Cultural heritage as a source of societal well-being in European regions

Zintis Hermansons
Project Expert
ESPON EGTC

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Targeted Analysis and Applied research projects

- ESPON HERITAGE. The ongoing Targeted Analysis project “The Material Cultural Heritage as a Strategic Territorial Development Resource: Mapping Impacts Through a Set of Common European Socio-economic Indicators”
  (2018 – 2019)
  [https://www.espon.eu/cultural-heritage](https://www.espon.eu/cultural-heritage)

- Upcoming Applied research project “Cultural heritage as a source of societal well-being in European regions”
  (2019 – 2021)
### Key technical details

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<th>Deadline for Applications</th>
<th>Competitive Dialogue Procurement procedure</th>
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<td>29 March 2019</td>
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<th>Project Timeline: 2 Years</th>
<th>Project Budget: EUR 850 000</th>
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Why another ESPON project on cultural heritage?

There is a growing demand for going beyond impact on growth and jobs and look into more wider impacts on society.

The aim of this research is to develop a pan-European methodology and analysis on the impacts of cultural heritage on society, considering well-being, social inclusion and other aspects.
Key milestones in terms of the content

**Cultural heritage as a source of societal well being**

- Pan-European coverage – increased comparability of data
- Looking both at material cultural heritage and intangible cultural heritage
- Project looks at presence of cultural heritage and investments in cultural heritage
- Societal impact – well being, social inclusion, skills development, etc.
- Case studies on different types of regions
Main expected results

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<th>Evidence on how the presence of cultural assets and associated investments contribute to regional/rural/urban development and improved territorial cohesion.</th>
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<td>Case studies on different types of regions.</td>
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<td>Recommendations for policy development at European, national and regional scales.</td>
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<td>A common methodological framework describing how to determine the societal impact of cultural heritage on societal domains and dimensions.</td>
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<td>Evidence (collected data and set of indicators, potentially exploring options of using big data and social media) on the societal impact of cultural heritage in European regions over the past 10 years.</td>
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<td>Evidence on the societal impact of digitalization of cultural heritage and use of new technologies in the defined societal domains.</td>
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Competitive dialogue to resolve pending issues

Scope
- Cover cultural heritage in its entirety?
- What would be the best appropriate territorial level for the research (NUTS 2, NUTS 3, LAU, etc.).
- Boundaries of economic and social impact
- Type of EU investments?

Objectives
- Appropriate measurement methods
- Key policy debates at EU and national level that this research could feed
- Clarify the main potential users of the research results at various territorial levels
- Essential to know the actual stock of cultural heritage

Outputs
- Clear approach on what kind of data is being gathered
- Discussion on how evidence of societal impact of cultural heritage and associated investments is being presented
- Selection of case studies – territorial coverage and number of case studies.
- Guidance, tools needed to be able to measure the societal impact of cultural heritage after the project completion.