



INTERNATIONAL ONLINE WEBINAR:

CHALLENGES IN HERITAGE MANAGEMENT - HOW TO ENGAGE COMMUNITIES, MOBILISE FUNDING AND DEVELOP CAPACITIES

Wednesday, October 14th, 2020

10:00 - 12:30 CET

Time	Topic	Outcome	Moderator
10:00 - 10:05	Opening	Introduction and general info	Ms. Ingrid Ikanović / Ms. Sonja Lukin, City of Rijeka (Croatia) Ms. Małgorzata Steckiewicz, ForHeritage project advisor (Poland)
10:05 - 10:20	City of Rijeka, European Capital of Culture 2020	European Capital of Culture 2020, the Benčić complex - project pilot	Mr. Ivan Šarar, City of Rijeka (Croatia), Department of Culture Head, Founder and main applicant for the ECoC 2020
10:20 - 10:35	Cultural Heritage tools	“How to engage communities in cultural heritage projects? Fostering participation”	Dr. Daniela Jelinčić, IRMO - Institute for Development and International Relations (Croatia)
10:35 - 10:50		“The economic challenge and the use of innovative financial schemes“	Ms. Susanna Longo, Finpiemonte (Italy)
10:50 - 11:05		“How to foster public-private cooperation in cultural heritage?“	Dr. Damjan Kavaš, Institute for Economic Research (Slovenia)
11:05 - 11:20		“Your strength lies in knowledge - How to organise a successful training for better management in the cultural heritage sector?“	Ms. Nataša Mršol, Regional Development Agency of the Ljubljana Urban Region (Slovenia)





11:20 - 11:35	Cultural Heritage tools	“Learning by doing - Transferable elements of cultural heritage revitalisation pilot actions”	Dr. Nika Murovec, Institute for Economic Research (Slovenia)
11:35 - 12:00		“Impact assessment as an opportunity”	Ms. Susanna Longo, Finpiemonte Prof. Michela Marchiori, University of Roma TRE, scientific coordinator SoPHIA project ¹
12:00 - 12:30	Discussion and conclusions	Session with Stakeholders on the lessons learned and tools presented Conclusions of the conference	Ms. Sonja Lukin / Ms. Ingrid Ikanović / Ms. Małgorzata Steckiewicz

More about the topics:

1. Tool: Cultural Heritage Participatory Governance Toolkit: How to Involve Public

How to engage communities in cultural heritage projects? Fostering participation - *presented by: Daniela Jelinčić*

Good/participatory governance entails effective and responsible management of a cultural heritage organization, institution or a cultural heritage site. The Cultural Heritage Participatory Governance Toolkit provides basic information to support cultural heritage managers and all relevant actors involved in cultural heritage management and planning processes, so they can implement participatory governance tools in their work more efficiently. It provides practical step-by-step information, which can assist in selection of methods to be used when dealing with stakeholders.

2. Tool: Financial instruments and innovative financial schemes for cultural heritage

The economic challenge and the use of innovative financial schemes - *presented by: Susanna Longo*

Cultural heritage valorisation is expensive and poses an economic challenge. Furthermore, the infrastructural investment (conservation and renovation) represents the minor part of the overall cost of preserving cultural heritage, since the major part is related to passage of time rather than regular operations and maintenance.

One of the hardest decisions, faced by those who conceive cultural heritage led regeneration projects, is how to finance them (i.e. which are the most effective financial instruments and who are the best budget providers). This difficulty is also due to the lack of information on such instruments and of inspirational case studies.

¹ SoPHIA Project - Social Platform for Holistic Heritage Impact Assessment
<https://sophiaplatform.eu/en>



The document provides an overview, practical examples and tips on how Innovative Financial Schemes, beyond grants, can be used to sustain cultural heritage projects.

3. Tool: Assessment of the appropriateness of public-private partnership approach in cultural heritage

How to foster public-private cooperation in cultural heritage? - *presented by: Damjan Kavaš*

European countries have been relatively successful in mainstreaming heritage, through a shift of perception on the societal and economic value of heritage and its role in sustainable development. Due to the decreasing public funds and interdisciplinary approach needed to revitalise cultural heritage, there is a need to find new funding sources (e.g. private capital, foundations etc.) and to find new ways of public-private cooperation. The document presents existing forms of public-private cooperation, their use and recommendations on how public and private sector could successfully cooperate in the revitalisation of cultural heritage.

4. Tool: Ex-post analysis of workshops and training materials from previous projects

Your strength lies in knowledge - How to organise a successful training for better management in the cultural heritage sector - *presented by: Nataša Mršol*

Fast development and changes in almost all fields of our lives - economic, social, cultural and political, require life-long learning, in order to achieve a successful career. Professionals need to constantly develop their own competencies: the soft ones, related to teamwork, planning and organization, the ability to adapt to external changes, problem solving skills, networking, as well as those related to the area of competence of our own activities. This is equally important for actors working in the cultural and creative industries (CCI) and for those in the cultural heritage sector, both sectors facing challenges due to lack of public financial resources.

Therefore we prepared the Guidelines with practical information and some hints about organization of trainings for (better) cultural heritage management for various target groups (public administration staff, cultural heritage managers and operators).

5. Tool: Transferability assessment of experiences from Pilots

Learning by doing - Transferable elements of cultural heritage revitalisation pilot actions - *presented by: Nika Murovec*

The document summarizes the experience of 12 pilot projects, carried out within two other Interreg Central Europe projects, dealing with cultural heritage revitalisation - Forget Heritage and Restaura. The purpose of this document is to provide a more transparent overview of good practices and recommendations, which are applicable to a wider or to a clearly specified context. Thereby, we aim to make the testing process easier for anyone dealing with similar pilot projects in future, help them avoid certain mistakes and enable more successful and effective implementation of their pilots.

6. Tool: Impact assessment in the cultural heritage sector

Impact assessment as an opportunity - *presented by: Susanna Longo*

This document is still work in progress: we expect to have a lively debate with the participants in order to collect inputs, experiences and suggestions in order to draft practical guidelines on how to approach impact assessment of cultural heritage projects.

Heritage is the cultural capital just as environment is the natural capital: heritage investments have positive return.

The assessment of impact is the attempt to establish to what degree an action affects certain changes in the society. The objective is also the management and control of the process of



generating an impact, its optimization in relation to its costs. Impact measurement is essential to attract investors, so they can assess the impact of their investments and monitor the continuous improvement of the organization.

Impact assessment and measurement, therefore, are highly debated topics at international level, in order to define standard methodologies.