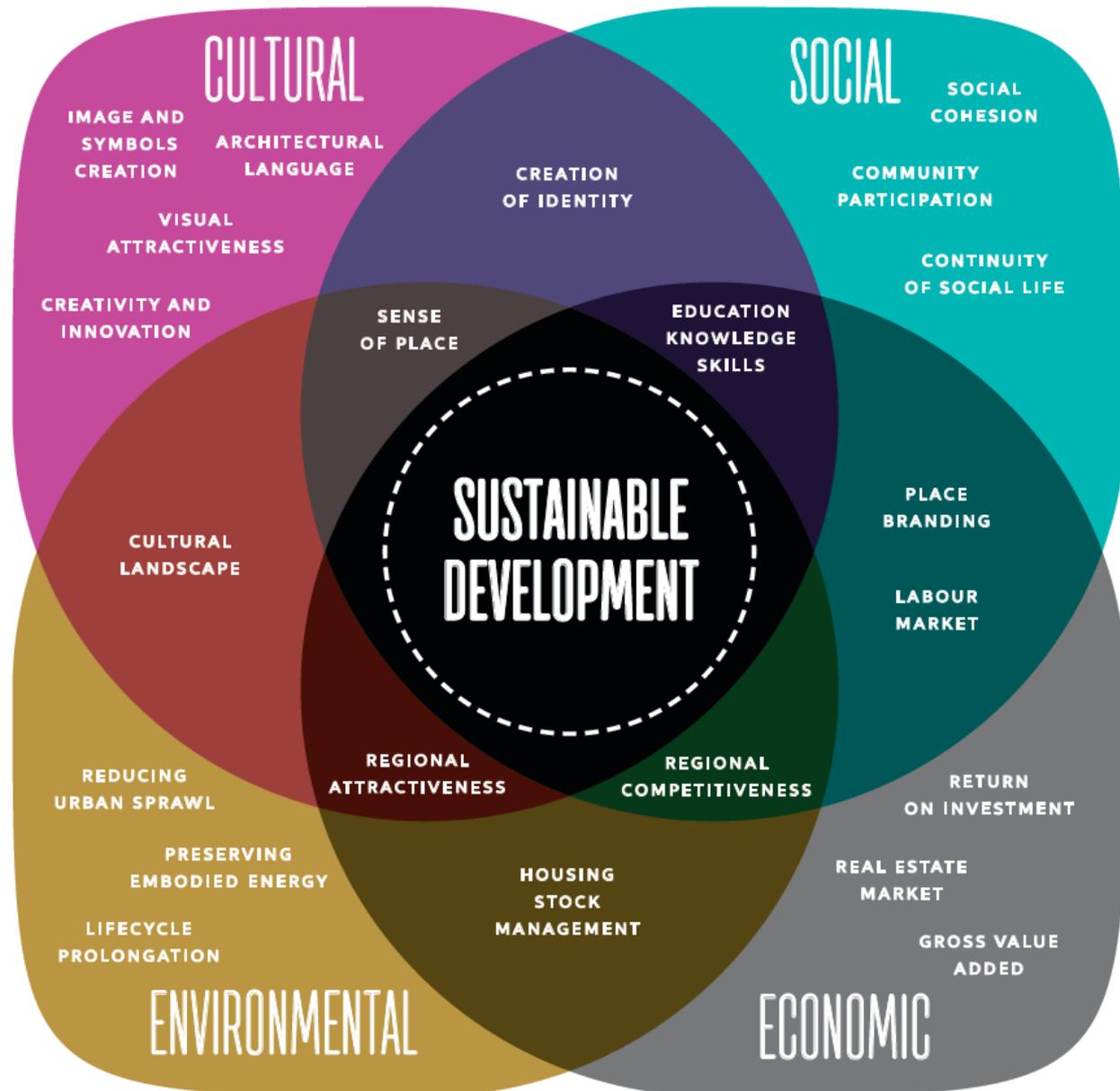


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Holistic four domain approach



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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

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Subdomains of heritage impact

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social-service
spillovers

creates demand
for specialised
workforce and
opportunities for
skills training

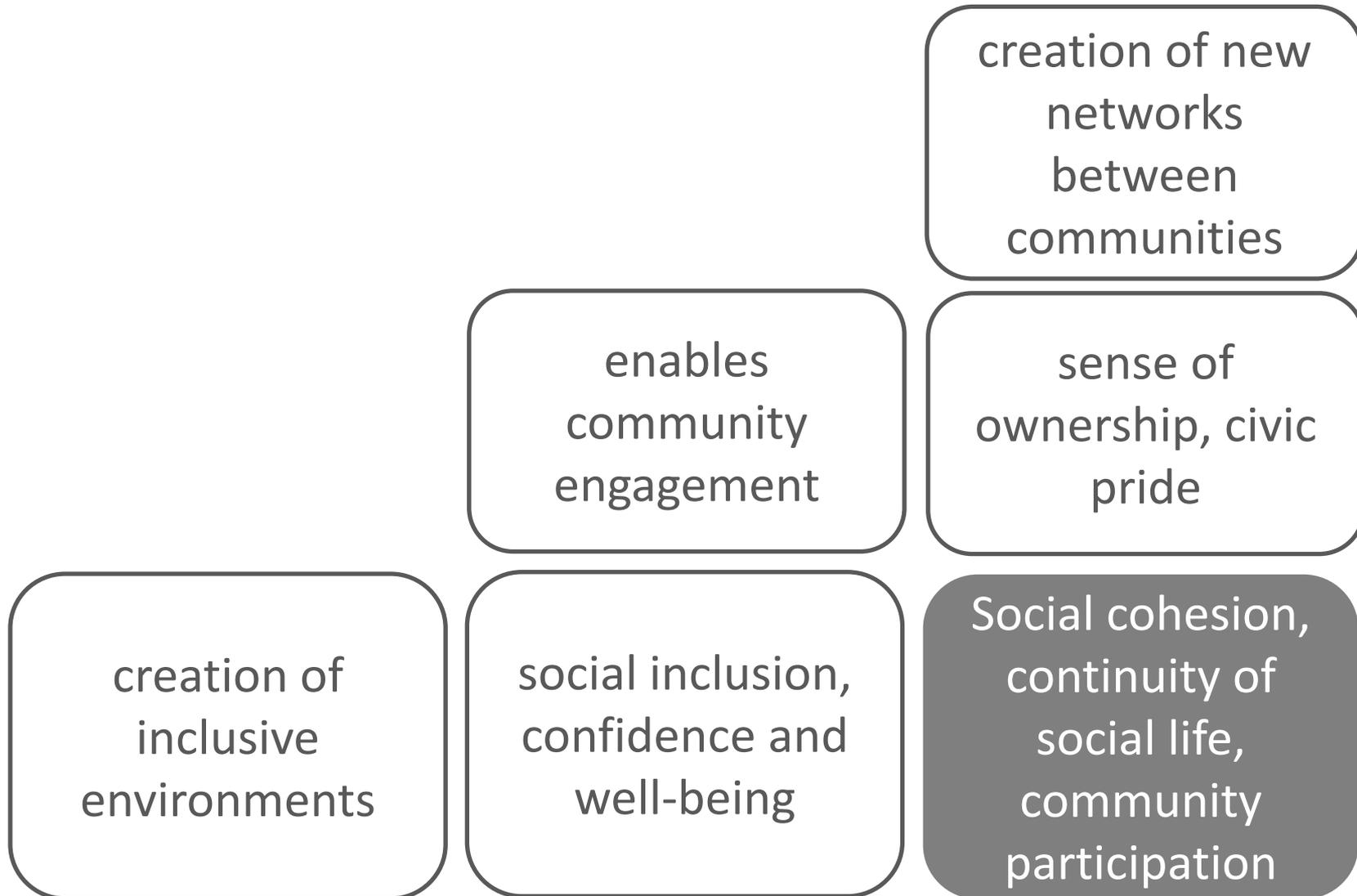
jobs created
during
implementation
of heritage-
oriented
projects and in
heritage
maintenance

significant indirect and induced
creation of jobs — up to 26.7
induced jobs to each cultural
heritage job

highly labour
intensive sector

Labour market

Subdomains of heritage impact



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Subdomains of heritage impact

Aesthetics of a
place and image
creation

attractiveness of
buildings

attractive
appearance of
the cities

positive impact
on people's
sense
of identity

basis for promotional
strategies of cities, regions and
countries

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Central European experience after 1945

Characteristics of the system (criteria of comparison)	Present system (after 1989)	Previous system (before 1989)
Form of ownership (dominating and preferred)	Private ownership of historic monuments	State ownership of historic monuments
Responsibility for monuments	Responsibility for monuments rests (by law) on the owner and the user	Responsibility for maintenance rests on the state
Financing the monuments	Responsibility for monuments (together with research) rests on the owner (private)	Financial responsibility for the protection of monuments and for research rests on the state

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Central European experience after 1945

Characteristics of the system (criteria of comparison)	Present system (after 1989)	Previous system (before 1989)
Status of a historic object	Monuments are treated in a commercial way – protection of monuments is seen as an investment	Monuments are not treated in a commercial way – protection of monuments is not seen as an investment
The position of conservation office	Conservation office is dependent (it works within the structures of regional government)	Conservation office realises the central policy of the state
The role of conservation office	Conservation office is passive – initiative depends on owners and investors	Conservation office is active – it defines the form of preservation of monuments

How heritage can contribute even more to (local) sustainable development



“Downstream” perspective on cultural heritage impact

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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

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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.

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**“Upstream” perspective on
cultural heritage impact**



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Thank you!