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Digitization of Natural and Cultural Heritage in Conditions of COVID-19 Pandemic Interregional Webinar State-of-Art (Castilla y León)

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Online 09/11/2021

INTRODUCTION

DOES COVID 19 AFFECT CULTURAL HERITAGE?



CERRADO
TEMPORALMENTE
TEMPORARILY
CLOSED

DOES COVID-19 AFFECT CULTURAL HERITAGE?

Tangible Assets

- Malpractice in the disinfection of the spaces that house tangible assets in the effort of keeping collective use areas safe.

Intangible Assets

- Suspension of pilgrimage routes, such as the Camino de Santiago (The Way of St. James) and other historical routes.
- Suspension of carnivals, tamborradas and cencerradas, fallas, fairs, and Easter events, among others.

Social impact: challenges in the domestic environment

- Before COVID, culture had already begun to explore new formats to approach younger audiences, such as immersive exhibitions, which, instead of showing original works, provided an experience dealing with an author's work. After all, they open a door towards a future visit to the original works and awaken the curiosity of new audiences, especially children and young people.
- Museums had already expanded their websites with possible online visits, but the pandemic has precipitated this modernization and this new way of relating to art not only through a face-to-face experience.
- *Museums have been sharing their collections online. The digitization of works of art represents a great opportunity for the promotion of heritage, to strengthen its relationship with visitors beyond the museum and, above all, to encourage processes of co-creation with the public. (ICOMOS)*

Changes in the management and entrances to cultural venues

- | | |
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| <ul style="list-style-type: none"> ➤ Public institutions have focused their efforts on health matters, sometimes neglecting Cultural Heritage. Impact of phytosanitary measures on heritage. | <ul style="list-style-type: none"> ➤ The communicative and educational opportunities are immense. These spaces are also meant to be virtual spaces for a global audience increasingly eager for the best entertainment and cultural content, including museum content. |
| <ul style="list-style-type: none"> ➤ Reorganization of the spaces to comply with the health measures for its reopening. | <ul style="list-style-type: none"> ➤ The aim is to help build a habit of use and consumption, even to accustom citizens to virtually stroll through cultural spaces and prevent a pandemic from fracturing the mechanisms of communication and interaction between the museum and its visitors. |
| <ul style="list-style-type: none"> ➤ Digital tools have become the great allies of cultural spaces to remain in contact with their visitors, strengthening their bond and making a commitment to the digitisation of content in both live and pre-recorded format. Promotion of digital strategies by cultural spaces to remain connected with their audiences, which can be the seed of subsequent digital strategies. | |

Objectives of the measures

- ✓ To make it possible for citizens to "escape" from loneliness for a few hours.
- ✓ To demonstrate that cultural production did not stop at all during confinement; on the contrary, the issues surrounding isolation contributed to the creation of a rich cultural heritage.



ZONA DE AISLAMIENTO

ACCESO RESTRINGIDO

COVID-19

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Recommendations of
the Junta de Castilla y
León to protect
cultural heritage
during the COVID-19
crisis



DISINFECTANTS AND CULTURAL HERITAGE MATERIALS

Traditional disinfection solutions can damage materials that are part of historical, artistic and documentary elements, causing short, medium and long term irreversible damage.

To avoid this, the regional government has developed a **manual of recommendations** for dealing with the materials that make up cultural heritage assets during the pandemic.

These measures had **two objectives**:

- To ensure people's safety
- To maintain cultural heritage in the best possible condition

IMMOVABLE HERITAGE: BUILDINGS

Building envelope

- Insulation of buildings of historical or artistic interest.
- Protecting Cultural Heritage to prevent plundering and vandalism.

Open buildings. Impossibility of closing

- Acting only on items and equipment of no historical, artistic or heritage interest, never on the heritage asset itself or on the elements close to it (proximity, showcases, displays, etc.).

MOVABLE HERITAGE: Antique furniture, original doors, fixtures and fittings, works of art, religious elements, etc.

No risk for closed buildings

Open buildings. Impossibility of closing

- To quarantine objects suspected of being contaminated. If they cannot be removed because of their size, to establish physical barriers to prevent contact.
- Under no circumstances should any attempt be made to disinfect a work of art, or a historical or documentary element.





CHURCHES, HERMITAGES AND THE LIKE

BUILDING

To resume regular maintenance work to reduce risks such as fires, leaks and other incidents:

- ✓ To check and assess vegetation growth
- ✓ To check the condition of the roofs.
- ✓ To check downspouts
- ✓ To check the condition of the installations.
 - Electric
 - Water
 - Heating
 - Alarms

OPEN SPACES: ARCHAEOLOGICAL SITES AND OTHER OPEN-AIR CULTURAL SITES

OTHER RISKS

During the period of cessation of activities:

Vegetation growth

- Conservation problems due to increased biological pressure on structures and outcrops
- Increased risk of fire during the summer season.
- If you are near poplar trees and poplar groves, remember that lint build-up - highly flammable - is a risk.

✓ To resume maintenance measures in the area and at visitor reception or interpretation centres, if any.

MUSEUMS, ARCHIVES AND LIBRARIES

REOPENING AND RESUMPTION

To adapt the protocols and exhibition and didactic resources to those recommended by the Ministry of Health and the Institute for Spanish Tourist Quality (ICTE) - Guidelines and recommendations for Museums and Heritage Sites:

- ✓ To check the dynamics of your institution to reduce social contact of workers and the public.
- ✓ To check the flow of visitors and interaction with the exhibition and teaching resources and materials, including the shop/cafeteria.
- ✓ To incorporate protective measures and protocols with the new prophylactic measures.

Cleaning and disinfection of the building and furnishings: New or renovated spaces with new materials and without works of historical or artistic interest: following the procedures established by the health authorities. Ventilating whenever possible.

NATURAL HERITAGE

BENEFITS	DISADVANTAGES
➤ The decrease in human pressure and movement in protected areas - due to closure measures - has reduced the stress on wildlife.	➤ Increase in forest fires
➤ The degree of pollution, particularly air pollution, decreased due to the reduction of traffic; carbon emissions have been significantly reduced, as human activities are limited.	➤ Decline in ecotourism. This causes the reduction of financial support for wildlife protection (Natural Parks closed to visitors).
	➤ Suspension of workshops, training programs and symposia will hinder future conservation actions and subsequent implementation of practical solutions.
	➤ Diversion of efforts of public institutions, jeopardizing the protection of Natural Heritage.

Policies of public institutions on the digitization of Cultural Heritage post COVID-19

- **Moving from quantity to quality**
 - ✓ New measurement values. Less quantitative statistics and more focus on qualitative indicators and visitors profile.
 - ✓ Tailor-made marketing strategies.
- **Diversifying cultural products**
- **Promoting community participation and domestic tourism.**
- **Personalizing the cultural offer for international visitors**
- **Fostering entrepreneurship and innovation in cultural heritage**
- **Making cultural, natural and intangible heritage accessible to all**

➤ **Improving information and data exchange between sectors**

The flow of information across sectors is key to understanding the impact of the pandemic and devising effective responses.

➤ **Launching innovative partnerships**

The confinement has demonstrated the importance of new technologies and media in our daily lives. This is an ideal time to develop and promote cultural experiences for a captive audience. The challenge is to provide these experiences in a way that brings direct benefits to the organizations and professionals concerned.

➤ **Inspiring a more sustainable future for cultural tourism**

The tourism and culture sectors must continue to work together to inspire a more sustainable future for cultural tourism.

➤ **Building a more resilient heritage and culture workforce**

The professional profiles of workers will require new skills. They need to develop creative and inventive employment solutions to create a more resilient workforce. After decades of precariousness, they should upskill.

➤ **Strengthening governance structures for better coordination and information sharing**

This crisis is an ideal opportunity to build cross-sectoral governance models among key actors.

➤ **Attracting new audiences**

The emotional bonds that are emerging now between citizens and cultural creators will make a difference in the years to come. Bridges must be built with children and young people, to form committed global citizens who will support culture in the future, with actions of sponsorship and solidarity.

VIRTUAL CONTENTS



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➤ eBiblio

- ✓ eBiblio is a free online e-book lending service offered through Spanish public libraries.
- ✓ During and after the pandemic, this lending platform has been boosted.

VIRTUAL CONTENTS

➤ CineCYL Platform

New. CineCyL is a service of the Library Network of Castilla y León that allows its users to access movies, programs and television series via streaming on certain televisions, computers and other devices with internet connection.



Busca películas por título, actores, género, director ...



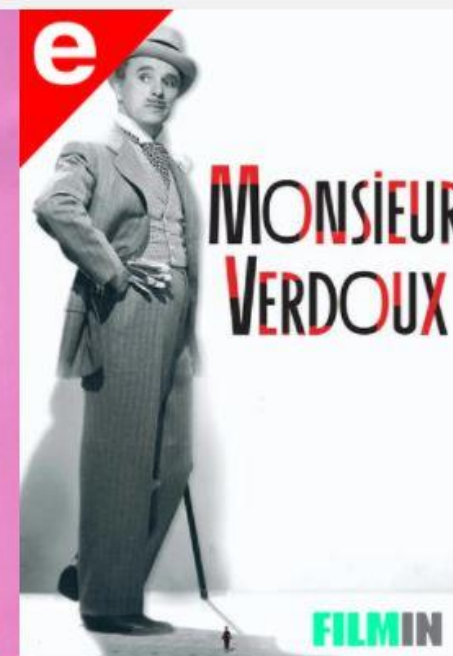
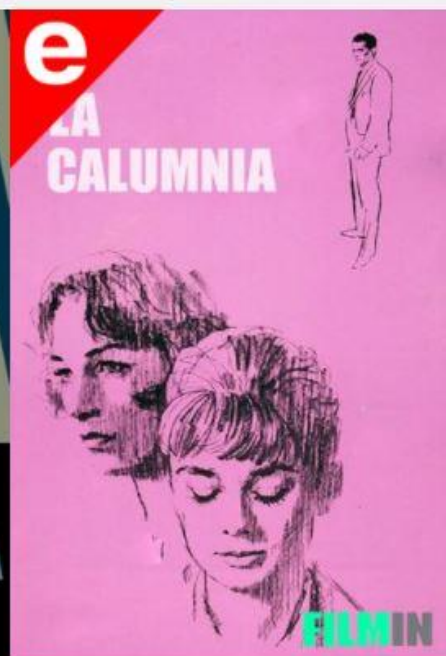
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¡Qué grande es el cine!

[VER TODAS](#)



VIRTUAL CONTENTS

➤ **Digital Library of Castilla y León**

Increased demand. Collection of digital resources related to the history, heritage, science, language and culture of Castilla y León.

➤ **Cultural Heritage Portal / 'Navigate through cultural heritage'.**

Without leaving home, citizens can visit and enjoy the cultural heritage of the Community.



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¡HOGAR, CULTO HOGAR!

LA RIQUEZA CULTURAL, TURÍSTICA Y PATRIMONIAL DE CASTILLA Y LEÓN LLEGA A CADA RINCÓN DE TU CASA

Cada dispositivo se convierte en tu sala privada para disfrutar de la historia, la literatura, el cine, el arte y el turismo de Castilla y León.



➤ **Home, Culture Home!**
Informing citizens about
all these initiatives and
digital tools.

CANAL CULTURA CONSEJERÍA DE CULTURA Y TURISMO. JUNTA DE CASTILLA Y LEÓN

Recursos digitales



➤ New Cultural Channel

It brings together in a single access all the cultural contents available through a single link.



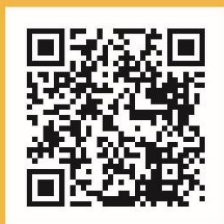
Canales Cultura Castilla y León en Youtube



Canal 1



Canal 2



Canal 3



Canal 4



Canal 5



Canal 6



The Ministry of Culture and Tourism of the Junta de Castilla y León has also created several **channels on Youtube** so that citizens can enjoy *online*, live and recorded, the **retransmission of some of the most important activities** that have been scheduled from its network of cultural centers. Access to the different **channels of Cultura Castilla y León** on Youtube through QR codes

GRANTS FOR MODERNISATION, INNOVATION AND DIGITISATION IN THE CULTURAL HERITAGE SECTOR

- Grants aimed at promoting technological innovation, digital transformation, sustainability, preventive conservation, dissemination and education in the cultural heritage sector, through the generation of projects by the agents themselves (universities; associations and foundations; small, medium or micro enterprises) that are linked to this sector.

WHICH EXPENSES OR INVESTMENTS ARE ELIGIBLE?

- Innovation in cultural heritage management to adapt to the situation created by COVID-19
- Investment in improving the management and technical skills of professionals in the cultural heritage sector to adapt to the situation created by COVID-19.
- Innovation in heritage dissemination and education to adapt to the situation created by COVID-19
- Technological innovation to adapt to the situation created by COVID-19

Thank you very much for your attention!