HERIWELL

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













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A snapshot of the HERIWELL project and its main findings

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The HERIWELL Project

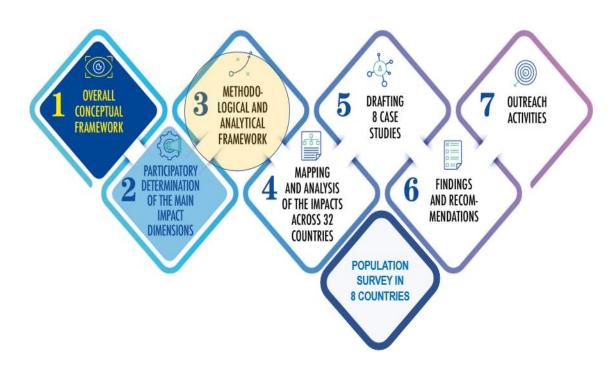
What

 The project aims to develop a pan-European methodology and a territorial analysis of the contribution of cultural heritage to societal well-being. It also considers the effects of the COVID-19 pandemic on delivering and accessing CH resources.

Who

- Launched by the Espon EGTC.
- Carried out by a partnership (led by) Istituto per la Ricerca Sociale (IRS), Acume, European Association of Cultural Researchers (ERICarts Network and Institute) and the Associazione per l'Economia della Cultura (AEC)\

How: HERIWELL research activities



How to define cultural heritage?

- FARO Convention (2005): 'Cultural capital' inherited from the past, which people consider as an expression of their evolving values, beliefs, knowledge and traditions and from which, through investment and effort, originates the rich and varied cultures of modern Europe.
- Produced by the interaction over time between people and places: community based and changing over time.
- Intrinsic value but also investment from which future development cultural, social and economic may be generated.
- Three interconnected forms of cultural heritage: tangible, intangible and combined/mixed forms of cultural heritage.
- Specific attention to controversial and neglected heritage.

How to define social well-being?

- Well-being encompasses both individual and societal well-being.
- **Individual well-being**: shaped by societal perceptions and practices; connected to social norms and values.
- **Societal well-being**: collective well-being of the community, including also individual well-being.
- Three forms of intertwined societal well-being dimensions considered in the analysis:
 - Quality of life: education and skills, including digital ones and digitisation; knowledge and research; health; happiness and life satisfaction; contentment and eudaimonia; quality and sustainability of the environment.
 - **Societal cohesion**: community engagement, volunteering and charitable giving; cultural diversity; equal opportunities and empowerment; human rights and freedom of expression; place identity and sense of belonging; integration and inclusion of disadvantaged social groups; trust; reconciliation of relations.
 - Material conditions: territorial attractiveness and branding; property prices and housing; jobs and earnings.

Two main challenges to assessing the contribution of cultural heritage to societal well-being

- 1. How to develop operational definitions of cultural heritage and societal well-being that are measurable with available data and comparable across countries and over time.
- 2. How to **define and measure the relationship** structures between heritage and the heterogeneity and complexity of impacts on the different dimensions of societal well-being, which cannot be measured by resorting to a single and undifferentiated method of analysis:
 - The relation between heritage and well-being is strongly influenced by many intervening variables and by the need to account for the heterogeneity of impacts on the different social groups composing a community.
 - Interconnected nature of the societal well-being dimensions and limited data on dimensions other than the material conditions of individuals and communities.

How to deal with these challenges?/1

Resources, inputs:

Human resources, skills, competencies, funding, technologies...

Intervening factors:

Historical and economic events, crisis (e.g., Covid-19), other policies, etc

Programs, policies, initiatives:

- Regulation
- Conservation and preservation (incl.digitization)
- Public and private management
- Deliberation and stakeholder management
- Physical or sensorial accessibility (incl. ICH practices and festivals), audience development
- Education and training
- Integration with sectoral policies
- Research
- Communication and promotion
- Participatory governance of heritage
- · Risk assesment and mitigation
- Evaluation

Outputs:

- Conservation and adaptative re-use
- Heritage engagement and participation, volunteering experiences
- · Access: visits, tours, virtual experiences
- Commodities and services subject to intellectual property
- Information systems
- Development and preservation of skills
- Research and learning outputs

Short term and long term outcomes (changes): 'Quality of life'

- Growth in happiness and life satisfaction
- Improvements in eudaimonic conditions and health rates
- Improvements in education levels and empowerment in adults' capacities, including digital skills
- Higher levels of knowledge and research
- Improved quality and sustainability of environment (vs: congestion, overcrowding, gentrification)

'Societal cohesion'

- Enhanced community engagement, volunteering and charitable giving
- Strengthened place identity and symbolic representation
- Enhanced community awareness, civic cohesion and sense of belonging (vs. contested or dissonant heritage)
- Integration and inclusion of minorities, migrants and other disadvantaged groups, social inclusion, inclusive growth
- Trust (in communities, institutions...)

'Material conditions'

- Territorial attractiveness (talents, tourists) and branding
- Growth in jobs and earnings (e.g. culture professions, tourism, creative sectors)
- Growth (or reduction) of property prices and housing conditions

Theory of change approach to set into relation heritage and societal well-being:

- Clarifying the hypotheses that link the different variables pertaining to cultural heritage and societal well-being:
 - Cultural heritage influences well-being through specific valorisation strategies;
 - accessibility of cultural heritage is propaedeutic to participation in it;
 - cultural heritage impacts transversally and on all dimensions of well-being and these impacts are intertwined;
 - intervening factors can condition the impact of cultural heritage on well-being.
- Providing evidence to verify these hypotheses.
- Providing explanations on why some relevant outcomes derive from specific policy configurations.

Cultural heritage (CH) assets: Tangible (TCH)

Intangible (ICH) Other (eq. Digital)

How to deal with these challenges?/2

Pan-European (macro level) analysis of the linkages between cultural heritage and societal well-being at national and regional level, including:

- econometric analysis based on official data sources and big data;
- descriptive analysis of administrative data on: the gender balance in the direction of state funded museums; UNESCO list of Intangible Cultural Heritage;
- ✓ quali-quantitive analyses of primary data: population survey in 8 ESPON countries (BE, CZ, DE, ES, IE, IT, NO, PL: 8,818 respondents overall); stakeholders survey on contested/neglected heritage.
- Local (micro level) analysis of 8 extrapolative case studies in the survey countries to analyse the mechanisms linking heritage and well-being at local level.
- Assessment of EU investments in cultural heritage in the programming period 2014-2020, including:
 - ✓ quantitative mapping of cultural heritage related investments in European Structural Funds and Creative Europe programmes at NUTS1 and (where possible) NUTS2 levels;
 - ✓ qualitative meta-analysis of the ex-post evaluations of the ECoC capitals with heritage investments (desk analysis and stakeholders' interviews).

Multi-method design

Main findings: societal well-being effects of cultural heritage/1



- Heritage contributes positively and transversally to well-being.
- Contribution of heritage is significant on:
 education and skills, including digital skills; place
 identity and sense of belonging; reconciliation of
 community relationships; jobs, earnings and
 business development.
- Bi-directional relation between participation in heritage and well-being.
- However, cultural heritage has also negative impacts on well-being.
- Different typologies of cultural heritage
 contribute to well-being in a strongly
 interconnected way and effects of heritage on
 well-being are mutually-dependent.
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Main findings: societal well-being effects of cultural heritage/2

- Effects of cultural heritage on societal well-being depend on its valorisation:
 - **Heritage endowments need to be accessible and accessed/participated** by people in order to produce societal well-being effects.
 - **Participation in cultural heritage** depends on: accessibility and affordability; sense of ownership and identification with heritage; recognition of the value of heritage for well-being.
 - Narratives of cultural heritage shape recognition and identification with cultural heritage.
- Effects of cultural heritage are context dependent:
 - The societal recognition of cultural heritage changes over time and across societies.
 - Cultural heritage has a greater impact on well being in countries and regions with good economic and social conditions, e.g. education is the most important personal characteristics explaining differences in engagement with heritage, and hence its ability to trigger societal well-being (as shown by the HERIWELL survey to population).

// Thank you for your attention

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