



Regional
Initiative
for Culture
and Creativity



THE REGIONAL AND LOCAL DIMENSION UNDER THE CULTURAL HERITAGE

16th May, 9.00 am to 13.00 pm - Venue: VLEVA AGENCY Av. de Cortenbergh 71 – Brussels

organized by the Regional Initiative for Culture and Creativity/RICC

in collaboration with EUROPA NOSTRA, NECSTOUR and ERRIN

ABSTRACTS SPEAKERS

Session “engagement”

Maciej W. Hofman (DG EAC Commission)

The Commission will set up a general scene-setter about the Year and what its main goals are. Moreover, there will be a short introduction on how the Year is managed. In order to align with the points of the session's topic of the (Engagement), there will be a presentation of EU initiatives and how are they organised and planned to happen in this regard.

Emilia-Romagna Region

Emilia-Romagna has an important and long-lasting history on cultural heritage. Today, it counts 539 museums and globally 106 historic theatres. The current population is around 4.500.000 inhabitants, of which 170.000 with a disability.

The Region has been engaged in the years to provide the opportunity to all citizens, including people with disabilities and detained, to enjoy regional museums, cultural sites and performing arts.

The presentation highlights a number of initiatives and good practices on inclusion through museum heritage and performing arts promoted by the Emilia-Romagna Region.

Barcelona Province: The tactile gaze (Lluís Rius Font)

The Office of Cultural Heritage of the Barcelona Provincial Council carries out different actions to bring museums and their heritage closer to citizens through the Local Museums' Network, a network of 67 museums in 52 municipalities within the province. The Tactile Gaze is a program of cultural accessibility

which adapts permanent exhibitions and archaeological sites to the whole society. We understand the museum as a conducive environment for cultural inclusion, a space of relationship that must be sensitive to differences and compensate for cultural inequalities.

This program focuses on the development of different display elements within a museum, including the various communication channels specific to each disability group. Those may include scripts for the visitor with relief images, large print macro characters and braille for the blind community; videos with an interpreter in sign language to translate the content for the deaf community; subtitled videos for the deaf community and locution as a bonus for its usability.

Skåne Region: “CH institutions and integration of migrants” (Caisa Lindfors)

I will present three examples of initiatives from Skåne on how we are making culture more accessible in different ways. Research shows that the migration process as a whole carries risks of ill health, and that the first few years in your new country are often crucial to your health and what opportunities you get. Through projects like Welcome to Skåne and New Pattern, we want to make routes into society accessible, so refugees feel welcome, and get opportunities to find out information and participate in activities.

A grant called Young Power can be compared to a residence for youths, as the grant can only be used to employ adolescents or young adults at cultural institutions on a project basis. The purpose is to put adolescents’ and young adults’ cultural activities centre stage, to stimulate cultural parties’ work with young participation, and to promote offerings and operations that are important and relevant to the target group.

Tuscany region: International Forum for the inclusive participation of local communities to the promotion of Cultural Heritage - Annalisa Giachi

The LUBEC project represents an International Forum with the aim of fostering an inclusive participation of locals and communities to the promotion of Cultural Heritage. It takes place every October in Lucca, and it’s dedicated to develop the cultural heritage, technology and supply chain.

It is not only a meeting for experts working in the sector, but also a laboratory of social inclusion, open to wide ranges of civil society. The most important moment in the forum is the recognition of those who have distinguished themselves in the valorization of Cultural Heritage. For example, this award had been delivered to Antonia Pasquale Recchia, policy consultant of former Minister for cultural Heritage Dario Franceschini, and to Anna Puccio, President of the Italian foundation “Accenture”.

LuBec is also involved in promoting the strategic planning of culture and in organizing exhibitions of cultural tourism and products.

Veneto Region: “Public-private partnerships in Veneto Region for preserving CH - Fausta Bressani -

The European Year of Cultural Heritage offers the exceptional opportunity to share experiences and reflections on some strategic issues, and so to identify possible solutions to common problems. The theme of this session, sustainability, is becoming more and more pressing, in particular for the situation in Veneto, where there are major attractions for tourists from around the world, as well as very remarkable widespread cultural and landscape assets. In this context, some examples of public-private partnership aimed at the protection and promotion of cultural heritage are provided.

Ile de France: “Promoting regional cultural heritage: a label for unprotected heritage, an asset for territories” - Sophie de Moustier -

Voted in July 2017, the new cultural heritage policy of the Regional Council of Ile-de-France allowed the creation of the “cultural heritage of regional interest” label for the unprotected items. Its purpose is to shed light on units or set of buildings that showcase a heritage value and represents Paris Region, thus allowing them to be acknowledged as key components of the local cultural heritage. The label contributes to the territorial dynamics, in terms of territory attractiveness and tourism promotion of the region. Besides, it plays a major part in the protection of the weakened heritage as well as the recognition of “new outstanding heritage”.

In the short run, this unknown heritage could be promoted to the inhabitants of Paris Region as well as tourists, through a range of themed touristic routes that reveals Paris Region’s history in terms of cultural heritage. The cultural heritage policy of Paris Region now covers every single step of the “patrimonial chain”: from its study, through its protection, to its promotion.

Canary Islands: An open gate to tourism, cultural heritage and sustainability (Christian Perazzone)

With 16 million tourists coming from all European countries and one hundred million nights spent, Canary Islands lead European tourism. Although this brings great wealth to the archipelago, it involves appropriate management of resources for sustainable long-term vision. While mass tourism is based on rest, relaxation, sea and sun, the Canaries have a rich heritage to share. We wanted to bring to this session the experience of two projects in which the Directorate General of Cultural Heritage currently works: the Canary Islands Museums Network and its extension to the Outermost Regions Museums Network, and the Information and Documentation System of the Canary Islands Cultural Heritage.

Session Innovation and protection

Friuli Venezia Giulia Autonomous Region: the new regional strategy on CH (Anna Del Bianco)

In the FVG Region the Regional Department for culture, sport and solidarity is responsible for the protection, valorization and enhancement of the regional cultural heritage providing support and subsidies to museums and eco-museums, libraries, archives. **For the implementation of cultural policies the regional department works in close cooperation with its specialized institutions such as the Regional Authority for Cultural Heritage-ERPAC and the Aquileia Foundation.** One of the most relevant policies developed by the Department consists in supporting the creation of new CCIS and boosting the growth of the existing ones. The FVG Region has included culture and tourism as a specific area in our Smart Specialization Strategy (FVG participation in Interreg projects: CRE-HUB, CHIMERA). **Cultural assets of the utmost importance:** Fondazione Aquileia, Villa Manin, Museums of Borgo Castello, Faro della Vittoria and Parco of San Giovanni Trieste. The Aquileia Foundation has been recognized as a good practice in the management of CH, included in the final report of the “Culture for Regions and cities “ a Creative Europe project. Several CCIs deal with Aquileia Foundation with the aim of making CH more accessible to a wider audience through the use of new technologies. Villa Manin, one of the biggest Venetian Villas is nowadays a cultural center hosting art exhibitions and musical event. **In 2020 the FVG Region will host ESOF 2020** (European Science Open Forum) an occasion to develop new connections between research& development and culture.

Basque Country: “Heritage Archive: from regional to global, through innovation and linking the european heritage and history - Mr Borja Aguinagalde

Innovation is at the heart of the Basque Government’s Documentary Heritage and Archive Service. It involves aligning our policies and our programmes with serving the citizens. The competency and policy framework makes us fully responsible for our heritage in a highly interconnected society (97% connectivity, 15-44 years old). This all means that we are in line with the EU Agenda.

In 2018, the Basque Country’s Historical Archive has consolidated several innovative core areas: locating the building in the city centre, not in the suburbs, digitalising all the collections and publishing them on the website, and working to serve the ordinary citizen. The Basque Country is the only European region whose website contains the full historical demographic census (1500-1900), along with other resources. The figures speak for themselves: 2017 compared to 2014: 75,000 users (38.5% more than in 2014), 4.9 million pages (50.5% more than in 2014), and 233,000 sessions (54% more than in 2014).

As part of the European Heritage Year, the number of projects and initiatives driven in the Basque Country should be highlighted. By way of example, there is the INTERREG Europe Creadis3/Smart Specialisation Creative Districts project, which contributes to the territorial dimensions of the cultural and creative industries and their link in the Smart Specialisation Strategies, including heritage

Sicily Region: REVIVE srl start-up (Daniela Guarnieri)

The innovative Daniela Guarnieri’s R&D Project aimed at developing and applying new technical models based on the Building Information Modelling (BIM) processes and technologies, the Leadership in Energy

and Environmental Design (LEED) protocols and the Life Cycle Assessment (LCA) management to providing advanced technical services for environmentally sustainable and energy efficiency management of the whole construction chain: from designing, to engineering, procurement and construction (EPC), mainly focusing on the hospitality industry.