



Circular models Leveraging Investments
in Cultural heritage adaptive reuse



D6.3 Project leaflet



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Deliverable 6.3

Project leaflet

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- PU:** Public
 - PP:** Restricted to other programme participants (including the Commission)
 - RE:** Restricted to a group specified by the consortium (including the Commission)
 - CO:** Confidential, only for members of the consortium (including the Commission Services)
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Abstract

The Deliverable 6.3, Project leaflet, falls within the project work package focused on Dissemination, exploitation and communication (WP6) and, precisely, within the Task 6.3 Implementation of communication and dissemination activities envisaged (M1-M36).



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1 Description of the Project

The overarching goal of CLIC trans-disciplinary research project is to identify evaluation tools to test, implement, validate and share innovative "circular" financing, business and governance models for systemic adaptive reuse of cultural heritage and landscape, demonstrating the economic, social, environmental convenience, in terms of long lasting economic, cultural and environmental wealth.

The characteristics of cultural heritage and landscape pose significant challenges for its governance. Cultural heritage is a "common good", which enjoyment cannot be denied to citizens, although many buildings and landscape structures are privately owned. Furthermore, the large economic resources needed for recovery and maintenance of heritage goods are rarely available to the private owner, often charged of the additional cost of non-use due to limited degree of transformation allowed. The existing governance arrangements currently involve limited stakeholders concerning for the historic, aesthetic or religious sociocultural values, severely restricting the use of the heritage properties, and charge the central government of conservation costs. The approach of regulatory and planning tools throughout European countries has been to preserve cultural heritage by preventing transformation of buildings or areas having historic-cultural significance.

"The current monument-based, full protection, and government-financed approach that restricts the use of protected properties and relies almost entirely on public funds is incapable of tackling the vast urban heritage of most communities and of sustaining conservation efforts in the long term" (Rojas, 2016). To turn cultural heritage and landscape into a resource, instead of a cost for the community, the structures of authority, institutions and financial arrangements should be adjusted to ensure larger stakeholders' involvement in decision-making, attract private investments and facilitate cooperation between community actors, public institutions, property owners, informal users and producers (Rojas, 2016). The risk is that without financing channels the decay of European heritage and landscape will increase, until its irreversible loss.

Flexible, transparent and inclusive tools to manage change are required to leverage the potential of cultural heritage for Europe, fostering adaptive reuse of cultural heritage / landscape. Tools for management of change should consider costs and benefits at the local level and for all stakeholders, including future generations, and should take into account the cultural, social, environmental and economic costs of disrepair through neglect, compared to the benefits obtained through diverse scenarios of transformation / integrated conservation.

Costs and values of cultural heritage adaptive reuse have to be compared in a multidimensional space: the relationship between costs and "complex values" influences the willingness to invest in the functional recovery of cultural heritage and landscape. Therefore, it is necessary to clarify what is intended for the value of cultural heritage. The higher the perceived value for potential actors, the higher the willingness to take the risk of investment. This "complex value" of cultural heritage depends on the intrinsic characteristics, but also from extrinsic (context) characters.

Investment costs are related to the materials, technologies and techniques to be used to preserve the cultural value of the heritage / landscape, and to maintenance / management / operating costs. The willingness to invest, the same value done, increases with the reduction of costs. Then, the social cost of abandonment – and eventual irreversible loss of heritage – must be included in the investment choice.

The investment gap in cultural heritage and landscape regeneration can be addressed through careful evaluation of costs, complex values and impacts of adaptive reuse, providing critical evidence of the wealth of jobs, social, cultural, environmental and economic returns on the investment in cultural heritage.

1.1 CLIC Specific objectives

The scopes of CLIC project will be achieved through a set of specific, measurable, achievable, realistic and time-constrained (SMART) specific objectives:

Objective 1 – To synthesize existing knowledge on best practices of cultural heritage adaptive reuse making it accessible to researchers, policy makers, entrepreneurs and civil society organizations, also with direct dialogue with their promoters;

Objective 2 – To provide a holistic ex-post evaluation of the economic, social, cultural and environmental impacts of cultural heritage adaptive reuse, stressing on the importance of appropriate conservation and maintenance approaches able to highlight the integrity and authenticity of heritage;

Objective 3 – To provide EU-wide participated policy guidelines to overcome existing cultural, social, economic, institutional, legal, regulatory and administrative barriers and bottlenecks for cultural heritage systemic adaptive reuse;

Objective 4 – To develop and test innovative governance models and a set of evidence-based, participative, usable, scalable and replicable decision support evaluation tools to improve policy and management options/choices on cultural heritage systemic adaptive reuse, in the perspective of the circular economy;

Objective 5 – To analyse hybrid financing and business models that promote circularity through shared value creation, and assess their feasibility, bankability and robustness for cultural heritage adaptive reuse;

Objective 6 – To validate the CLIC circular financing, business and governance practical tools in 4 European cities / territories representative of different geographic, historic, cultural and political contexts;

Objective 7 – To contribute to operationalise the management change of the cultural landscape also in implementing the UNESCO Recommendation on Historic Urban Landscape;

Objective 8 – To re-connect fragmented landscapes, through functions, infrastructures, visual relations at macro and micro scale;

Objective 9 – To design and implement a stakeholders-oriented Knowledge and Information Hub to make tools and information accessible, useful and usable and test them with policy-makers, entrepreneurs, investment funds and civil society organizations;

Objective 10 To contribute to the creation of new jobs and skills in the circular economy through cultural heritage adaptive reuse, boosting startups and sustainable hybrid businesses and empowering local communities and stakeholders through public-private-social cooperation models.

Objective 11 To contribute to the monitoring and implementation of SDGs (especially Target 11.4) and the New Urban Agenda, creating operational synergies with global initiatives of UN-Habitat, UNESCO/ICOMOS and the World Urban Campaign.

All partners have wide experience in developing and testing CLIC proposed tools, ensuring the effective and time-constrained achievement of all the above-mentioned specific goals. The

integration of sectorial knowledge, tools and methods will be achieved through a trans-disciplinary approach promoting partners and stakeholders' cooperation, co-creation of knowledge and co-delivery of outcomes.

The expected impacts of the project are the following:

- Validation of integrated approaches and strategies for cultural heritage adaptive re-use, comprising innovative finance with high leverage capacity, business models and institutional and governance arrangements that foster multi-stakeholder involvement, citizens' and communities' engagement and empowerment;
- New investments and market opportunities in adaptive re-use of cultural heritage, also stimulating the creation of start-ups;
- An enabling context for the development and wide deployment of new technologies, techniques and expertise enhancing industrial competitiveness and contributing to economic growth, new skills and jobs;
- Innovative adaptive re-use models that are culturally, socially and economically inclusive;
- Contribution to implementing the Sustainable Development Goals (SDGs) (Goals 1, 15, 11 particularly) and the United Nations New Urban Agenda.



2 Introduction

The Deliverable 6.3, *Project leaflet*, falls within the project work package focused on Dissemination, exploitation and communication (WP6) and, precisely, within the Task 6.3 *Implementation of communication and dissemination activities envisaged* (M1-M36).

The leaflet has been designed to illustrate clearly, concisely and effectively the most important information on the project (mission, objectives, methodology and expected impacts). The design is eye-catching to grab the attention of the project multiple audiences and invoke their curiosity to learn more about the project through the CLIC website and social accounts, highlighted on the leaflet cover.



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KEY CONCEPTS

Key concepts of the CLIC project:

- ◆ CULTURAL HERITAGE ADAPTIVE REUSE
- ◆ CIRCULAR ECONOMY
- ◆ CIRCULAR CITY/TERRITORY

Circular economy and cultural heritage (and landscapes) adaptive reuse have similar objectives:

- ◆ to enlarge the time horizon of resources, ideally in an indefinite time (enlarging the perspective of «here and now» and introducing a longer time horizon in choices)
- ◆ to enlarge the set of values / objectives including also ecological and social ones in choices.

The circular economy is founded on - and in its turn promotes - a culture of **COOPERATION**, that reduces social entropy, improving resilience.

As in many good practices, differences and conflicts are transformed into complementarities and opportunities, for wealth creation coming from cooperation and synergies.





OBJECTIVES

CLIC aims at identifying evaluation tools to test, implement, validate and share innovative circular financing, business and governance models for the systemic adaptive reuse of cultural heritage in the context of historic urban landscapes. These will make it possible to demonstrate the economic, social and environmental impacts of cultural heritage adaptive reuse, as well as successful models to support these processes. Moreover, CLIC will advance the agenda for heritage-led local sustainable development by promoting flexible, transparent, integrated and inclusive tools to manage landscape-level change in European cities.

METHODOLOGY

CLIC adopts a **TRANSDISCIPLINARY** and **SYSTEMIC APPROACH** that integrates technology, business models and economic organisation, finance, governance and regulations as well as skills and social innovation, framed in the perspective of the circular economy as possible model for a more inclusive, resilient and sustainable development.



WORKPLAN

Year 1

Best practices analysis and ways to overcome barriers
Clic evaluation framework - Creating evidence base of cultural heritage impact

Year 2

Supporting circular governance through informed decision-making
Developing circular financing and business models

Year 3

Implementation in pilot cities and regions
Dissemination, exploitation and communication

THE CONSORTIUM

A total of **15 PARTNERS** are involved in CLIC Project including research institutions, SMEs, local governments and cultural organizations. Partners come from **10 EUROPEAN COUNTRIES**: Italy, Austria, Belgium, Croatia, Germany, Netherlands, UK, Slovenia, Sweden, Poland. The project Coordinator is the Institute for Research on Innovation and Services for Development, National Research Council of Italy (CNR IRISS).

This partnership pursues to guarantee that the progress in the field of innovative circular business, financing and governance models for cultural heritage adaptive reuse is relevant and transferable in European cities and regions.

EXPECTED IMPACTS

- ♦ Validation of integrated approaches and strategies for cultural heritage adaptive reuse, comprising innovative finance with high leverage capacity, business models and institutional and governance arrangements that foster multi-stakeholder involvement, citizens and communities' engagement and empowerment;
- ♦ New investments and market opportunities in adaptive reuse of cultural heritage, also stimulating the creation of start-ups;
- ♦ An enabling context for the development and wide deployment of new technologies, techniques and expertise enhancing industrial competitiveness and contributing to economic growth, new skills and **JOBS**;
- ♦ Innovative adaptive reuse models that are culturally, socially and economically inclusive;
- ♦ Contribution to implementing the Sustainable Development Goals (SDGs) (Goals 1, 15, 11 particularly) and the U.N. New Urban Agenda;
- ♦ Contribution to a new production-consumption culture, learning (and not "taking") from nature.

ABOUT THE PROJECT

Cultural heritage/landscape is a key economic resource in the global competition and a key resource for local communities' identity and wellbeing. The Horizon 2020 CLIC project is theoretically and practically interrelated with the international research, policy orientation and innovation activities on the role and impacts of **CULTURAL HERITAGE ADAPTIVE REUSE** for sustainable local development. CLIC develops financing, business and governance models for the circular adaptive reuse of cultural heritage and historic urban landscapes to implement a full **CIRCULAR ECONOMY** in cities and regions. The characteristics of cultural heritage and landscape pose significant challenges for its governance. Cultural heritage is a common good, which requires flexible, transparent and inclusive tools to manage changes and leverage public and private investments for its conservation and adaptive reuse.