



Circular models Leveraging Investments  
in Cultural heritage adaptive reuse

◆ D6.7  
First series press articles



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## Deliverable D6.7

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- PU:** Public
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- CO:** Confidential, only for members of the consortium (including the Commission Services)
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### **Abstract**

The purpose of this report is to collect press releases and press articles related to the project from M1 until M18.

## Partners involved in the document

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3	GROUPE ICHEC - ISC SAINT-LOUIS - ISFSC	ICHEC	X
4	UNIVERSITY COLLEGE LONDON	UCL	
5	TECHNISCHE UNIVERSITEIT EINDHOVEN	TU/e	
6	UNIVERSITY OF PORTSMOUTH HIGHER EDUCATION CORPORATION	UOP	
7	UNIVERZA V NOVI GORICI	ETCAEH	X
8	WIRTSCHAFTSUNIVERSITAT WIEN	WU	
9	UNIwersytet Warszawski	UNIWARSA W	
10	ICLEI EUROPEAN SECRETARIAT GMBH	ICLEI	
11	FACILITYLIVE OPCO SRL	FacilityLive	
12	VASTRA GOTALANDS LANS LANDSTING	VGR	X
13	GRAD RIJEKA-GRADSKO VIJECE	RIJ	
14	COMUNE DI SALERNO	SA	X
15	STICHTING PAKHUIS DE ZWIJGER	PAK	



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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. Press release and press articles lists

The activities carried out by the Consortium and the results achieved within the CLIC project during the first 18 months have been communicated also through non-scientific and non-peer reviewed publications, as envisaged by the Grant Agreement and by the Deliverable D6.1 “Detailed Communication, Dissemination and Exploitation Plan and annual updates”.

Following what established by Art. 38.1.1 of the Annotated Model Grant Agreement -*The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner* – 2 press releases and 18 press articles have been produced to promote events and inform about project activities and results.

Both press releases and articles are available on the CLIC website at <https://www.clicproject.eu/media/>

### List of press releases

1. *Presentazione del progetto CLIC – Circular models Leveraging Investments in cultural heritage adaptive reuse* finanziato nell’ambito del Programma Europeo Horizon 2020 published on the IRISS CNR website on 20<sup>th</sup> January 2018 to announce the Kickoff Meeting of the project
2. *Progetto CLIC, primo incontro con gli stakeholder della città* by Comune di Salerno on 9<sup>th</sup> October 2018 about the First Heritage Innovation Partnership in Salerno

### List of press articles

1. *Ricerca, al via il progetto per il “riuso” del patrimonio culturale* published on the online magazine ROMA (<http://www.ilroma.net>) on 27<sup>th</sup> January 2018 about the Kickoff Meeting of the project
2. *Ricerca, al via il progetto per attrarre investimenti nel “riuso” del patrimonio culturale* published on the online magazine IlMattino.it (<https://www.ilmattino.it/>) on 27<sup>th</sup> January 2018 about the Kickoff Meeting of the project
3. *Come rilanciare il business in Campania: a Napoli arriva il progetto “clic”* published on the online magazine Anteprema24 (<https://www.anteprema24.it/>) on 28<sup>th</sup> January 2018 about the Kickoff Meeting of the project
4. *Clic, economia circolare per i beni culturali* published on the online magazine Ildenaro.it (<https://www.ildenaro.it/>) on 29<sup>th</sup> January 2018 about the Kickoff Meeting of the project
5. *Al via a Napoli il progetto Iriss “Clic” per gli investimenti nel riuso del patrimonio culturale* published on the online magazine Il Mattino TV (<https://video.ilmattino.it/>) on 29<sup>th</sup> January 2018 about the Kickoff Meeting of the project
6. *Ricerca: Economia Circolare per Beni Culturali in un “Clic”* published on the online magazine Giornale di Sicilia (<https://gds.it/>) on 29<sup>th</sup> January 2018 about the Kickoff Meeting of the project
7. *Clic, economia circolare dei beni culturali, Salerno nel progetto pilota* published on the online magazine Redazione Gazzetta di Salerno (<http://www.gazzettadisalerno.it/author/redazione/>) on 29<sup>th</sup> January 2018 about the Kickoff Meeting of the project
8. *Ricerca: economia circolare per i beni culturali in un Clic* published on the online magazine Ansa ViaggiArt ([http://www.ansa.it/canale\\_viaggiart/it/regione/campania](http://www.ansa.it/canale_viaggiart/it/regione/campania)) on 29<sup>th</sup> January 2018 about the Kickoff Meeting of the project

9. *Economia Circolare Per Beni Culturali In Un 'Clic': A Salerno Parte La Ricerca* published on the online magazine Punto Agro (<https://www.puntoagronews.it/>) on 31<sup>st</sup> January 2018 about the Kickoff Meeting of the project
10. *A Salerno si sperimenta il progetto di ricerca Clic* published on the online magazine Agerola.it (<https://www.agerola.it>) on 31<sup>st</sup> January 2018 about the Kickoff Meeting of the project
11. *A Salerno Parte Il Progetto Sperimentale Clic. Ascolta L'intervista* published on the online magazine Radio Alfa (<https://www.radioalfa.fm/>) on 1<sup>st</sup> February 2018 about the Kickoff Meeting of the project
12. *Recycler le patrimoine culturel?* published on the magazine *Libre Entreprise* on 26<sup>th</sup> May 2018
13. *Cresce il Giardino della Minerva. Nuovo Terrazzamento in arrivo* published on the newspaper *La Città* on 10<sup>th</sup> October 2018 about one of the best practice identified by the Municipality of Salerno
14. *Economia circolare? Basta un CLIC!* published on the magazine *ARPA Campania Ambiente – Studi e Ricerche* – 15<sup>th</sup> November 2018 No 21
15. *Kako Zelene So Slovenske Občine?* published on *Delo - Svet kapitala* on 30<sup>th</sup> November 2018
16. *Koliko Danske je v Ljubljani?* published on 30<sup>th</sup> November 2018
17. *Strömsfors for skningsprojekt* published on *STT Vecka* 49 onsdag on 5<sup>th</sup> December 2018 about the case study of Strömsfors in Västra Götaland Region
18. *Repenser l'économie de marché* published on *Chronique Universités* on 23<sup>th</sup> March 2019