

# HERIWELL

Cultural Heritage as a Source  
of Societal Well-being in European Regions



In collaboration with



# ESPON HERIWELL FINAL CONFERENCE

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# Public investments in cultural heritage and societal well-being: policies, conditions and methods

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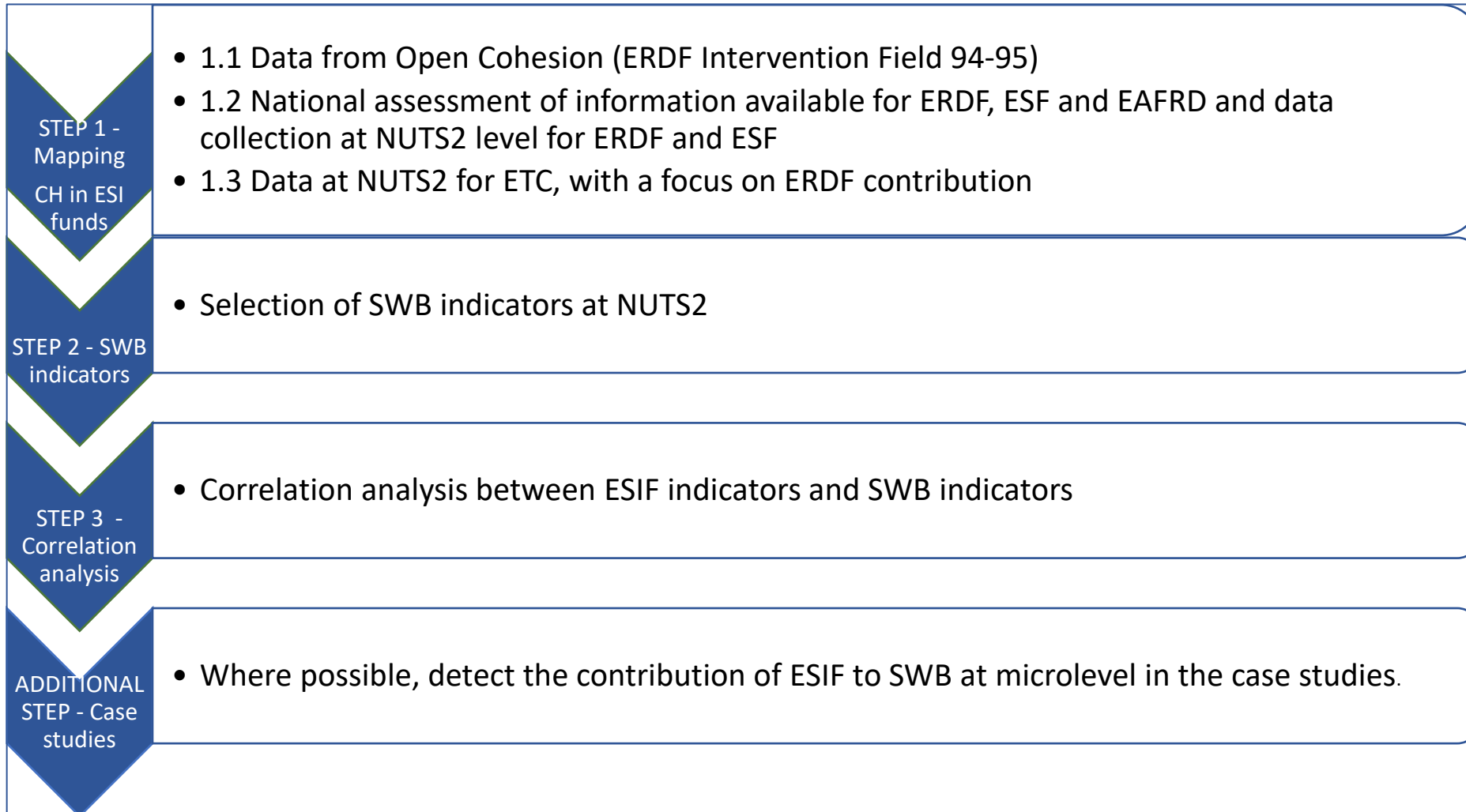


# **Part I - Cohesion policy support to cultural heritage: methodology and evidence**





# A focus on Cohesion policy support to cultural heritage: the methodology





# A focus on Cohesion policy support to cultural heritage: the evidence

Presentation  
focused on

- Various types of EU programmes and funds (e.g. European Structural and Investment Funds- ESIF; Horizon 2020-H2020; Creative Europe; Erasmus+; and European Neighbourhood Instrument - ENI) and international funds (e.g. EEA and Norway grants) have addressed cultural heritage in the programming period 2014–2020.
- All the investments are significant for supporting the protection, conservation and valorisation of cultural heritage.
- The HERIWELL analysis focused on a selection of these investments
  - ❖ **ESIF**
  - ❖ Creative Europe
  - ❖ the European Capitals of Culture programme

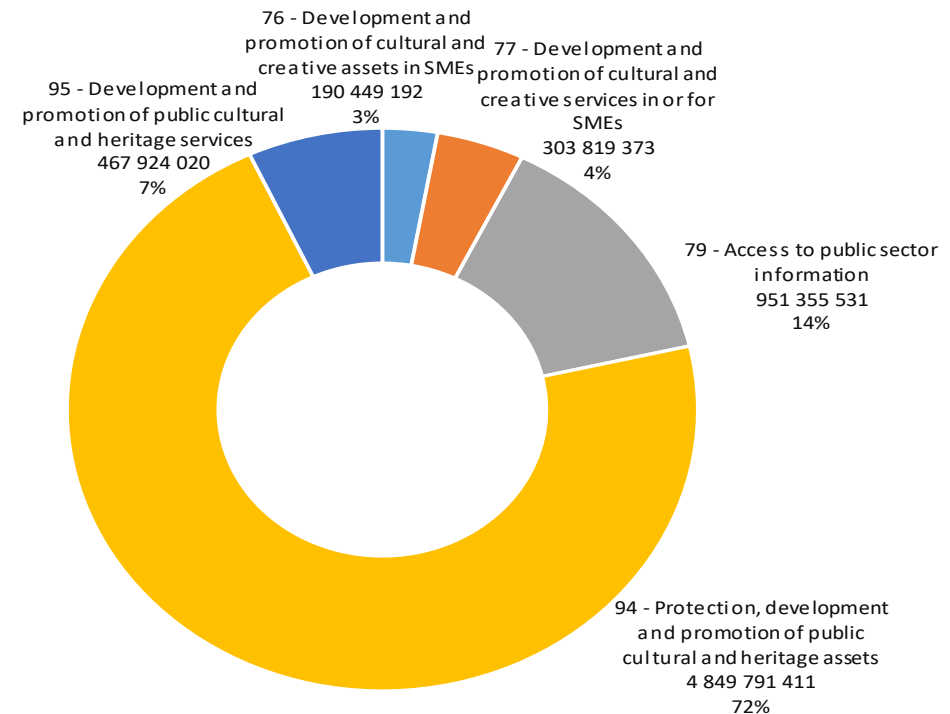




# A focus on Cohesion policy support to cultural heritage: ERDF investments in CH

- According the ESIF categorization data, EUR 6.8 billion of ERDF funds, equivalent to 3.1 % of total allocated ERDF funds, have been invested up to 2020 in the sector of culture in the 2014–2020 programming period and 79 % is allocated to CH.
- EUR 4.8 billion is related to the Protection, development and promotion of public cultural and heritage assets (72% of total planned allocations under ERDF) and EUR 468 million (7%) to the intervention for Development and promotion of public cultural and heritage services.

*Distribution of total planned allocations by intervention fields related to the cultural sector in the EU – euro and % – cumulative 2014–2020*



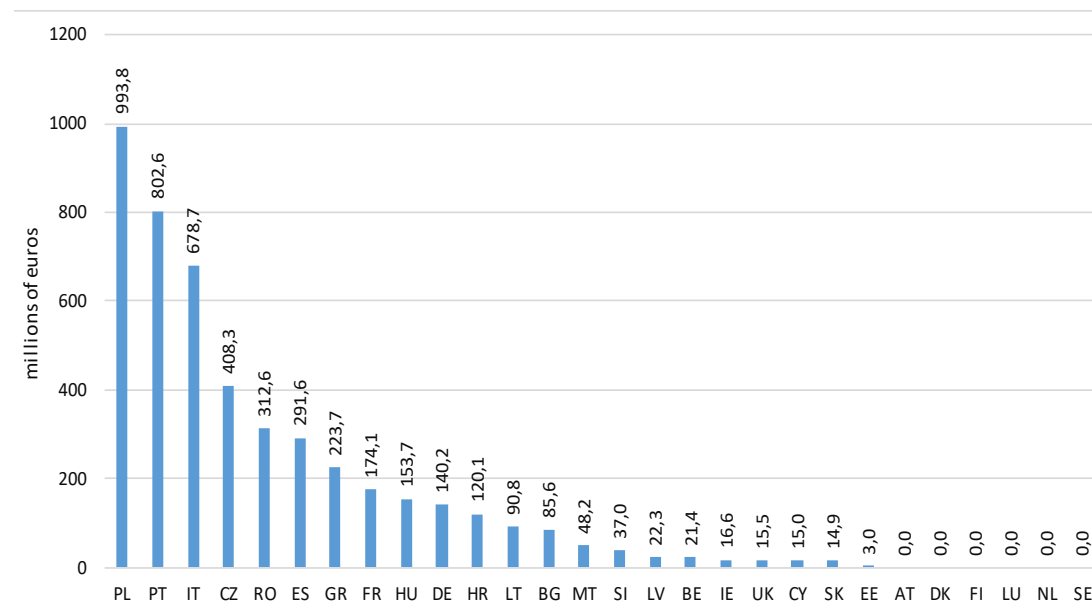
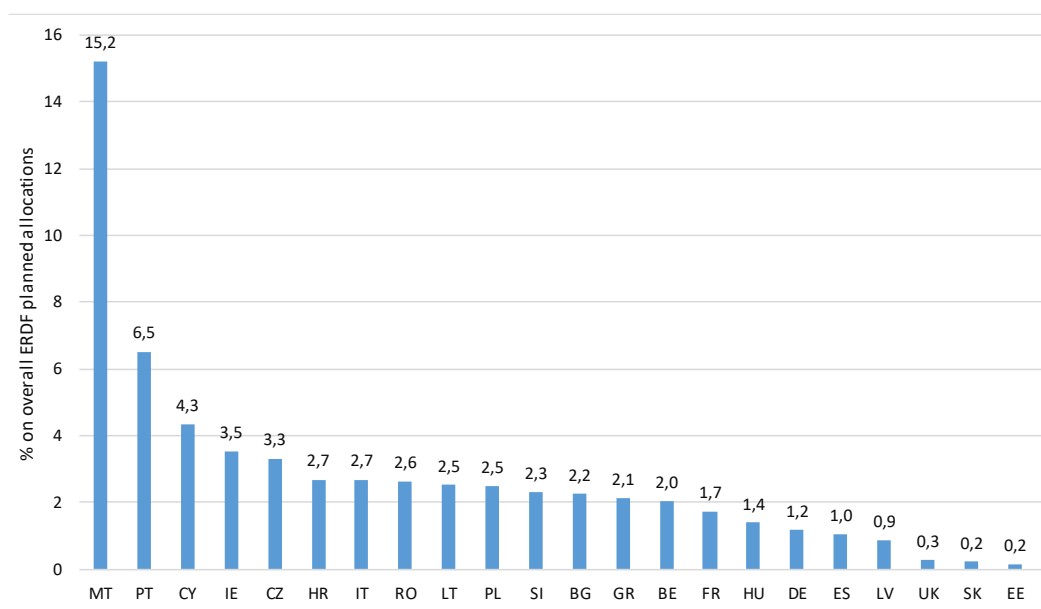
Source: HERIWELL Consortium based on ESIF Open Data Platform, accessed January 2022



# A focus on Cohesion policy support to cultural heritage: ERDF investments in CH

Highest incidence of CH allocations over total ERDF allocations in MT (15.2 %), PT (6.5 %) and CY (4.3%) vs 2.4% EU average.

*Total ERDF planned allocations in intervention fields related to CH in EU by country – millions of euro and – incidence percentage over total ERDF allocations, cumulative 2014–2020*



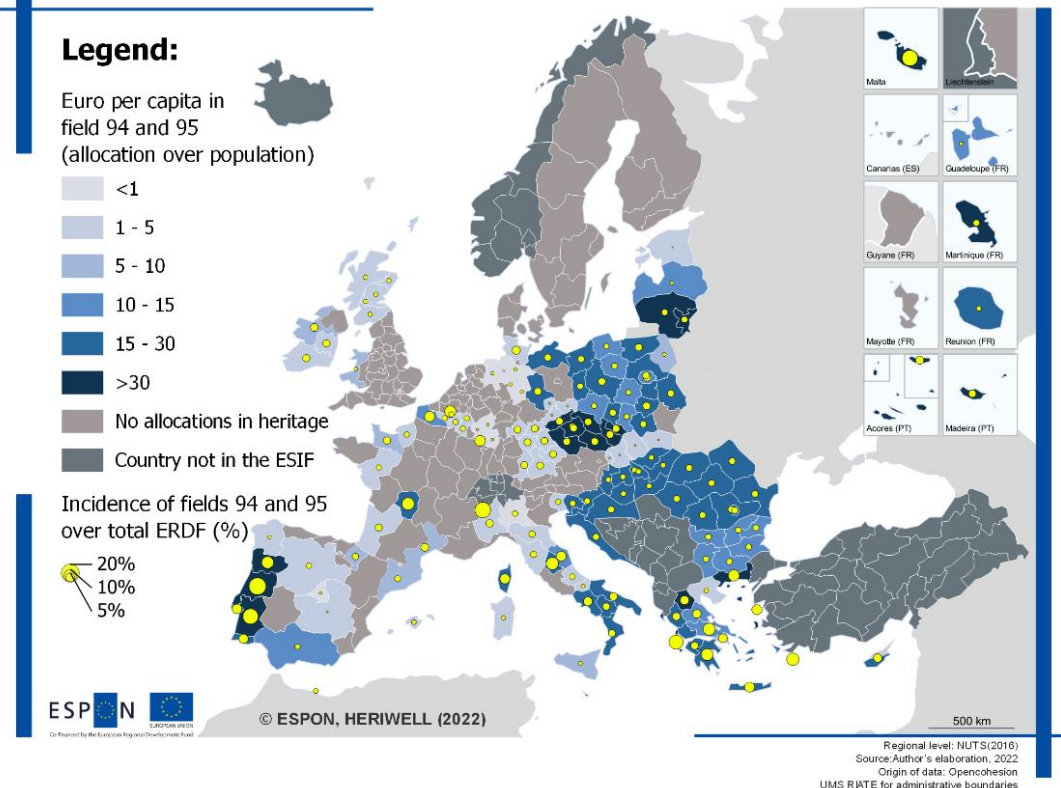
Source: HERIWELL Consortium based on ESIF Open Data Platform, accessed January 2022



# A focus on Cohesion policy support to cultural heritage: ERDF investments in CH

- Regions with the highest incidence in CH allocations over total ERDF allocations: Centro, PT (18 % – EUR 326 million); Malta (15.2 % – EUR 48.2 million); Valle d'Aosta, IT (15.2 % – EUR 4.6 million); Alentejo, PT (14.6 % – EUR 131.6 million); Ionian Islands, EL (12.5 % – EUR 16.4 million).
- Portuguese regions also show the highest level of allocations per inhabitant.

Planned ERDF allocations in CH (94 and 95), Cumulative 2014–2020 (incidence over total ERDF allocations and euro per capita)



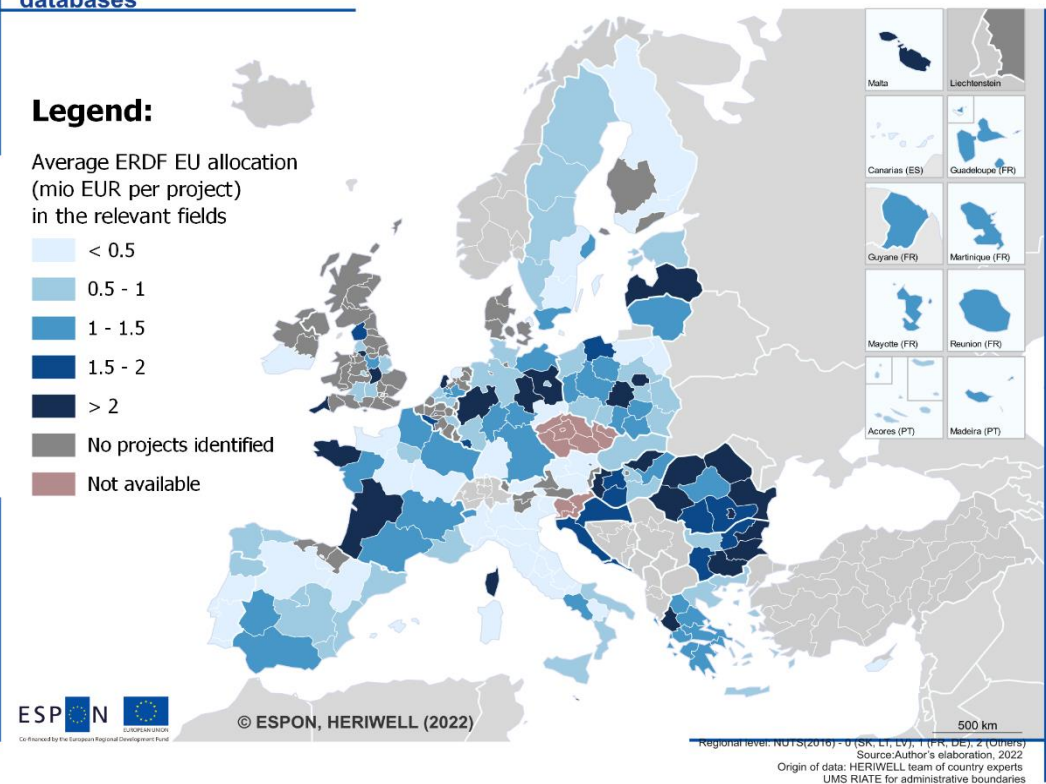




# A focus on Cohesion policy support to cultural heritage: ERDF investments in CH – national data

- **6,595 projects** related to cultural heritage have been financed under ERDF (excluding ETC projects) in the 2014–2020 programming period.
- In most countries (excluding BG, CY, LT, LV, PL and PT), the sum (at national level) of ERDF allocation for projects involving CH are greater than those registered in the ESIF Open Data Platform database under the 94 and 95 categories (classification under other Codes).

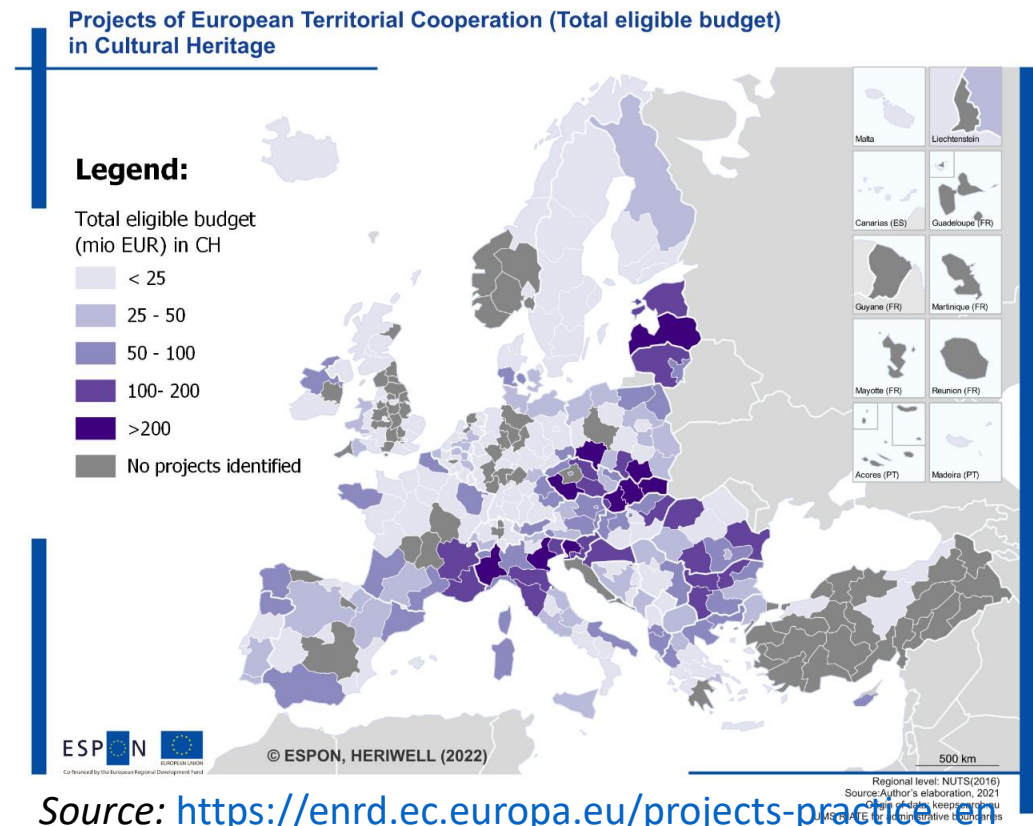
Average EU allocation per project (ERDF) in Cultural Heritage according to national databases





# A focus on Cohesion policy support to cultural heritage: ETC investments in CH–national data

- **1,085 projects** in CH have been selected, for an eligible budget/expenditure of **EUR 1,144 million for the 2014–2020** programming period.
- The countries involved in the selected ETC projects in CH include the 27 Member States, the UK, the four EFTA, the five Western Balkans countries and Turkey.
- **264 regions** (NUTS 2 level) have been involved.



Source: <https://enrd.ec.europa.eu/projects-practice/en>  
Accessed in July 2021



# A focus on Cohesion policy support to cultural heritage: other ESIF investments in CH – national data

- The analysis of national databases by country experts shows that overall, 449 CH projects have been financed by the **ESF** in the 2014–2020 programming period for total planned allocations of EUR 128 million, equivalent to 0.15 % of the total planned allocations on this fund
- **EAFRD** has financed projects in the field of CH in 19 countries, for a total amount of EUR 8.03 million. The countries with the largest allocations are Ireland (EUR 2.71 million), Italy (EUR 2.01 million) and Slovakia (EUR 830,494)- (ENDR online portal)



# Interplay between ERDF investments and SWB

- Positive relationship between CH allocations and SWB, even if low;
- Higher levels of correlation for:
  - **Quality of life dimension** - Adult participation in lifelong learning indicator (0.37);
  - **Societal cohesion dimension** - Quality of institutions (0.35), Volunteering (0.31), Freedom over life choices (0.30) and Job opportunities (0.25) indicators; Higher incidence of ERDF allocations in CH is associated with lower poverty risks (−0.20), severe deprivation (−0.31) and inequality (NEET rate −0.29, employment gender gap −0.29).
  - **Material conditions dimension** - Employment rate (0.24); correlation with GDP per capita is negative (−0.29), likely related to the ERDF allocation rule, with higher ERDF allocations in less developed regions.
- Low levels of correlation are expected and likely due to:
  - complexity of the relationship;
  - difficulty of grasping it at macro level;
  - too early to detect significant results so that a stronger correlation could emerge over time.

# **Part II – HERIWELL Case studies: methodology and evidence**







# Selection of the HERIWELL case studies

- **Exemplary practices:** cultural heritage interventions that contributed to societal well-being and from which learning can be provided.
- **Selection criteria:**
  - Location in one of the countries of the HERIWELL survey: Belgium, Czech Republic, Germany, Ireland, Italy, Norway, Poland, Spain
  - Focus on various forms of heritage and societal well-being dimensions;
  - Diversity of heritage policies promoted and of targeted social groups;
  - Experiences providing evidence on the contribution of heritage to societal well-being.



# An overview of the HERIWELL case studies

Country and case study	Focus
<b>Belgium: ECoC Mons 2015, long-term vision and strategy for cultural heritage</b>	Understanding the contribution of CH investments made in the context of ECoC Mons 2015 to societal well-being
<b>Czechia: The Czech Blueprint Handicraft</b>	Assessing the contribution of intangible heritage (blueprint) to societal well-being
<b>Germany: Weimar memories</b>	Understanding the valorization of cultural heritage processes activated by the design of specific CH narratives and their linkages with societal well-being
<b>Spain: Arquitectura de la Memoria</b>	Analysing the linkages between tangible, intangible and digital heritage and societal well-being as well as on the analysis of the heritage use in contemporary creations
<b>Ireland: Village Design Statement and Collaborative Town Centre Health Check programmes</b>	Unfolding the role of heritage as a driver for local urban regeneration strategies
<b>Italy: Mann Museum</b>	Deepening understanding on the use of digital heritage to unlock the societal well-being potential of heritage
<b>Norway: Sámi cultural institutions as a source of societal well-being in Norway</b>	Providing understanding on how the restitution of heritage to the Sámi people contributed to societal well-being in the regions where restitution occurred
<b>Poland: How heritage changes environment and communities: Podgórze Museum in Kraków</b>	Providing understanding on how museums can contribute to societal well-being of local communities



# Case study methodology

- **Extrapolative case study design:** identification of locally feasible factors that intentionally generate a causal process as the one produced in the exemplary practice. This means that only the mechanisms that favoured the success of the exemplary practice will be reproduced and not the entire practice.
- **Case study guiding questions:**
  - What kind of changes in societal well-being dimensions can be detected related to the heritage considered in the case study?
  - Why and how have the achieved changes been generated?
  - For whom have they been generated?
  - What policy strategies have been adopted to valorise the considered heritage and how have these strategies affected the effects of heritage on societal well-being?



# Cultural heritage policies in HERIWELL cases

Type of policy	Type of CH	BE	CZ	DE	ES	IE	IT	NO	PL
CH preservation and conservation, including refurbishment of CH	ICH, MCH	✓	✓	✓	✓	✓	✓	✓	
Construction of CH infrastructure	TCH	✓		✓					✓
CH participation	TCH, ICH, MCH	✓	✓	✓	✓	✓	✓	✓	✓
CH accessibility	MCH	✓			✓		✓	✓	
CH narratives-building	MCH			✓					
Knowledge production and research on CH	MCH, ICH	✓						✓	
CH digitisation	TCH, MCH, ICH	✓			✓	✓	✓	✓	
Training and education	TCH, MCH, ICH	✓	✓		✓	✓	✓	✓	✓
Social inclusion and cohesion	MCH				✓		✓		
Restitution of CH	MCH							✓	
Territorial regeneration through CH	MCH, TCH					✓			✓
Trade and marketing, including e-commerce	ICH		✓						
Cultural tourism promotion	TCH, ICH, MCH	✓	✓	✓		✓		✓	

- **Participation:** **PL** – citizens' involvement in: the creation of Podgórze Museum's philosophy, design of its territorial scope, narrative of exhibitions and in the creation of temporary exhibitions.
- **Preservation and conservation:** **BE** - specific investments in the refurbishment of CH resources of Mons; **CZ** - documentation of intangible heritage; nomination of specific bearers; creation of a specific public award dedicated to traditional crafts; the creation of specific institutions for preserving and supporting the development of folk culture; workshops by old masters.
- **Digitisation:** **IT** - Father and son game; **ES** - creation of an app for archiving intangible heritage and integrating it into creative works.
- **Training & education:** **NO** - specific educational programmes to preserve Sámi crafts and material production
- **Cultural tourism promotion:** **IE** - development of an innovative town centre-led retail, cultural heritage and tourism baseline



# Contribution of cultural heritage to societal well-being: what and for whom? (1)

- **Increased participation** of citizens in CH both as **users of heritage** and as **active contributors** to heritage triggered by:
  - *Accessibility of heritage*, which makes it easier to access for both those already engaged in it and those new to it, thanks to accessibility, digitisation, education and training CH strategies.
  - *Citizens' sense of ownership and identification with heritage*, as participatory strategies allow them to take over decisional power in the design and delivery of heritage contents, favouring their identification with it, making them feeling responsible for heritage and enhancing their active participation in it.
  - *Recognition of the value of cultural heritage*, which increases the societal value of heritage, triggering feelings of pride, which favour participation in heritage.
  - *Bandwagon mechanism*, which explains high levels of participation in certain contexts (e.g. CZ).





# Contribution of cultural heritage to societal well-being: what and for whom? (2)

	Sub-dimensions	BE	CZ	DE	ES	IE	IT	NO	PL
Quality of life	Education and skills, including digitisation and digital skills	✓	✓		✓	✓	✓	✓	
	Contentment	✓		✓					
	Health*	NA	NA	NA	NA	✓	NA	NA	NA
	Happiness and life satisfaction	✓	✓					✓	✓
	Quality and sustainability of the environment		✓			✓		✓	✓
	Knowledge and research				✓			✓	
Societal cohesion	Community engagement, volunteering and charitable giving	✓			✓	✓	✓	✓	✓
	Place identity and symbolic representation	✓	✓	✓	✓	✓	✓	✓	✓
	Community awareness, civic cohesion and sense of belonging	✓	✓		✓	✓	✓	✓	✓
	Integration and inclusion of minorities, migrants and disadvantaged groups, social inclusion, inclusive growth	✓	✓		✓		✓	✓	
	Trust							✓	
Material conditions	Jobs, earnings and business development	✓	✓	✓	✓	✓	NA	✓	
	Territorial attractiveness and branding	✓	✓	✓		✓	NA	✓	✓

- Citizens at large (in all cases);
- Tourists (BE, DE, CZ, NO, IE);
- Children and youth (BE, IT, NO, CZ, ES);
- Minorities (NO);
- People at risk of social exclusion (BE, CZ, ES, NO)
- Artists and contemporary creators (ES)



# Contribution of cultural heritage to societal well-being: under which conditions? (1)

- **Design factors of valorisation strategies**
  - Inclusive narratives
  - Quality and physical, economic, cognitive accessibility of heritage
  - Making heritage alive
  - Governance structure of heritage
  - Adequate and continuous funding
- **Context factors:**
  - Quality and accessibility of areas where CH is located or experienced
  - Recognition and value of heritage in society
  - Economic/health crises
  - Current trends in society



# Contribution of cultural heritage to societal well-being: under which conditions? (2)

- **Social mechanisms:**

- *Emotions and pride*: heritage practices that focus on memories of a person's history or past, practices and traditions, heritage
- *Amusement and entertainment*: interactive heritage practices (e.g. games, digital contents, etc.) that make engagement and learning of heritage attractive (especially for youth people) and heritage places as multifunctional places including entertaining activities (films, walks, etc.)
- *Self-efficacy*: co-creation and co-design of heritage
- *Repeated interactions*: continuous dialogue opportunities between various social groups using/around heritage
- *Performance feedback*: provision of continuous feedback on results obtained by heritage interventions
- *Financial incentives*: subsidies, prizes, free or low cost access to heritage
- *Certification and salience*: inclusion of heritage in specific lists, heritage awards, labels and/or trademarks that also put heritage at the top on the public agenda