The material cultural heritage as a strategic territorial development resource

Mapping impacts through a set of common European socio-economic indicators

28 March 2019
Contents

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Objectives and outcomes

To quantify the contributions of Material Cultural Heritage to regional development over the past five years (2013 – 2017).

Common theoretical framework defining the most important economic sectors on which material cultural heritage has an impact

Identification and collection of empirical evidence of such impact

Structured report and analysis of evidence and impact

Development of a monitoring system
Research questions

1. How can the socio-economic impact of material cultural heritage be defined? In which economic sectors does material cultural heritage contribute? How significant is this contribution?

2. How to measure the socio-economic impact of material cultural heritage? How to express it in quantitative terms, considering reliability and validity, at the territorial level?

3. How to compare the results on impact of the material cultural heritage across (stakeholder) territories?

4. How to monitor at the territorial level and maintain regular surveillance over the material cultural heritage impact indicators, including development of time series and checking and reporting the status of the indicators?
Geographical scope

The material cultural heritage as a strategic territorial development resource

Austria
Brussels
Flanders
Italy
The Netherlands
Norway
Portugal
Romania
Slovakia
Slovenia
Sweden

Project’s geography
- Countries covered
- ESPON space

Regional level: NUTS 0 (version 2013)
Source: ESPON EGTC, 2018
Origin of data: ESPON EGTC, 2018
© UMS RIATE for administrative boundaries
Selected sectors

- Archaeology
- Architecture
- Museums, libraries and archives activities
- Tourism
- Construction
- Real estate
- ICT
- Insurance
- Public expenditure and volunteering
Timeline

Kick-off
April 2018

Theoretical
framework

Data
collection

Interim report
October 2018

Impact
analysis

Draft final report
March 2019

Final report
April 2019

The material cultural heritage as a strategic territorial development resource
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Contents

- Analytical framework
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- Italy and Portugal
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Analytical framework

- Mapping of MCH population
- Collection of data on economic sectors
- Isolation of MCH related impact
- Development of monitoring system

- Employment
- Value of output
- Gross value added
For sectors which are not fully related to MCH, a coefficient has been used to isolate the share of the sector which is related to MCH

<table>
<thead>
<tr>
<th>Activity/sector</th>
<th>Coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Archaeology</td>
<td>None, fully related to MCH</td>
</tr>
<tr>
<td>Architecture</td>
<td>Share of pre-1919 dwellings and listed or protected buildings in total dwellings</td>
</tr>
<tr>
<td>Museums, libraries and archives activities</td>
<td>None, fully related to MCH</td>
</tr>
<tr>
<td>Tourism</td>
<td>Share of tourists travelling for leisure purposes in total number of tourists</td>
</tr>
<tr>
<td>Construction</td>
<td>Share of pre-1919 dwellings and listed or protected buildings in total dwellings</td>
</tr>
<tr>
<td>ICT</td>
<td>Expenditure in the sector by MCH actors (website development and digitalisation of collections)</td>
</tr>
<tr>
<td>Insurance</td>
<td>Expenditure in the sector by MCH actors</td>
</tr>
<tr>
<td>Real estate</td>
<td>Share of tourists travelling for leisure purposes in total number of tourists</td>
</tr>
</tbody>
</table>
Research results

MCH related impact per sector/activity

Share of MCH related impact in total sector/activity

Share of MCH related impact in total services economy

Total impact MCH
Results for Italy and Portugal
Results for Italy and Portugal

Leisure tourists per NUTS 2 region, 2016

Number of leisure tourists per MCH object, 2016
Results for Italy and Portugal

Regional distribution of pre-1919 dwellings, 2011

Regional distribution of construction

The material cultural heritage as a strategic territorial development resource
Operational recommendations

Definitions:

1. Common operational definition of MCH;
2. Standard unit of MCH to be used in MCH inventories;
3. Revision of the definition of cultural heritage used in official statistics at European level.

Data sources and data collection methods:

1. Extended Task Force to develop a common methodology for data collection;
2. National Satellite Account on cultural heritage;
3. Engage with relevant stakeholders to address statistical gaps;
4. Eurobarometer surveys to gather additional data
Operational recommendations

Capacity building, awareness raising and dissemination and accessibility of data:

1. Training schemes and capacity building sessions;
2. Strong dissemination component in collecting data;
3. Awareness raising amongst the main stakeholders.

Future research:

1. Open Method of Coordination (OMC) Expert Group;
2. EU and national funding for future research in the field;
3. Use of alternative sources for data collection.
Operational recommendations

Policy recommendations:

1. Include cultural heritage in Smart Specialisation Strategies;
2. Mainstream MCH in local and regional development plans;
3. Introduce measures to valorise non-listed heritage;
4. Support tourism by valorising local MCH as part of destination strategies of cities and regions;
5. Develop evaluation frameworks of cultural policies which factor in the impacts of MCH on other sectors.
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Questions and answers