Role of natural and cultural heritage in territorial development

changing visions

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Introduction

Territory and development include several typologies (descriptors) of **Cultural Heritage**:

- **tangible** – built heritage, monuments, artifacts, clothing, works of art, books, machines, historical cities, archaeological sites
- **intangible** - practices, representations, expressions, knowledge, skills, and related tools, objects, and cultural spaces, to which people attach value. This includes oral language and traditions, performing arts, social practices, and traditional crafts.
- **natural** - landscapes, flora and fauna
- **digital** - resources created in digital form (e.g. digital works of art and animation) or which have been digitised in such a way as to ensure their preservation (text, images, videos, recordings)

Google citations on CH are many but specialised journals are limited (**International Journal of Heritage Studies** by Taylor & Francis)

- Today, more than 1000 World Heritage (WH) sites are inscribed on UNESCO’s list, 228 of which are natural and mixed heritage sites
- CH as a trigger in obtaining economic, social, environmental, and cultural benefits to society
New CH vision

- is coherent with the evolution of Cohesion Policy towards the post 2020
- CH nature and diversity could begin a real symbol of cohesive and democratic integration
- a strong contribution is required to Social Sciences in and by Horizon 2020, in order to make European regions more inclusive
- 2016: Urban Agenda and UNESCO’s ‘Global Report on Culture for Sustainable Urban Development’ already reinforced the importance of culture in the inclusive process, declaring that the full integration of cultural components favors integration into urban/rural strategies

The notion of CH is global and transnational

In Europe it is indissolubly linked to the places identity (massive contributions by literature and practical experiences)
The connection *cultural heritage*-cultural identity brings back to a multitude of tangible and intangible components, contributing to assert a notion of CH not only historical and conservative (UNESCO, 2006)

It has also a functional (*UNESCO Universal Declaration on Cultural Diversity*, 2001) and anthropological sense (UNESCO, 2014, p. 10).

Lists, types, themes and dimensions are able to define CH contents, which include **key words** as: *diversity, creativity, conservation, valorisation, renovation, rehabilitation, aesthetic, well-being, environment, economy, tourism, digitalisation*, etc.

It is:

- synthesis of the dynamic territorial evolution and identity (Graham et al., 1998);
- distinctive character of a territory (diversity) and so it is felt by people
CH development addresses by literature

innovative small-scale craft industries (Third Italy 1972 by Piore and Sabel 1984) inspired:

• creative city and cognitive-cultural Economy as new urbanism (Jacobs 1984, Scott 2014); creative regions (Andersson 1985); integrating arts and culture into urban planning (Yencken 1988)

• policy devotes to develop city artistic and cultural assets (Toronto, Cologne, etc.) (Duxbury 2004). In 2014: more than 60 self-professed creative cities world-wide

Culture = “creative design” activities

“cultural innovation” was more consistently invoked in analyses of the manufacturing economy and especially technology-intensive industry
CH development addresses by recent literature

• *Comedia Report* 1991 inspired the **Year of Culture** (from Glasgow today)
• *Landmark Manifesto* has called for the investment of creative energies in promoting the cultural life of the city (Landry (2000))
• A **creative class** emerged (Florida, 2002)
• From 2006, conceptual focus of cultural heritage has shifted alongside three interrelated and complementary directions: 1) from monuments to people; 2) from objects to functions; and thus 3) from preservation *per se* to purposeful preservation, sustainable use, and development.
• A **cultural capitalism** arises by clusters of technology-intensive, services, and cultural producers (Allen, 2014)
CH development addresses by literature

• **Psychologists** (2012): Cultural Heritage provides construction of Self and Well-Being in cities and local places, emphasizing old and new, culture, tradition, status, and community, and social norms

• **Ecologists** (2018): protected areas ‘new paradigm’ includes communities and their cultural assets, tangible and intangible cultural heritage, as critical and inseparable parts of these areas

• **Geographers and Economists** (2018): Tourism, economy, finance and management for CH conservation and valorization

• **Planners** (2018): Conservation and Tourism
CH as sectoral economy

Events have multiplied to an enormous extent in Europe:

• exhibitions and culture weeks (music, light, design, movie, poetry, photography, modern street art, culture technology and economy, etc.)

• cultural policy activity of large and medium-small cities, beyond the museums’ traditional events (Edinburg, Lyon, Berlin, Barcelona, Turin, Venetia)

• the return of investment and visibility on the city economy is hug as well as the increase of societal contacts and innovative initiative

• Cultural digital platforms (communities) are born in order to favor the connection between people, cultural stakeholders and investors (public and private)

• as well as co-working spaces (formal and informal), leading to creative spin-off, start-up and crow-founding activities on youth creative products
CH accessibility

• A shared vision of the CH role in social cohesion and inclusive social development are favored.

• Tangible and intangible CH are critical and inseparable parts of the societal well-being and touristic economy and management.

• The related finance and investments have the scope to implement.

Concept of «Widespread Museum» (Drugman 1982) is re-worked in the recent years as expression of the continuity between the cultural heritage and the landscape and the close relationship with the land that features museums of a country.
In Europe

Since:

• EU Member States are primarily responsible for the **protection and promotion of cultural and natural heritage** (art. 3.3 Lisbon Treaty; art. 167 of the Treaty on the Functioning of the European Union)

• European institutions provide assistance and complementary actions (EParl: European Year of Cultural Heritage 2018)

• European Council 2014: cultural heritage as both a strategic resource for a sustainable Europe, and “an irreplaceable repository of knowledge and a valuable resource for economic growth, employment and social cohesion”

• European Commission Communication “*Towards an integrated approach to cultural heritage for Europe*” calls for an integrated approach to fully make use of its potential for economic growth and social cohesion.

European Commission has proposed a *New European Agenda for Culture 2018*

H2020 is launching calls on societal role of CH in development

Democratic and cohesive role of CH is amplified!
by

• Creative Europe 2020 and H2020
• Smart Specialisation Strategy 2020 (Europe 2020, national and regional S3)
• Industry 4.0
• Ministries National Operative Plans = Cohesion Policy funds spending
• Digital Agenda (national and regional)
• INTERREG e CBC programmes
Culture Action in Europe 2018: value and values of Culture. Is a value chain?

CH FOSTERS SOCIAL COHESION AND INCLUSIVE SOCIAL DEVELOPMENT, assuring

• sustainability of next generations (EHHF, 2018)
• Citizens’ Wellbeing looking at the territorial diversity

FAIR AND EQUITABLE GROWTH AND JOBS IN CULTURE AND ADVANCED TECHNOLOGICAL FIELDS

• Drivers of Competitiveness and Culture’s Full Economic Potential
• Jobs in the Creative Ecosystem
• Small and Medium-Sized Enterprises
• Culture in External Trade
• Culture in Tourism
• Digital Shift
Urban/Rural Agenda and CH 2018

- progress in Urban Areas
- advocating a holistic approach to urbanization

Past commitments to funding culture shows the recognition of its impact in regional development and thus the importance of culture’s role in EU cohesion policy.

Now it has become evident that funding focusing on hard infrastructure, disregards the natural target group of cultural activities: audiences, communities and EU citizens.

- UNESCO’s ‘Global Report on Culture for Sustainable Urban Development’ 2016 reinforces the importance of culture in this process, declaring that the full integration of cultural components into urban/rural strategies from beginning to end is the ‘best measure’ to prevent negative effects of rapid urbanisation.

68% of Europeans would like to know more about Europe’s cultural heritage - 82% take pride in it, and agree it can improve quality of life and a sense of belonging to Europe.

- 70% agree they feel pride in cultural heritage from a European country other than their own, or that living close to places related to Europe's cultural heritage can give people a sense of belonging to Europe.

Percentage of citizens that placed an issue among the three that most create a feeling of community among EU citizens in 2007 and 2017 (Eurobarometer, 2017)
Impacts on wellbeing

• Council of the EU acknowledged that CH ‘plays an important role in creating and enhancing social capital because it has the capacity to enhance the quality of life and the wellbeing of individuals and their communities’

• wellbeing relates to satisfaction and happiness

• Anyway Culture is not at the first place

(Eurostat, 2011)
KEA European Affairs: CH Impact assessment

European Heritage Heads Forum (EHHF)
Old sites and new functions: reconversion

Knowledge, skills and materials underpin the stewardship of the historic environment, a long term cultural and economic asset, and can support a new type of heritage economy.
Comparing models: business vs territorial EGTC
Smart Specialisation Strategy and national Cluster

- **Technologies for Cultural Heritage**: building an “interoperable platform" (CH Tech DB Portal) for knowledge, management, restoration, redevelopment, safety and enhancement of CH

  - *Horizontal approach*: a digital ecosystem of CH that reconnects all stakeholders involved in the process, enabling the exchange of information through electronic modelling technologies
  
  - *Vertical approach*: implementing features to support specific areas (planning)
  
  - *Cross approach*: to provide a set of innovative services, implementing basic mechanisms to enable the delivery of higher level services ensuring the security and reliability of data, interoperability of functions and accessibility of services
More and more CH DataBase, Portals and Observatories in Med area by INDUSTRY 4.0

Fourth Industrial Revolution requires the same 3 previous approaches within an integrated development vision, involving

✓ Technology
✓ Multidiciplinary design
✓ Mutilevel coherent governance
Policy sectors

- Internet of Things applied to industry
- Big data and analytics
- Augmented reality
- 3D printing
- Robots
- Symulating NET integration
- Cybersecurity
- Cloud
- Cultural Heritage

SOURCE: BCG
Network managing of CH

Impact of networks in the achievement of strategic objectives

Source: Hinna, 2018
To implement Industry 4.0 for CH

nature matters! Because it requires:

✓ a strategic territorialised policy initiative
✓ a match of appropriate territorial investment and industrial policy decisions
✓ Policy actions in key areas
✓ Knowledge in deep of territory and its cluster, lab net, RI net, CH, ecc.)
A CH Digital Innovation Hub is a virtual or physical 'one-stop-shop' that allows any people, firms and stakeholders to have support in understanding and accessing digital technologies and financial tools useful for digital transformation.

The technological core of a CH DIH is the public and private Competence Centres (DTC)
Technological domains and development strategies: the example of DTC Latium Region

HUB 1: Digital technologies and virtualisation
- Multimedia platforms, communication systems, digitisation
- Production cycle management of CH, narrative formats, infrastructure solutions

HUB 2: Technologies for diagnostics, conservation, renovation
- Analysis, diagnostics, testing, monitoring
- Materials, nanotechnologies, sensors, devices

HUB 3: Technologies for design and management of resources
- Business systems and models, protection, security, sustainable management
- Regeneration, valorisation, sustainability and energy efficiency, quality of the environment
- Restoration of local identities for the development of attractive and competitive tourism
Ecosystem of a Digital Innovation Hub

**Digital Innovation Hub**

**Makes Services Available to Creative CH Industry**
- Access to competence centres (CC)
- Development of an innovation ecosystem (dissemination, seminars, communication)
- Brokerage
- Assistance and access to finance/facilities
- Market intelligence
- Training and education
- Mentoring and incubator services
- Enhancement of best practices
- Services x 4.0 (IoT, CPS, Cloud, 3D, ..)
- Certification and rating of 4.0 projects
- Networked with national and European DIHs

**CC FORNISCONO**
- Access to infrastructures and technological platforms
- Expertise for digitisation and its applicability
- Assistance for experiments in real life environments
- Research, virtualization, experimental manufacture of new products
- Demonstration of best practices
- Exhibits technologies in pilot-factories, in fab-labs
- Networked with national and European CH TD
Who is the real CH instrument in Internationalisation of Economy or Market globalisation?

- Researchers, students and visitors by agreements, participation and exchanges in education, technology and management planning
... and city

• Investment strategies in CH is all included: digital-Wi-Fi-QR-codes-apps, Climate Change mitigation, Energy Efficiency, Mobility and underground, Water, Waste ...

• non-agreement with space for living and working (spreading tourism) is not an option for CH

• talent attraction, start-up and digital events are a priority that changes down towns, peripheries and rural areas involving citizens in a long-term strategy (2030-2050)

City as original incubator of new CH landscape
**CH is and does critical mass**

*Our ambition is CH ‘nourishes’ the new economy of South of Europe*

Thank you

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