

// ESPON 2030 Knowledge development activity, Vienna, 06-07 June 2023

Location:



Federal Monuments Authority of Austria, Bundesdenkmalamt,
Hofburg, Säulenhof, 1010 Wien // hybrid online

The material cultural heritage: operationalisation of diverse research outcomes for policy makers

Context

The ESPON 2020 Programme produced two major research studies on the impact of cultural heritage. Both studies are mentioned in the European Framework for Action on Cultural Heritage (2019).¹ The Cluster of actions No 4. “Regenerating cities and regions through cultural heritage” notes that these studies will play an important role in providing evidence and data on the impact of cultural heritage.

The ESPON targeted analysis project [“The Material Cultural Heritage as a Strategic Territorial Development Resource: Mapping Impacts Through a Set of Common European Socio-economic Indicators \(ESPON HERITAGE\)”](#) (2018–2019) focused on developing a common theoretical framework in quantifying economic impact of material cultural heritage covering 11 European countries, related to: archaeology, architecture, museums, libraries and archives, tourism, construction, real estate, ICT and insurance.

The pan-European ESPON Applied Research project [“Cultural Heritage as a Source of Societal Wellbeing in European Regions \(ESPON HERIWELL\)”](#) (2020–2022) focused on how the presence of cultural assets and associated EU investments contribute to overall societal well-being and improved territorial cohesion across European regions.

Both studies provide a rich set of empirical data, methodological innovations and diverse research outcomes, captured over multitude of reports, visual presentations, tables and maps. Efforts have been made to make the research outcomes more operational and “digestible”. As far as ESPON HERITAGE project is concerned, the ESPON EGTC prepared a [working paper “Measuring economic impact of cultural heritage at territorial level”](#) showcasing in a condensed way the main research outcomes. Similar efforts have been made at the country level, contextualizing the most important ESPON HERITAGE findings for the national level policy makers, for instance, in Flanders (Belgium)², Sweden³ and Austria⁴. An ESPON transeuropean outreach event was held in Nicosia in 2019 to contextualize the ESPON HERITAGE project outcomes for the Southern European countries⁵.

¹ European Commission. 2019. European Framework for Action on Cultural Heritage. <https://doi.org/10.2766/949707>

² See <https://www.onroerenderfgoed.be/nieuws/de-economische-betekenis-van-materieel-cultureel-erfgoed-europa>

³ See: <https://www.raa.se/2020/05/ny-rapport-kulturarvets-ekonomiska-paverkan/>

⁴ See: <https://www.bda.gv.at/service/publikationen/oezkd/oezkd-heft-1-2-2020-espon-studie.html>

⁵ See: <https://www.espon.eu/cyprus>

The ESPON HERIWELL project was finalized recently during the summer of 2022 with the final conference taking in place in Milan in December 2022.⁶ Thus, only scattered showcases of the ESPON HERIWELL research outcomes have been made, for instance, during the annual 2022 EHHF meeting in Scotland and during the steering of the work of Urban Agenda Partnership on Culture/Cultural Heritage. A separate article on how Covid-19 pandemic affected the use of cultural heritage in the context of boosting quality of life, was published in the ESPON magazine TERRITORIAL (2021)⁷.

Objective

The event will present the results of the ESPON HERITAGE and ESPON HERIWELL studies, that are both dedicated to cultural heritage. The rich set of research outcomes and policy recommendations will offer the opportunity to discuss further ideas and proposals on:

- a practical regional development package to assist national and local authorities in fostering measures that increase socio-economic and well-being aspects of built cultural heritage.
- proposals on how to improve statistical data collection on cultural heritage, especially the creation of a satellite account for cultural heritage.
- life cycle extension and re-use of existing (historic) buildings by focusing on how to adapt them to contemporary use demands.

The target group of this event is [EHHF Heads](#) (managing directors of national heritage institutions), members of the [EHHF Task Force on Economy and Statistics](#) (various cultural heritage practitioners at national/regional level cultural heritage institutions), other interested stakeholders. The aim is that the results of the event are used primarily by the representatives of national heritage institutions:

- To nationally better communicate ways how to employ the socioeconomic value of built cultural heritage
- To submit targeted proposals to Eurostat concerning data collection, see subdomain “cultural heritage” (<https://ec.europa.eu/eurostat/web/culture/data>)

The event is organised in the framework of the new ESPON 2030 Programme’s Thematic Action Plan [“Perspective for all people and places”](#).

⁶ See: <https://www.espon.eu/contribution-cultural-heritage-societal-well-being>

⁷ See: <https://territorial.espon.eu/magazine/reader/222384?article=30-15>

Agenda

06 June 2023

08:30 *Registration & Coffee*

09:00 Welcome and Opening

// **Christoph Bazil**, Director of the BDA (Federal Monuments Authority of Austria)

// **Paul Mahringer**, Deputy Manager (BDA); Chairman of the EHHF Task Force on Economy and Statistics

09:15 Setting the scene — the new ESPON 2030 Programme

// **Zintis Hermansons**, ESPON EGTC, Research and Policy Manager

09:30 State of play regarding the research on the societal impact of cultural heritage

This plenary-style session will provide a general overview of the ESPON HERITAGE and ESPON HERIWELL project outcomes; it will also look at relevant Nordic studies concerning cultural heritage societal impacts. In addition, It will be an opportunity to contextualize the ongoing research efforts with the main European policy developments in cultural heritage field.

// **Terje Nypan**, Heritage Harvest, Findings of the ESPON HERITAGE project

// **Manuela Samek Lodovici (online)**, Istituto per la ricerca sociale (IT), Findings of the ESPON HERIWELL project

// **Christin Krohn**, Institute of Transport Economics (NO), Well-being in the Nordic countries

// **Pia Sopta (online)**, European Commission (DG EAC), Activities of the European Commission on cultural heritage policy

10:45 Coffee break

11:05 Plenary

11:30 (Part I) Increasing socio-economic and well-being aspects of built cultural heritage in public policies

This session will sketch out a proposal for developing a practical oriented regional development package to assist national and local authorities in adopting solutions that foster measures that increase socio-economic and well-being aspects of built cultural heritage. It will be an interactive session, based on the outcomes of the ESPON HERIWELL project in particular (evidence and case studies)⁸.

// **Gerald Wagenhofer**, Wagenhofer GmbH, Experiences from EU training and development

Plenary

12:00 Lunch break (provided by the organizers)

⁸ See: <https://www.espon.eu/sites/default/files/attachments/HERIWELL%20SESSION%204-%20Policy%20implications.pdf>

13:30 (Part II) Increasing socio-economic and well-being aspects of built cultural heritage in public policies

// **Manuela Samek Lodovici (online)**, Istituto per la ricerca sociale (IT), Findings of the ESPON HERIWELL project

Plenary

14:15 Improving statistical data collection on cultural heritage

This session will develop proposals on how to improve statistical data collection on cultural heritage, especially creation of a satellite account for cultural heritage. This interactive session will feature the main findings and lessons from the ESPON HERITAGE project and ESPON HERIWELL project in terms of data collection and statistical analysis⁹.

// **Andrea Gallelli (online)**, Eurostat, Statistical officer Culture and Sport Statistics

// **Christin Krohn**, Institute of Transport Economics (NO), Satellite Account for cultural heritage

// **Ian Kernohan (online)**, Historic England (UK), Satellite Account for cultural heritage

15:00 Coffee break

15:20 // Fabio Bacchini, Associazione per l'economia della cultura, Findings of the ESPON HERIWELL project

15:35 Plenary

16:45 Wrap and closing (refreshments)

19:00 Informal dinner

⁹ See: <https://www.espon.eu/sites/default/files/attachments/HERIWELL%20SESSION%20%20-%20Data%20and%20quantitative%20methods.pdf>

07 June 2023

09:00 *Arrival and Coffee*

09:30 Life cycle extension and re-use of existing (historic) buildings. Environmental indicators

This session will look at the existing knowledge base on the territorial aspects of green transition towards a climate neutral economy in a broader sense, by focusing on life cycle extension and re-use of existing (historic) buildings by adapting them to contemporary use demands. This session will build on the concluding report from the OMC group of Member States' experts which investigated cultural heritage resilience to climate change.¹⁰

// **Morten Størksen (online)**, Norwegian Directorate for Cultural Heritage, Norwegian experience

// **Adala Leeson**, Historic England (UK), Working with statistics and indicators

// **Johanna Leissner (online)**, Chair of EU OMC group, Strengthening cultural heritage resilience to climate change

10:20 Plenary

11:00 Coffee break

11:20 Towards consensus for a proposal for action

Plenary session on the outcomes of the event and discussion on the necessary proposals to move forwards in terms of operationalization of different research outcomes from a practical perspective.

12:30 Lunch break (provided by the organizers)

¹⁰ See: <https://doi.org/10.2766/44688>

Snapshot of the main conclusions/observations: ESPON HERITAGE and ESPON HERIWELL

ESPON HERITAGE project

- The ESPON HERITAGE study on the economic value of material cultural heritage is the first study to be based on official statistics and not case studies. As such, it is a major innovation in creating tools for knowledge-based regional development policies on (material) cultural heritage.
- The results of the ESPON HERITAGE project show that, in terms of sectors, tourism and construction are the biggest contributors to the economic impact of material cultural heritage.
- In terms of gross value added (GVA), the material cultural heritage contributes 1.6 % to the total business economy and 3.4 % to the total services economy in the 11 countries/regions that were researched in the ESPON HERITAGE project.
- In many cases, the impact of material cultural heritage needs to be estimated using proxies; current official statistics are not adapted yet to cultural heritage so that measuring the impact is still not straightforward.
- Given the diversity of types of cultural heritage, potential impacts, sectors/activities concerned and countries/ regions in Europe, a common approach and definition of all these elements is required to avoid fragmentation of the impact measurement.
- There is a potential to refine existing classification systems (such as the Statistical Classification of Economic Activities in the European Community – NACE – and the International Standard Classification of Occupations – ISCO) for defining the impact indicators; Eurostat and the European Commission will have a key role to play.
- The heritage sector would ultimately benefit from a European Heritage Satellite Account, not only to collect and present comparable economic indicators, but also to have a strategic instrument to make better policy decisions

ESFON HERIWELL project

Diverse research activities over the period of 2 years

- Through a discussion rich process, the project developed a societal well-being framework which can be related to the impacts of cultural heritage: in the project it consists of 3 domains: Quality of life, Societal Cohesion, Material conditions
- The study did a pan-european analysis (cluster analysis, regression. Etc.) to find out the extent to which tangible cultural heritage has an impact on the societal well-being domains. The analysis unfortunately could only be applied at a national and NUTS 2 level; in general terms it showcased the close and positive linkages, but it did not find anything extraordinary. Some interesting insights emerged from big data analysis, the Tripadvisor data analysis (limited to France, Austria, Spain and Italy) and Wikipedia analysis (limited to two heritage sites: Louvre and Colosseum).
- Content analysis of 146 UNESCO intangible heritage nominations to find links and mentioning of "societal well-being".
- Population survey (around 8 000 respondents) in 8 European countries on people's perception on how cultural heritage influences quality of life, special attention was paid to impacts of Covid-19. A rich database developed, which in the Final reports were presented at an aggregate country level. The sample did not allow for regional analysis.
- Mapping of contested heritage and analysis of implications for the "all things positive" around cultural heritage. 47 sites around Europe were analysed.
- Analysis of gender gaps in managerial positions. 188 state funded museums in 13 European capital cities were analysed and it shows the gap is closing, but not so much for the most prestigious positions.
- A detailed analysis of the EU funding on cultural heritage (2014 – 2020 period) at NUTS 2 level. The main highlight is the extensive search of national databases which revealed that there are a lot of cultural heritage projects funded which are hidden under different codes, thus not detectible when using European Commission database. Some correlation analysis between the funding and societal well-being indicators were performed.

Key messages and policy advice

- Cultural heritage, in all its forms, contributes positively and in a strongly interconnected way to all the considered dimensions and sub-dimensions of societal well-being (i.e., Quality of life, Societal cohesion and Material conditions). However, the effects depend on the presence of specific valorisation strategies that capitalise the societal well-being potential of cultural heritage and make it accessible and accessed by people.

- The relation between cultural heritage and societal well-being is bidirectional. Tangible heritage has a greater impact on well-being in those regions with better socio-economic conditions and greater participation and engagement in heritage. High participation in heritage is beneficial not only for individual and community well-being, but also for heritage itself, as it triggers a higher care of cultural heritage and contributes to safeguarding it.
- Cultural heritage contributes particularly to improving education and skills, including digital skills and digitisation; place identity, symbolic representation and community awareness, civic cohesion and a sense of belonging; jobs, earnings and business development.
- There is a constantly changing nature and interpretation of cultural heritage. This influences the recognition of the societal benefits and negative effects across different countries. The societal cohesion dimension is the one with more differences among countries. There are however remarkable country similarities on the correlations of perceptions of the linkages between cultural heritage and societal well-being, notably the effect of education and gender effects.
- Cultural heritage may have negative effects on societal well-being, related to the negative environmental and social effects (as in the case of over-tourism); conflicts arising on contested heritage (related to historical burdens or because of political conflicts and contemporary human rights concerns); and neglected heritage.
- EU investments in cultural heritage in the 2014–2020 programming period were consistent, although often difficult to individuate and assess. The European Structural Investment Funds, in particular the European Regional Development Fund (ERDF), are the main direct source of EU funding for investments in CH: EUR 6.8 billion (3.1 % of total allocated ERDF funds) has been invested up to 2020 in the sector of culture and of this, 79 % was allocated to cultural heritage.