



Circular models Leveraging Investments
in Cultural heritage adaptive reuse



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 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.

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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.

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 in harmony with nature, learning (and not “taking”) from nature itself.