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18th EUROPEAN WEEK of REGIONS and CITIES

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Resilient heritage, cohesive society

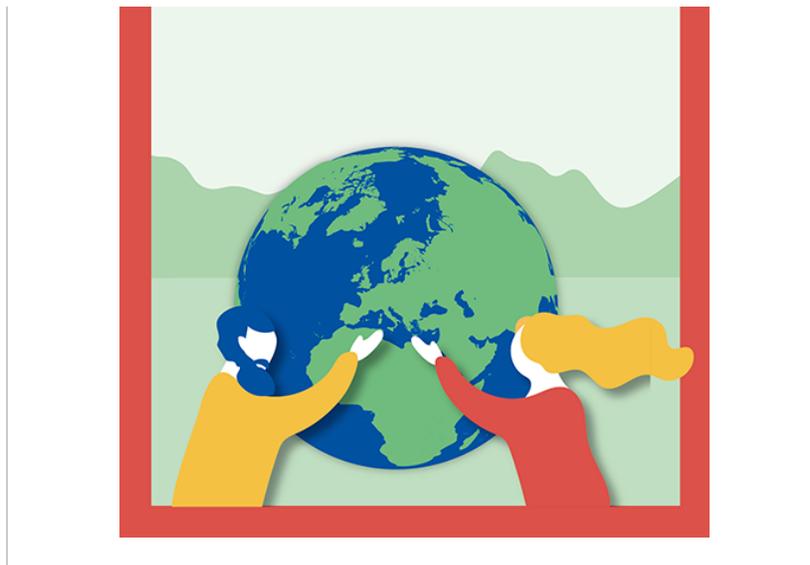
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Wed 14, October 2020

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Tangible and intangible cultural heritage is a foundation of European identity and local pride. Suitably managed, it contributes to sustainable economic development, education, tourism and physical and mental well-being. Its managers face many challenges, from financial sustainability to engaging a wider public and leveraging heritage as a tool for inclusion.

The situation calls for multiple approaches, not a single solution. To have a strong positive impact, regional authorities must look beyond traditional practices to help and enable stakeholders to activate heritage, with financial instruments and innovations that embrace private players.

In a lively interactive discussion, Joep de Roo (Interreg Europe **Innocastle**), Chiara Dall'Aglio (Interreg Europe **SHARE**) and Anna Maria Caputano (Interreg Europe **FINCH**) will describe creative financial models, ideas for catalysing citizen engagement and participation, sustainability practices, future directions, and more, collected by project partners in 13 countries. Shirley Clerkin (Local Authority Heritage Officer, Ireland), Chair of the OMC on Sustainable Cultural Tourism will present its report, which identifies challenges and opportunities inherent in managing heritage assets. International sustainability expert Andy Fryers will moderate.

The result: a toolkit of policy and management ideas to

enable cultural heritage to benefit society and to enable people to support heritage.

Download the Sustainable Cultural Tourism report:

<https://op.europa.eu/en/publication-detail/-/publication/164ea9c5-2255-11ea-af81-01aa75ed71a1/>

<https://www.interregeurope.eu/finch/>

<https://www.interregeurope.eu/innocastle/>

<https://www.interregeurope.eu/share/>

Moderators:

Andrew Fryers, External expert, Sviluppumbria spa, Italy.

Paul Thissen, Program Leader Heritage, partner Innocastle, Province of Gelderland, Netherlands.

Joep de Roo, Innocastle Project Manager, Eurodite, Romania.

Speakers:

Anna Maria Caputano, FINCH Project Coordinator., Regione Piemonte - Financial Assets and Resources Directorate, Italy.

Shirley Clerkin, Local Authority Heritage Officer, Monaghan County Council, Ireland.

Chiara Dall'Aglio, Coordinator Tourism and Promotion, PL SHARE, Sviluppumbria spa, Italy.

Paul Thissen, Program Leader Heritage, partner Innocastle, Province of Gelderland, Netherlands.

Joep de Roo, Innocastle Project Manager, Eurodite, Romania.

Code: 14WS1220V

Format: [Workshop](#)

Theme: [Cohesion and Cooperation](#)

Partners: European Commission - DG EAC, European Commission - DG REGIO, National Institute for Heritage Romania, Piemonte Region, Sviluppumbria spa

Language: English (EN)

Virtual platform: Zoom

Session closed

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Session summary

The workshop brought together 3 Interreg projects taking different approaches to managing cultural heritage, and the Sustainable Cultural Tourism report, for 18 good practices to help heritage managers face challenges and better serve and engage their communities and visitors.

There is not a single solution for all heritage management challenges. Rather, managers must seek to adapt successful ideas from peers, assembling a policy toolkit customised to their own requirements.

The session presented ideas for managing tangible and intangible heritage. Some are governance, such as Extremadura's sustainability protocol or the ethical guidelines for Sámi tourism. Others preserve and convert infrastructure, like Šibenik's fortresses and South Ostrobothnia's public-private granary conversion. Some require very little investment to engage residents and give them a greater sense of ownership, like the National Trust's "visiteering" programme or Laragh's grassroots conservation community.

Take away message

Although heritage management solutions are developed to address the conditions of a specific property or location, the good ideas behind them can be distilled and applied in a very different context. Those responsible for managing heritage assets must confront a range of problems and issues. We

hope that they find inspiration they can adapt to their particular case from the expertise and experiences shared here.

"(Built) Cultural Heritage must be considered as a shared resource, a collective good and a common responsibility that need collaborative actions from public sectors, private stakeholders and local communities that may build partnership opportunities - also at financial level - able to face these challenging times." Anna Maria Caputano, Piemonte Region

"This was a fantastic opportunity for four projects to share information and best practice with the wider community. Whilst meeting in person would have been great, the opportunity provided by the digital platform enabled us to involve and reach a much wider audience and at a much lower carbon cost." - Andy Fryers, Moderator

"Heritage sites of any size can adopt new practices to sustainably manage their assets, with better outcomes for places and people. These can be low-cost engagement and volunteering strategies, or high-tech solutions to easily manage the carrying capacity for popular sites. The key is to recognise that people – residents and visitors, want to meaningfully engage with cultural heritage."
Shirley Clerkin

"This year's workshop was a great experience, because we developed the session idea in close cooperation with two other Interreg Europe projects. Working with and learning from the FINCH and Innocastle partners was another kind of interregional exchange, which is the heart of the Interreg programme." Chiara Dall'Aglio,
Sviluppumbria

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**European Committee
of the Regions**

