

“Material Cultural Heritage as a Strategic Territorial
Development Resource:
Mapping Impacts through a Set of Common European
Socio-economic Indicators”

An Espon TA project, initiated by the EHMF TF

Presentation Espon EHMF Task Force meeting Vienna 6 - 7 June 2023
T. Nypan

Background. Objectives to map

3 main indicators to map:

- GVA and share of GVA
- FTE and share of FTE
- Turnover

four main areas in which built heritage generate direct or indirect turnover and income:

construction industry

tourism

cultural and creative industries

real estate

a Lead EU policy document for EU policy in Commission European Framework Action for Cultural Heritage. Cluster of actions 4.

- <http://openarchive.icomos.org/id/eprint/2317/1/NC0319331ENN.en.pdf>
- “Material Cultural Heritage as a Strategic Territorial Development Resource: Mapping Impacts through a Set of Common European Socio-economic Indicators”

ESPON



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Most important:
Validated an operational method for socio-economic valuation based on official statistics

- Calculation method can be ameliorated, improved.

Is already a potent regional management tool!

ESPON



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ESPON TA METHOD DOES
NOT CAPTURE
ENVIRONMENTAL 'VALUES'.

TA Background

During the last decade, policymakers have increasingly acknowledged the role of cultural heritage as a strategic resource for economic growth, employment and territorial cohesion. This is reflected in several European policy documents

EHHF TF initiative

Application to Espon

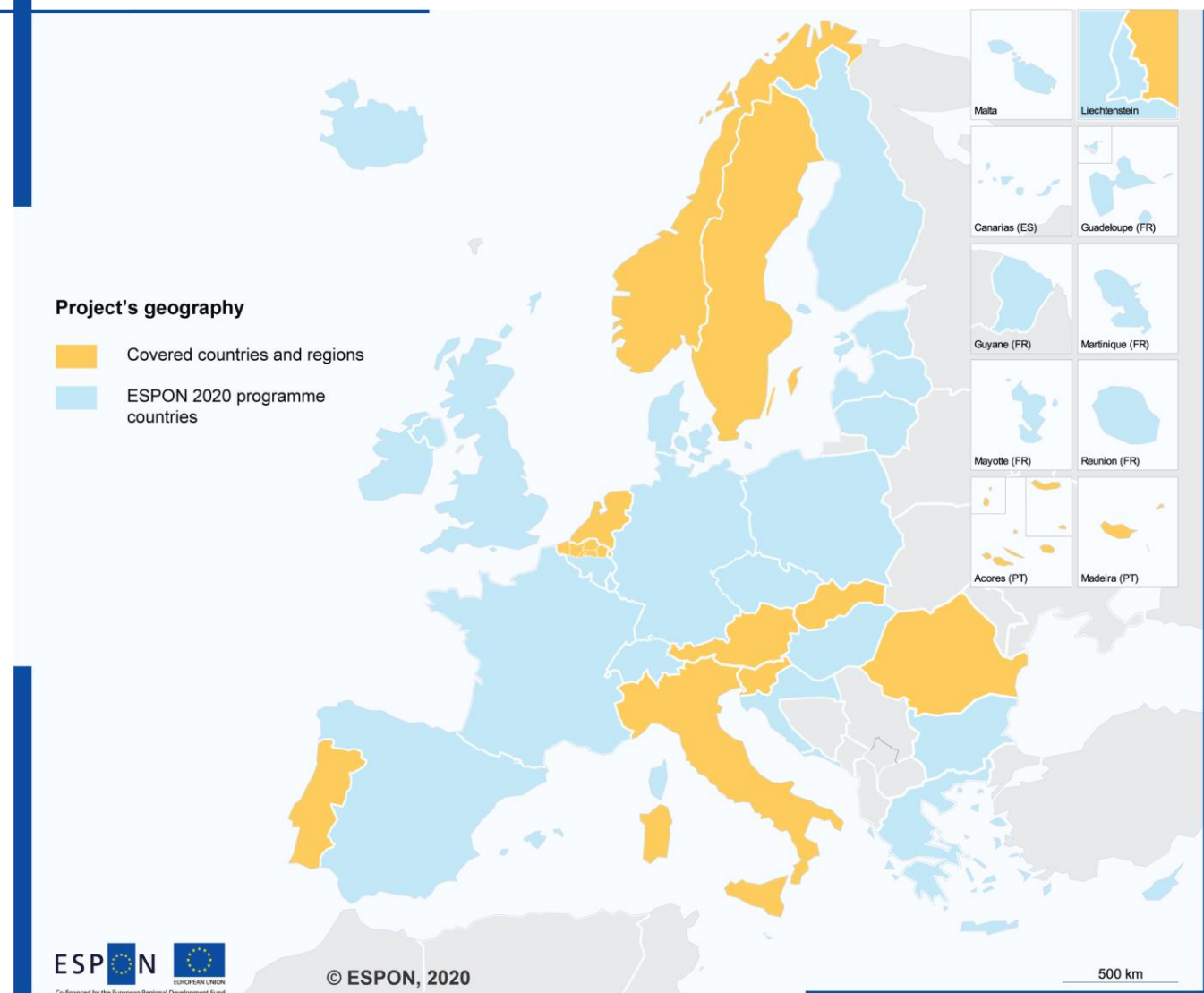
Voluntary participation TF members

Method of calculation.

T. Nypan 2016. "A Proposal for a Design to Develop European Statistics on the Socioeconomic Contributions of the Physical Cultural Heritage". In Van Balen, K., Vandesande, A. (eds.). Heritage Counts. Garant Publishers

TF Participants

1. Portugal
2. Italy
3. Slovenia
4. Austria
5. Slovakia
6. Netherlands
7. Belgium
8. Romania
9. Sweden
10. Norway



Predecessor. Hungary. Data 2012

<https://oroksegkalauz.seed.hu/files/attachments/326.pdf> .

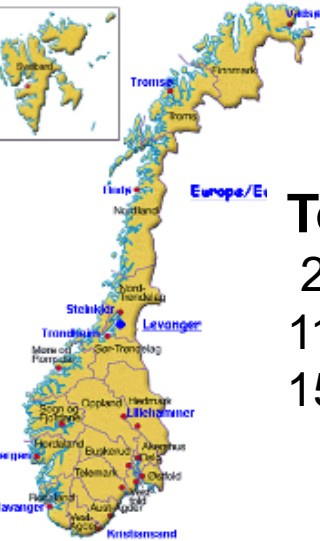
an attempt is made to show the **contribution of built heritage to domestic economy in Hungary**, Quantifying the added value of built heritage to national production and to employment.

Figures Norway. Examples



Construction sector

1 870 Mio. € Production
670 Mio. € GVA
9600 FTE in 2 600 SME



Tourism and travel

2710 Mio. € production
1110 Mio. € GVA
15 840 FTE



FTE – Full time employment

25 440 FTE

1,1 % of all employment continental economy Norway



Brut productin GVA

1780 Mio. € GVA

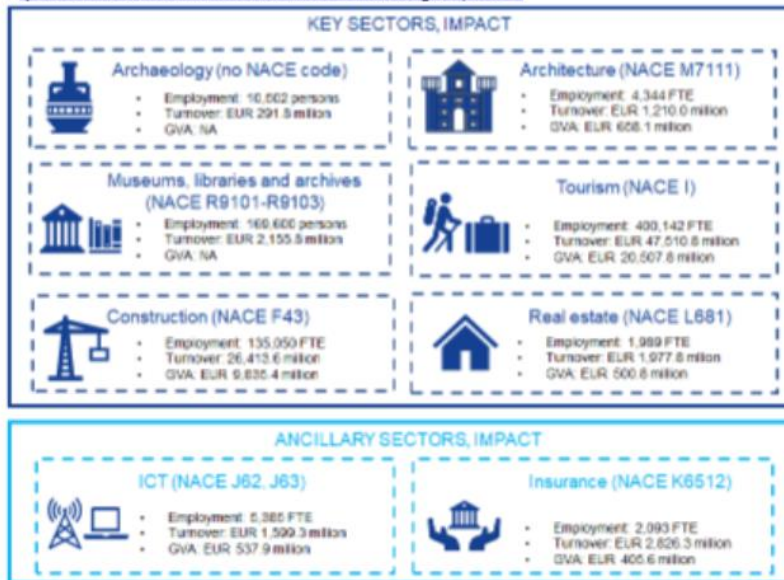
0,8 % Nationale brut production BNP

2,0% BNP continental Norway

FINDINGS TA

- **Employment:** 2.1% of the total business economy except financial and insurance activities and 5.0% of the total services economy (NACE codes H-N and S95), similar to the contribution by the entire subsectors of support activities for transportation, cleaning activities or private security activities;
- **Turnover:** 1.0% of the total business economy except financial and insurance activities and 4.0% of the total services economy (NACE codes H-N and S95), similar to contribution by the entire subsectors of support activities for transport, legal and accounting activities or wired telecommunication activities;
- **GVA:** 1.6% of the total business economy except financial and insurance activities and 3.4% of the total services economy (NACE codes H-N and S95), similar to contribution made by the entire subsectors of activities of head offices, engineering activities and related technical consultancy or business and other management consultancy activities.

Impacts related to MCH in the stakeholder countries/regions, 2016*



Source: elaboration of the service provider (2019) based on national databases and Eurostat

Findings TA 1

KEY SECTORS, IMPACT



Archaeology

- Employment: 10,502 archaeologists
- Turnover: EUR 291.8 million
- GVA: N/A



Architecture

- Employment: 4,344 FTE
- Turnover: EUR 1,210.0 million
- GVA: EUR 658.1 million



Museums, libraries and archives

- Employment: 169,600 persons
- Turnover: EUR 2,155.8 million
- GVA: N/A



Tourism

- Employment: 400,142 FTE
- Turnover: EUR 47,510.8 million
- GVA: EUR 20,507.8 million



Construction

- Employment: 135,050 FTE
- Turnover: 26,413.6 million
- GVA: EUR 9,835.4 million



Real estate

- Employment: 1,989 FTE
- Turnover: EUR 1,977.8 million
- GVA: EUR 500.8 million

AUXILIARY SECTORS, IMPACT



ICT

- Employment: 5,385 FTE
- Turnover: EUR 1,599.3 million
- GVA: EUR 537.9 million



Insurance

- Employment: 2,093 FTE
- Turnover: EUR 2,826.3 million
- GVA: 405.6 million

Share of the impacts related to MCH in the total sector/activity in the stakeholder countries/regions, 2016⁹

Findings TA 2

KEY SECTORS, SHARE IN TOTAL SECTOR



Archaeology (no NACE code)

- Employment: 100%
- Turnover: 100%
- GVA: 100%



Architecture (NACE M7111)

- Employment: 8.6%
- Turnover: 12.1%
- GVA: 11.5%



Museums, libraries and archives (NACE R9101-R9103)

- Employment: 100%
- Turnover: 100%
- GVA: 100%



Tourism (NACE I)

- Employment: 28.5%
- Turnover: 27.8%
- GVA: 28.2%



Construction (NACE F43)

- Employment: 10.0%
- Turnover: 11.0%
- GVA: 10.9%



Real estate (NACE L681)

- Employment: 7.1%
- Turnover: 10.2%
- GVA: 11.2%

ANCILLARY SECTORS, SHARE IN TOTAL SECTOR



ICT (NACE J62, J63)

- Employment: 0.5%
- Turnover: 1.0%
- GVA: 1.0%



Insurance (NACE K6512)

- Employment: 3.0%
- Turnover: 2.9%
- GVA: 3.0%

Source: elaboration of the service provider (2019) based on national databases and Eurostat

Main outcomes ESPON TA

- A common theoretical framework defining the economic sectors on which material cultural heritage has an impact.
- A common methodological framework on how to determine the impact material cultural heritage.
- Evidence (collected data and set of indicators) on the economic impact of cultural heritage in stakeholder territories / regions over the past 5 years (for example e.g. cultural heritage-related gross value added in tourism, construction, etc.).
- 214 600 € Budget.

Main outcomes ESPON TA (II). END.

- Step-by-step method for how to develop a monitoring system (at the territorial level) to be used in the stakeholder countries, that includes all actions necessary to obtain data of the defined socio-economic impact indicators, building time series and checking and reporting the status of the indicators on a regular basis. It should also include an operational description of the data generating and reporting procedures