



Circular models Leveraging Investments  
in Cultural heritage adaptive reuse



D 6.13  
Conference set of  
documents/video #3



This project has received funding from  
the European Union's Horizon 2020  
research and innovation programme  
under grant agreement No 776758





**HORIZON 2020**

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776758  
Call H2020-SC5-2017-OneStageB submitted for H2020-SC5-22-2017 / 07 Mar 2017

## Deliverable 6.13

### Conference set of documents/video #3

#### Version 1.0

**Due date:** 31/01/2021  
**Submission date:** 04/02/2021  
**Deliverable leader:** IRISS CNR  
**Type:** Website, patents, fillings etc  
**Authors list:** Valeria Catanese (IRISS CNR)  
Stefano Carotenuto (IRISS CNR)  
**Contributors list:** Antonia Gravagnuolo (IRISS CNR)  
Jermina Stanojev (UU)  
Ruba Saleh (ICHEC)  
Nadia Pintossi (TU/e)  
Simona Panaro (UoP)  
Gillian Foster (WU)  
Ane Izulain (ICLEI)  
Thomas van de Sandt (PAK)

#### Dissemination Level

---

- 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)
- 

#### Disclaimer

The contents of this deliverable are the sole responsibility of one or more Parties of CLIC consortium and can under no circumstances be regarded as reflecting the position of the Agency EASME and European Commission under the European Union's Horizon 2020.



## Abstract

The deliverable D6.13 Conference set of documents/video #3 falls within the project work package dedicated to Dissemination, Exploitation and Communication (WP6) and, precisely, within the Task 6.3, Implementation of communication and dissemination activities envisaged (M1 - M421).

This report provides a collection of material and video related to the events organized and attended by CLIC Consortium representatives for dissemination purposes to present project activities and share the main findings from February 2020 to January 2021 (M27 - M38).

The events referred to in the present deliverable include national and international conferences; networking events promoted by the European Commission; round tables, expert groups and workshops to create operational synergies with other EU research and innovation funded projects focusing on cultural heritage adaptive reuse / conservation and circular economy implementation.

In this regards it is worth noting that, with specific reference to the achievement of the Objective 11 of the Project (*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*), CLIC Partners have also set up synergies with international / global associations and have been invited to contribute to international initiatives with respect to the key role of cultural heritage to cope with the climate change problem through the circular economy approach.

---

<sup>1</sup> The Project has received an extension from November 2020 to May 2021 due to the Covid- 19 emergency.

## Partners involved in the document

Participant No	Participant organisation name	Short Name	Check if involved
1 Coordinator	CONSIGLIO NAZIONALE DELLE RICERCHE	IRISS CNR	X
2	UPPSALA UNIVERSITET	UU	X
3	GROUPE ICHEC - ISC SAINT-LOUIS - ISFSC	ICHEC	X
5	TECHNISCHE UNIVERSITEIT EINDHOVEN	TU/e	X
6	UNIVERSITY OF PORTSMOUTH HIGHER EDUCATION CORPORATION	UOP	X
7	UNIVERZA V NOVI GORICI	UNG	
8	WIRTSCHAFTSUNIVERSITAT WIEN	WU	X
9	UNIwersytet Warszawski	UNIWARSA W	
10	ICLEI EUROPEAN SECRETARIAT GMBH	ICLEI	X
11	FACILITYLIVE OPCO SRL	FacilityLive	
12	VASTRA GOTALANDS LANS LANDSTING	VGR	
13	GRAD RIJEKA-GRADSKO VIJECE	RIJ	
14	COMUNE DI SALERNO	SA	
15	STICHTING PAKHUIS DE ZWIJGER	PAK	X
16	INIZIATIVA CUBE SRL	INI	
17	TECHNOLOGICAL UNIVERSITY DUBLIN	TU Dublin	

## Table of Contents

1	Description of the Project.....	1
1.1	CLIC Specific objectives .....	2
2	Introduction .....	4
2.1	Document structure.....	5
3	CLIC Third series of events scheduled in the workplan.....	5
3.1	Historic Urban Landscape Workshop (HUL) .....	5
3.1.1	Historic Urban Landscape Workshop 5 - Amsterdam (2 September 2020) .....	6
3.2	Heritage Innovation Partnerships meetings (HIP).....	7
3.2.1	HIP Local stakeholder session organised by Pakhuis de Zwijger - Amsterdam (7 May 2020) 7	
3.3	Peer Review Meetings.....	7
3.3.1	HIP Peer Review virtual workshop Amsterdam (online, 6 May 2020).....	8
3.4	Circular Business Model workshop .....	8
3.4.1	Circular Business Model workshop - Västra Götaland Region, Fengersfors (18- 20 February 2020) .....	9
3.4.2	Circular Business Model workshop Pakhuis de Zwijger, Amsterdam (24 April 2020) .....	10
3.4.3	Circular Business Model workshop Rijeka (online, 28-29 April; 5, 8, 12, 19 May and 2 June 2020).....	11
3.4.4	Circular Business Model workshop Salerno (online, 14, 18, 25 May and 4, 8, 12 June 2020) .....	12
3.5	CLIC Startup Competition (online, 25 - 27 November 2020).....	13
4	CLIC Third series of events not scheduled in the workplan.....	15
4.1	CLIC Participation to the conference “Historic cities and intangible heritage: carnival festivities in the Campania region” (Naples, 7 February 2020).....	15
4.2	CLIC Participation to the Tenth Session of the World Urban Forum “Cities of Opportunities: Connecting Culture and Innovation” (Abu Dhabi, 11 February 2020).....	16
4.3	CLIC Participation to City Science Initiative - Workshop on Circular Economy (online, 25 May 2020).....	17
4.4	CLIC Participation to the Heritage Innovation Partnership Urban Seeding Initiative by University of Nova” (online, 3 June 2020).....	17
4.5	CLIC Participation to SCORAI Conference (online, 10-12 June 2020) .....	17
4.6	CLIC Participation to Social Media campaign on sustainable local cultural tourism “Europe’s culture – close to you” (18 June - 31 August 2020).....	18
4.7	CLIC Participation to the workshop "Circular economy for a new development of Southern Italy: the role of cities as “laboratories” of change” (online, 15 July 2020).....	18

4.8	Opening New Pathways to Impact across Heritage Research, Policy and Practice Two Half-Day Conferences: Global Challenges, Sustainability and the Politics of Heritage” at UCL (online, 22 July 2020).....	19
4.9	CLIC Participation to UN-Habitat World Urban Campaign COVID-19 Urban Thinkers Campus #3 “GUD’s Sustainable Innovation Zones/Communities and COVID-19 Resilient Recovery Strategies” (online, 28 July 2020).....	20
4.10	CLIC Participation to the ACHS 2020 5th Biennial Conference of the Association of Critical Heritage Studies: Futures (online, 12 August - 8 September 2020).....	20
4.11	CLIC Participation to the International Sustainability Transitions Conference 2020” (online, 18 - 21 August 2020).....	21
4.12	CLIC participation to the Open Heritage First Dialogue (Online, 22 September 2020) .....	21
4.13	CLIC participation to the 9th European Conference on Sustainable Cities and Towns: Mannheim 2020 (Online, 30 September - 02 October 2020).....	22
4.14	CLIC participation to ROCK Open Knowledge Week (Online, 27-30th October 2020) .....	23
4.15	CLIC Participation to the seminars “Riuso del Moderno, 2. Rimini - Dismissione e riuso dei luoghi di culto” (online, 14 November - 12 December 2020).....	23
4.16	CLIC participation to the 35th Breakfast@Sustainability's on Cultural and Natural Heritage for regional Smart Specialisation Strategies (RIS3) (online, 17 November 2020).....	24
4.17	CLIC participation to Urban Agenda for the EU “Partnership on Culture and Cultural Heritage” (Online, 24 November 2020).....	25
4.18	CLIC Participation to “Circular heritage buildings: the unique story of heritage” (Amsterdam, 24 November 2020).....	25
4.19	CLIC Participation to URBACT Resourceful Cities programme - City2City session on “Scaling up the local circular economy” (online, 14 December 2020) .....	26
4.20	CLIC Participation to the European Commission “Workshop on complementary sources of funding for cultural heritage” (online, 25-26 January 2021) .....	26
5	Further initiatives related to the CLIC themes.....	27
5.1	CLIC Partners participation to WORLD HABITAT DAY (UN-HABITAT) The human-centred development strategy to face the challenges of our century. From right to the city towards rights to adequate housing for all (online, 5 October 2020) .....	27
5.2	CLIC Partners Participation to UN-HABITAT World Cities Day Cities for all: the ecological and human-centred development strategy of metropolitan cities. The circular city model in the COVID-19 context (online, 31 October 2020).....	28
5.3	CLIC Partners participation to the European Regional Climate Heritage Forum “Putting Cultural Heritage at the Centre of the European Green Deal: A preview of the European Cultural Heritage Green Paper (online, 19 November 2020).....	29
6	Acronyms .....	30

## 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

According to the CLIC Detailed communication, dissemination and exploitation plan and annual update, CLIC events held from February 2020 to January 2021 (M27 - M38) were as follows:

**1. Historic Urban Landscapes workshops - HUL (WP1)** Workshops with local stakeholders and international experts aimed at: (i) identifying barriers and bottlenecks in adaptive reuse of cultural heritage as well as at identifying solutions to overcome the identified barriers and bottlenecks, and (ii) new tools for the implementation of the Historic Urban Landscape approach proposed by UNESCO for the conservation (through adaptive reuse) of cultural landscape and cultural heritage, and specifically Civic Engagement tools, Knowledge and Planning tools, Regulatory Systems, Financial tools. Video were recorded and shared on line.

**2. Heritage Innovation Partnerships Meeting - HIPs (WP5):** These local events took place in each pilot area, and were led by the local authority in the cases of Salerno and Rijeka, the regional authority in that of Västra Götaland, and the NGO Pakhuis de Zwijger in that of Amsterdam. Supported by local universities / research centers, the meetings gathered local, national and international interested stakeholders (e.g. enterprises, institutions, civil society organizations, banks, investment funds, researchers, practitioners, professionals' organizations) with the objective of co-creating a local action plan to address cultural heritage adaptive reuse. The HIP meetings aim at promoting a local perspective, enhancing local knowledge, ideas, capacities and cooperation. Video were recorded and shared on line.

**3. Peer Review processes between cities - PR (WP5):** These events involved representatives of the 4 pilot territories of CLIC (Salerno city, Rijeka city, Västra Götaland region, Pakhuis de Zwijger organization based in Amsterdam) and were facilitated by ICLEI. The aim was to exchange local experiences and to promote a critical assessment of them (what worked, what did not work, what could be done differently etc.) to support the implementation of the 4 partnerships in each pilot area.

**4. Circular Business Model Workshops - CBM (WP4):** These events, planned and coordinated by ICHEC Brussels Management School, took place in CLIC partner cities/region, namely: Fengersfors in Västra Götaland Region, Sweden; Pakhuis de Zwijger in Amsterdam, the Netherlands; Rijeka in Croatia; and Salerno in Italy. Initially, ICHEC conducted a series of virtual meetings with every local partner and its related academic partner in order to agree on the cultural heritage asset(s) to develop the business model for, the format of the workshop, participants' involved representatives of the 4 pilot territories of CLIC (Salerno city, Rijeka city, Västra Götaland region, Pakhuis de Zwijger organization based in Amsterdam).

**5. CLIC Startup Competition - START (WP6):** The international competition was addressed to both startups and business ideas working in the field of cultural heritage adaptive reuse, inspired to the principles of circular economy for enhanced sustainability, social impact and environmental regeneration. The event, organized by IRISS CNR as Project Coordinator in close cooperation with all CLIC Partners, was finalized to enhance the entrepreneurial capacity in the heritage sector; provide new opportunities for businesses and innovators and stimulate the startup ecosystem in the heritage sector.

**6. Further events not scheduled in the Workplan:** During the third year of activity of the project, CLIC Partners took part in a wide range of national and international conferences; networking events promoted by the European Commission; round tables, expert groups and workshops to create operational synergies with other similar projects / initiatives in order to communicate, promote and disseminate the project activities and results.

**7. Invitation to initiatives linked to the CLIC themes:** During the third year of activity of the project, CLIC Partners have been invited to take part in international initiatives linked to the CLIC themes organized by global associations such as UNESCO, ICOMOS and UN-Habitat, in particular to showcase the relevant contribution of cultural heritage to provide solutions useful to face the climate change through the circular economy model. Participation to these events contributes to the achievement of the Objective 11 of the Project: *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*),

## 2.1 Document structure

The document is structured as follows:

**Section 3** presents an overall description of all CLIC events scheduled in the CLIC Workplan held from February 2020 to January 2021 (M27 - M38)

**Section 4** provides an overall description of all CLIC events not scheduled in the CLIC Workplan from February 2020 to January 2021 (M27 - M38) attended by CLIC Partners specifically connected with the dissemination of Project results

**Section 5** describes specific initiatives linked to the CLIC themes organized by international associations / organizations (in particular ICOMOS and UNESCO) to which CLIC Partners have been invited, creating operational synergies.

Detailed information, dissemination material and video related to the events organized and attended by CLIC Partners are accessible through web links.

## 3 CLIC Third series of events scheduled in the workplan

### 3.1 Historic Urban Landscape Workshop (HUL)

The CLIC project entails a series of Historic Urban Landscape (HUL) workshops. These workshops are structured following the Historic Urban Landscape approach introduced by the 2011 UNESCO Recommendation on the Historic Urban Landscape. The HUL approach aims at managing urban heritage conservation and sustainable development in a holistic, integrated, and value-based fashion.

In order to facilitate the implementation of the HUL approach, it has been developed a six-step action plan:

- mapping natural, cultural, and human resources;
- reaching consensus on what values and related attributes to protect;
- assessing the vulnerability of the identified values and related attributes to change and development;
- integrating values, related attributes, and their vulnerability in urban development framework;
- prioritizing actions for conservation and development; and
- establishing local partnerships and management frameworks for each of the actions.

Furthermore, four categories of tools have been identified to support the implementation of the HUL approach, namely:

- civic engagement tools;
- knowledge and planning tools;
- regulatory systems; and
- financial tools.

These tools have to be adapted to the local context in order to fully exploit the particular development potential of a specific landscape. Landscape can become key for launching a smart sustainable development model, starting from local cultural resources to activate creative processes of circular economy through a synergistic approach, combining the touristic, economic, local productions activities with cultural heritage regenerations, with the creativity of its inhabitants.

Within the CLIC project, the HUL workshops aim at involving stakeholders in reflecting on good practices, identifying barriers and bottlenecks, and brainstorming solutions to number up the practice of cultural heritage adaptive reuse, thus contributing to the transition towards circular cities.

### 3.1.1 Historic Urban Landscape Workshop 5 - Amsterdam (2 September 2020)

The 5th CLIC Historic Urban Landscape workshop was held online on September 2nd, 2020. This workshop constitutes the last of a series of five events aiming at involving stakeholders to investigate the adaptive reuse of cultural heritage within the CLIC Project. This workshop aimed at assessing the usability and feasibility of the tools and models developed by the CLIC project, and identify the barriers related to their use and implementation in the CLIC pilot local context. The assessment was carried out by the stakeholders participating in this research activity informing the project-long assessment.

The workshop was organized and facilitated by Nadia Pintossi and Deniz Ikiz Kaya, CLIC researchers from the Eindhoven University of Technology with the contribution of the CLIC partners from CNR IRISS, ICHEC, Iniziativa Cube, UNG, UNIWARSAW, UoP, and WU. The workshop participants were CNR IRISS, ICHEC, ICLEI, Iniziativa Cube, TUd, UNG, UNIWARSAW, UoP, UU, and WU; three of the CLIC pilots, namely Pakhuis de Zwijger, the Municipality of Salerno, and the region of Västra Götaland; and stakeholders of the CLIC pilots, e.g. Bureau8080, Yppokrates, University of Rijeka.

Participants found that the tools and models were useful, but slightly less feasible because of the barriers encountered in the use and implementation of these tools and models. Among the implementation barriers, the ones more often reported are expertise, data and information, demands and times, finance, and integration. The results of the workshop offer insights to find ways to overcome the barriers to facilitate the implementation of the tools and models assessed. The workshop discussion and the presentation of the tools and models assessed are available at [https://www.youtube.com/playlist?list=PLC3G-0JxBzud\\_ZaTPVlpCRxxRd6xfp5Z6](https://www.youtube.com/playlist?list=PLC3G-0JxBzud_ZaTPVlpCRxxRd6xfp5Z6).

During the HUL workshop, a video from UoP team was presented showing the main objectives and steps of the CLIC Decision Support System. The video is now available at: <https://youtu.be/Wua8RDHZwak>

Related presentations are available on the project website at: [https://www.clicproject.eu/wp-content/uploads/2021/01/CLIC\\_TUe\\_HUL-workshop-5-Amsterdam-online.pdf](https://www.clicproject.eu/wp-content/uploads/2021/01/CLIC_TUe_HUL-workshop-5-Amsterdam-online.pdf)

It is worth noting that extensive information about the HUL workshops carried out along the project have been subject of a specific deliverable “Reports of HUL workshop” available on the project website at: <https://www.clicproject.eu/files/D1-1.pdf>

## 3.2 Heritage Innovation Partnerships meetings (HIP)

The Heritage Innovation Partnerships or HIPs are multi-actor partnerships that aim to co-create and test adaptive reuse blueprints for culturally, socially and economically inclusive societies in four selected cities and regions across Europe: Amsterdam (NL), Salerno (IT), Rijeka (HR) and Västra Götaland (SE).

Each HIP is steered by two local leaders: city-region leader (a representative from a municipal/regional or non-governmental organization) and an academic leader (representative from a local research institute). Both are in charge of gathering a solid group of stakeholders, with diverse expertise fields and interests, who will work together in the definition of a Local Action Plan for the adaptive reuse of cultural heritage in their territory.

In order to reach this objective, six HIP Dialogues on diverse topics (e.g. cultural resources mapping, governance models or financing) were held in each location along the project.

### 3.2.1 HIP Local stakeholder session organised by Pakhuis de Zwijger - Amsterdam (7 May 2020)

Following a stakeholder mapping in the Amsterdam region, Pakhuis de Zwijger organised an online expert meeting for local community building on sustainable and circular adaptive reuse of cultural heritage.

The owners/users of the built heritage located in the Oosterdok Amsterdam gathered together with expert organizations and policy makers to discuss actual challenges within their organizations on sustainable heritage linked to Covid-19. During the online session, the consequences of the Covid-19 crisis on the stakeholders' sustainability goals and its impact on the resilience of the local cultural institutions was discussed. Also Jan Willem Bokhorst of Bureau8080 made a presentation on best practices in the Amsterdam area and lessons learnt from those.

Related presentation is available on the project website at: <https://www.clicproject.eu/wp-content/uploads/2020/05/7-May-presentation-Bureau-8080.pdf>

## 3.3 Peer Review Meetings

The Peer Review process consists of four visits (each hosted by one of the pilot territories of CLIC project) involving representatives from visiting city-regions and facilitated by ICLEI - Local Governments for Sustainability.

The aim of the visits is to exchange local experiences on adaptive reuse of cultural heritage, gathering inspiration from others, and engaging in a review of what worked, what did not work, what could be done differently. In order to achieve the goal, it is essential that relevant experts from local organizations participate, giving an extensive view of activities in the host area.

The configuration of the visits is the following:

	NOV 2018	MARCH 2019	SEPT 2019	MARCH 2020
HOST CITY-REGION	Salerno	Rijeka	Västra Götaland	Amsterdam
VISITING CITY-REGION	Amsterdam Rijeka	Västra Götaland Salerno	Amsterdam Rijeka	Västra Götaland Salerno

Figure 1- Peer Review Meeting Plan

### 3.3.1 HIP Peer Review virtual workshop Amsterdam (online, 6 May 2020)

Due to the impossibility of celebrating the HIP Peer Review as a face-to-face meeting in Amsterdam as originally planned because of Covid-19 Outbreak, the exercise was transformed into a virtual workshop organized by ICLEI Europe. The purpose of the workshop was to jointly look back and reflect on the HIP process in each of the four pilot areas. The input from the participants during the workshop (key messages, learnings, recommendations...) will directly inform the ICLEI publication City Leaders Guidebook for leveraging the potentials of Cultural Heritage in European Cities (Deliverable 5.2) to be completed by the end of the project.

The meeting was moderated by Ane Izulain and Allison Wildman, representing ICLEI Europe and gathered representatives of the local and academic partners of the four pilot areas. The virtual workshop included several activities, including:

- 1) Where are we? HIP Process and LAPs update,
- 2) Looking back (Part 1): Local HIP Process Assessment and
- 3) Looking back (Part 2): HIP Process Reflection Roundtable

Related presentation is available on the project website at: [https://www.clicproject.eu/wp-content/uploads/2021/01/MAY\\_AMS-Workshop-Slides.pdf](https://www.clicproject.eu/wp-content/uploads/2021/01/MAY_AMS-Workshop-Slides.pdf)

### 3.4 Circular Business Model workshop

Under the framework of H2020 project CLIC, ICHEC Brussels Management School started planning and coordinating four Business Model Workshops in CLIC partner cities/region, namely: Fengersfors in Västra Götaland Region Region, Sweden; Pakhuis de Zwijger in Amsterdam, the Netherlands; Rijeka in Croatia; and Salerno in Italy. Initially, ICHEC conducted a series of virtual meetings with every local partner and its related academic partner in order to agree on the cultural heritage asset(s) to develop the business model for, the format of the workshop, participants' profiles, experts to be involved, dates and logistics.

As a result, the first business model workshop took place in Fengersfors between 18 to 20 February 2020. During the three-day workshop, participants co-designed five Circular Business Models for the adaptive reuse of the paper mill in Fengersfors. Due to COVID19 outbreak, the three remaining Business Model workshops transitioned to remote participation. CLIC partner, Pakhuis de Zwijger, asked ICHEC to change the topic and focus of the workshop in order to synchronize with the current situation and reverberate the repercussions of COVID19 on public places closing their

doors. The workshop was carried out in one session of 4 hours. As per the Business Model workshops in Rijeka and Salerno, the topics remain unvaried. In Rijeka, the municipality asked ICHEC to invite the workshop participants to develop a Business Model aimed at a mixed-use in the children's house with educational activities related to art, heritage and circularity for children of the age of 0 to 18. Following several calls, ICHEC and our colleagues at the municipality, agreed on addressing the following topic during the Circular Business Model Workshop in Rijeka: How to make the management of the children's house sustainable from an economic viewpoint; What type of circular child-friendly and child-oriented activities should take place? During the workshop, participants co-designed three Circular Business Models for the adaptive reuse of the Brick Building within the former Rikard Benčić industrial complex. The remote workshop was structured in five sessions and took place in the format of four-hour session twice a week between the end of April and beginning of June 2020. An additional bonus session was offered to explore the way forward.

In Salerno, the municipality launched a public open call for projects. 14 projects were selected and the groups were invited to participate in the workshop. The participants co-designed four Circular Business Models for the adaptive reuse of the complex of Edifici Mondo (convents of San Francesco and San Giacomo and San Pietro a Maiella and Palazzo San Massimo). Just like Rijeka, the remote workshop was structured in five sessions of four-hour session once a week between mid-May and mid-June 2020. And an additional bonus session was offered to explore the way forward.

### **3.4.1 Circular Business Model workshop - Västra Götaland Region, Fengersfors (18-20 February 2020)**

During CLIC's Historic Urban Landscape (HUL) workshop in September 2019 in Sweden, CLIC partner, from Västarvet (Västra Götaland Region), Björn Ohlén, planned a visit to the Fengersfors paper mill, a magical and unique listed industrial heritage asset in Northern Dalsland. During the visit, CLIC partners had the opportunity to interact with the 'Not Quite' collective (<https://www.notquite.se/sv-SE/english/about-not-quite-27707600>) and learn about their impressive achievements and current challenges. In the course of the meeting, ICHEC explored the possibility of collaboration and voiced CLIC's interest in assisting the Not Quite collective in developing a viable business model for purchasing and running the paper mill.

Following the HUL workshop, several virtual meetings between CLIC partners, Björn Ohlén and Vera Telemo (Västra Götaland Region), Jermina Stanojev (Uppsala University), Ruba Saleh and Philippe Drouillon (ICHEC Brussels Management School) and representatives from the Not Quite collective took place in order to define the challenges and set the priorities. After an intense exchange of correspondence, the storyboard was agreed and the list of participants was confirmed. The business model workshop took place in Fengersfors between 18 to 20 February 2020. This is the only workshop where face to face interactions were still possible before the outbreak of COVID19 in Europe.

The design sprint workshop was organized in three intense and enjoyable working days. The first day was conceived and launched as a social evening session and took place on Tuesday 18 February 2020 from 18:00 to 21:00. The second day, Wednesday 19 February, started at 09:00 and lasted until 17:30. Finally, during the last day, Thursday 20 February 2020, groups worked from 10:00 until 19:30.

Thirty-nine people participated proactively in the co-design workshop. The groups worked together and presented during plenary sessions. The room was set up to host the workshop therefore, every person had to pick a table where s/he found a group flipchart, pens, colors, post-it, and DIY material for mock ups.

More detailed information is provided in the Deliverable D4.5 “Circular Business Model Workshops for Cultural heritage adaptive reuse” available on the project website at: <https://www.clicproject.eu/files/D4-5.pdf>

### 3.4.2 Circular Business Model workshop Pakhuis de Zwijger, Amsterdam (24 April 2020)

ICHEC’s correspondence with colleagues from Pakhuis De Zwijger, led to agreeing on addressing the following topic during the Circular Business Model Workshop in Amsterdam:

How to make Pakhuis De Zwijger a fully inclusive project with an economically viable business model? "Inclusive" would mean accessible, affordable, attractive to all people with a real social impact on underserved and/or excluded populations.

Nevertheless, following the outbreak of COVID19 crises, the foreseen workshop transited to remote mode and the colleagues from Pakhuis De Zwijger asked ICHEC to change the subject and modality of the workshop. The main focus shifted towards the resilience of Pakhuis De Zwijger activities and how to survive during these grim times. The bottom line was how to make cultural institutions more resilient? Co-designing a mitigation plan that could be replicated by other cultural organisations who might be heavily impacted.

ICHEC proposed to explore how multi-organisations would work together in a co-development mode and investigate where to find oxygen in a short-term and mid-term perspective? And what would be the common ground (the cultural sector or mix of similar sectors that share similarities: social entrepreneurs’ and non-profit).

Nevertheless, the colleagues from Pakhuis De Zwijger informed ICHEC that stakeholders priorities changed during the crises and a lot of people from the municipality has a lot to plan and reshuffle and it would be difficult to ask partners and stakeholders to participate in a one-day remote session. Thus, they suggested to dedicate the session to a smaller group composed of the senior and middle management of Pakhuis De Zwijger only.

ICHEC proposed Two half-day sessions of 4 hours. However, following the suggestions of the colleagues from Pakhuis De Zwijger and their staff availability, only one remote session of three hours and a half took place.

Since ICHEC’s original storyboard was written for an in situ workshop, it had to be reviewed. This involved not only exploring potential technological apps and tools but also content (what to tackle) development and fine-tuning. During the remote session, people used Zoom and Mural and were divided into two groups. The groups worked in break-out rooms and exchanged views in plenary.

The colleagues from Pakhuis De Zwijger wanted to examine whether their current business model is ready to answer the current crisis and what is needed to make it more robust for the future. A senior manager highlighted how successful their Business Model was before the crisis and this was tangible and demonstrable since they managed to survive during the past 14 years. According to her, having a non-classical model helped settling their business down but now they feel the need to build in some parts of the classical BM to become more robust for the future. Their main problem is that the majority of the revenue streams are collected from exploiting the building and the foundation for making programs. The vulnerability of the Business Model is comparable to other Business Models that are funded by other institutions and this created insecurity during the crisis.



Therefore, ICHEC proposed to consider a list of more than 20 different ways of monetising (revenue streams) and what it would take to put some of these into action at Pakhuis De Zwijger. The idea was to inspect the different possibilities that exist so far and try to put figures behind them. Moreover, ICHEC proposed to further scrutinize the potential of these ideas and to test some assumptions. For example, if the institution considers subscriptions, for how many people and at what cost? The idea was to run different simulations aimed at increasing the resilience.

In addition, ICHEC highlighted that the Business Model innovation not only tackles new offers but also new processes. To this end, ICHEC's team intended to address the topic of how to bring people differently?

Although ICHEC reiterated several times its availability to conduct two sessions, only one session took place. To this end, very limited aspects of the business model were tackled with Pakhuis De Zwijger senior and middle management due to the time restraints. It is relevant to highlight that one session of three hours and a half was completed in comparison to 5 sessions of 4 hours for Rijeka and Salerno. Nevertheless, it is vital to emphasize that colleagues at Pakhuis De Zwijger were and are still dealing with tough decisions related to governance and staff management caused by COVID19 crisis.

More detailed information is provided in the Deliverable D4.5 "Circular Business Model Workshops for Cultural heritage adaptive reuse" available on the project website at: <https://www.clicproject.eu/files/D4-5.pdf>

### **3.4.3 Circular Business Model workshop Rijeka (online, 28-29 April; 5, 8, 12, 19 May and 2 June 2020)**

The correspondence with colleagues from the Rijeka municipality focused on the Children's house<sup>7</sup> (2,971 sqm) which will be hosted in the Brick Building within the former Rikard Benčić industrial complex<sup>8</sup> (12,690 sqm). In this same industrial complex, renovation works included also the Sugar Refinery Palace which will host Rijeka City Museum (5,700 sqm); the "T-shaped Building" which will host Rijeka City Library (5,750 sqm) and the former "H-shaped Building" which is home to the Museum of Modern and Contemporary Art. The total investments into the former industrial complex amount to HRK 250 million (33,212,619.40 Euro)<sup>9</sup>. The building received European funds for its restoration and the remaining part of the investment was financed by the City of Rijeka.

The City of Rijeka foresees that the children's house program will be managed by three cultural institutions: Art-Kino, the Rijeka Puppet Theatre and Rijeka Civic Library. However, according to CLIC partner at the City of Rijeka, there was a need for a mixed-use in the children's house with educational activities related to art, heritage and circularity for children of the age of 0 to 18. Following several calls, between ICHEC and the colleagues from Rijeka municipality it was agreed to address the following topic during the Circular Business Model Workshop in Rijeka:

- How to make the management of the children's house sustainable from an economic viewpoint?
- What type of circular child-friendly and child-oriented activities should take place?

Following the outbreak of COVID19 crises, the foreseen workshop transited to remote mode and the colleagues from Rijeka reacted quickly to this shift by inviting stakeholders via Facebook and twitter to join the workshop. Since the majority of the registered participants was represented by start-uppers, the colleagues from the municipality suggested to host the several sessions of the workshop in the afternoon in order to give the participants the opportunity to work in the morning.

ICHEC proposed five half-day sessions of 4 hours except for the closing session which was designed to last for of 2 hours. At the end, the workshop was carried out in six sessions. The first four lasted for 4 of hours and the last two for 2 hours.

Since ICHEC's original storyboard was written for an in situ workshop, it had to be reviewed. During the remote session, participants used Zoom and Mural and were divided into three groups. The groups worked in break-out rooms and exchanged views in plenary. Originally 23 people registered to the workshop. However, only 10 people completed all the sessions.

More detailed information is provided in the Deliverable D4.5 "Circular Business Model Workshops for Cultural heritage adaptive reuse" available on the project website at: <https://www.clicproject.eu/files/D4-5.pdf>

### **3.4.4 Circular Business Model workshop Salerno (online, 14, 18, 25 May and 4, 8, 12 June 2020)**

The correspondence between ICHEC, IRISS and colleagues from the Salerno municipality focused on identifying adaptive reuse activities for the Edifici Mondo complex. This complex of historical, artistic and architectural values is located in the "Plaium Montis" area, the highest and oldest part of the historical center of Salerno. The complex was denoted by the municipality as Edifici Mondo, alias World Buildings, due to its considerable size (covering an area of 18000 sqm) and complexity. It is composed of Saint Francis (Francesco) Convent which was founded between 1222 and 1238 and used to host the former men's prison within its 8,545.44 sqm area; Saint Pietro a Maiella and Saint Giacomo Convent which was founded in 1332 and used to host the former men's prison as well in its 2.455,45 sqm area with an external space of 234 sqm; Saint Maria della Consolazione which was founded in 1560 and used to host the former women's prison within its 3.877,67 sqm area with an external space of 1.025 sqm; and Saint Massimo Palace. The former prisons were abandoned in the 1980s while the monumental building of Saint Massimo Palace which was founded between 861 and 865, was abandoned in the 1930s. It used to host a secondary school within its 4.465,23 sqm area and it also incorporates an external space of 454 sqm.

In 1997, the Municipality of Salerno launched an international competition of ideas for the adaptive reuse and urban regeneration of the Edifici Mondo complex. The prominent Italian urban planner and architect Prof. Bernardo Secchi was called to preside over the international competition aimed at rehabilitating Saint Massimo Palace and the former prisons. The competition was won by the Japanese architects Sejima and Nishizawa for the regeneration of the public spaces and by Antonio Monestiroli and Manuel De Las Casas for the adaptive reuse of the buildings. At the time, despite the municipality's engagement and various attempts to raise funds, it was not possible to reach the needed threshold for the implementation of the winning proposals.

Due to the constant interest of Salerno's municipality in finding an appropriate adaptive reuse for the Edifici Mondo complex and thanks to the relentless scientific support of their CLIC academic partner IRISS-CNR, and in agreement with ICHEC, on 6 March 2020, the municipality of Salerno launched a public consultation addressing all interested stakeholders for identifying possible regeneration and adaptive reuse projects for the Edifici Mondo complex. The public consultation was presented to the citizenry as an operational experimentation within the framework of H2020 project CLIC. The aim of the public consultation was to identify the perceived needs by the local community and provide an opportunity to express ideas, viewpoints, opinions and proposals. The public consultation was also presented as an opportunity for research. A research to be carried out together

with interested parties of the selected proposals of adaptive reuse with the objective of regenerating the public goods.

The call of the Public Consultation is available at:

[http://www.comune.salerno.it/client/scheda\\_news.aspx?news=44354&prov=76&stile=7](http://www.comune.salerno.it/client/scheda_news.aspx?news=44354&prov=76&stile=7)

It is worth mentioning that the consultation is part of the active research and experimentation of a possible governance tool which is currently being undertaken within the framework of project CLIC. More specifically, we are speaking here about CLIC Local Action Plan for adaptive reuse of cultural heritage in the perspective of the circular economy and circular city model which includes in Salerno the regulation for the shared management of cultural heritage as a common good. This municipal regulation will provide the possibility of adaptive reuse of cultural heritage assets by individuals or associated subjects, including private ones (companies, foundations, cooperatives, associations, individual citizens, etc...). The Municipality of Salerno stated clearly that the proposals received as a result of this public consultation will not be binding in any way for the municipality and the participating subjects will not accrue any position of advantage, pre-emption or other type of right in relation to future choices. A score was assigned to every proposal following a selection criteria specified in the call in order to evaluate and define a list of inherent proposals. The participants of the selected proposals were invited to present their projects and participate in the co-design circular business model workshop designed and organized by ICHEC Brussels Management School.

Following the outbreak of COVID19 crises, the foreseen workshop transited to remote mode and the colleagues from Salerno and IRISS-CNR reacted quickly and invited the 14 groups to join the workshop. Although 10 proposals were selected out of the original 14 submitted proposals, all the submitting groups were invited to the workshop. ICHEC proposed Five half-day sessions of 4 hours except for the closing session which was designed to last for of 2 hours. At the end, the workshop was carried out in six sessions. The first five lasted for 4 hours and the last one, bonus session, lasted for 1 hour and 30 minutes.

Since ICHEC's original storyboard was written for an in situ workshop, it had to be reviewed. During the remote session, people used Zoom and Mural and were divided into four groups. The groups worked in break-out rooms and exchanged views in plenary. Fifty-two people participated in session 1 where the local administration participated as well, while thirty people participated proactively in all the sessions.

More detailed information is provided in the Deliverable D4.5 "Circular Business Model Workshops for Cultural heritage adaptive reuse" available on the project website at: <https://www.clicproject.eu/files/D4-5.pdf>

### **3.5 CLIC Startup Competition (online, 25 - 27 November 2020)**

From 25th to 27th November, the CLIC Startup Competition took place as an online event marking the final step of an intensive work of the CLIC team to design and develop a capacity-building programme addressed to early-stage startups, informal teams and talented innovators working on a business idea for the adaptive reuse and enhancement of cultural heritage according to the circular economy model.

The international competition was aimed to stimulate innovation and entrepreneurship in the field of reuse and enhancement of cultural heritage and landscape where the entrepreneurial attitude and capacity are not significantly developed, perhaps because the creative and cultural sector is more

oriented by its own formation to "move away" from economic and financial issues, without intentionally pursuing a self-sustainability that is increasingly necessary today.

Indeed, cultural heritage can become a sector of enormous job creation, as demonstrated by many good experiences, and can involve communities in innovative and unexpected ways, generating multiple positive impacts in the territories, through the regeneration of natural and cultural capital.

The event was organized by the Institute for Research on Innovation and Services for Development of the National Research Council of Italy (CNR IRISS) in collaboration with the project partners. The initiative was supported by SEMED - "Startup Europe Mediterranean" platform (<https://semed.eu/>) developed by the CLIC technological partner FacilityLive, in collaboration with the European Commission's Startup Europe initiative.

The call was launched on September 1, 2020, remaining open for more than 60 days. Thanks to the close collaboration with about 40 international partners (including research Institutes and universities; investors; twin projects; incubators and cultural foundations) who accepted the invitation to join the initiative, the call was spread at international level resulting in more than 70 applications from startups, innovators, social and community cooperatives and cultural foundations not only from Europe but also from Africa, Asia and USA.

Selected participants could promote their ideas and projects, receive feedbacks and suggestions by a qualified international Jury and work on the implementation of their business idea in a 2-day training focusing in particular on the enhancement of the circular business model. The winners have been rewarded with a 4-month mentoring programme carried out by CLIC Partner, Iniziativa Cube, to enhance the readiness level of their business ideas up to the submission of a possible funding proposal for start-up or scale-up activities. Both finalists and winners have been rewarded by SEMED with a business profile on the platform, thus giving visibility to their projects to reach potential investors and create new synergies. In addition, special prizes have been offered by CLIC Startup Competition Strategic Partners, CNR-IRISS, Enterprise Europe Network (EEN), European Venture Philanthropy Association (EVPA), ICHEC Brussels Management School and 012 Factory.

A massive communication campaign was developed, including, among the other things, the realization of a promotional video (<https://www.youtube.com/watch?v=oSMOiSPpoKk>) which has recorded so far more than 600 views and seven dedicated issues of the CLIC newsletter, containing also suggestions for applicants and news on the startups world, sent to 720 subscribers.

The list of CLIC Startup Competition newsletters and related links is the following:

1. CLIC Startup Competition: a better future comes in Naples  
<https://mailchi.mp/568901ffaf0a/clic-startup-competition-boosting-innovation-in-cultural-heritage>
2. Application to the CLIC Startup Competition open. Submit your idea by Oct. 15, 2020!  
<https://mailchi.mp/cf8b78f0a066/application-to-the-clic-startup-competition-open-submit-your-idea-by-oct-15-2020>
3. CLIC Startup Competition goes online  
<https://mailchi.mp/37c756fd92a6/clic-startup-competition-goes-online>
4. CLIC Startup Competition Deadline Extended up to 6th November

<https://mailchi.mp/e02dbe169cc1/clic-startup-competition-deadline-extended-up-to-6th-november>

5. CLIC Startup Competition New Special Prizes  
<https://mailchi.mp/e792a23c52c6/clic-startup-competition-new-special-prizes>
6. Vote for CLIC Startup Competition finalists and register to the final event!  
<https://mailchi.mp/a4ff55c83e36/vote-for-clic-startup-competition-finalists-and-register-to-the-final-event>
7. Entrepreneurship and innovation for cultural heritage adaptive reuse  
<https://mailchi.mp/250dd4ad3e9f/entrepreneurship-and-innovation-for-cultural-heritage-adaptive-reuse>

Dissemination events were organized to promote the initiative.

All the information, startups pitches and keynote speakers' presentations are available on the CLIC Startup Competition website: <https://www.clicproject.eu/startup-competition/>

Full programme of the event: <https://www.clicproject.eu/wp-content/uploads/2020/11/CLIC-Startup-Competition-Programme.pdf>

The recording of the public sessions of the CLIC Startup Competition is available at the following links: <https://youtu.be/FQFabfE15yY> (first day, Nov. 25, 2020) and <https://youtu.be/IV0ZJhsZJMU> (final event, Nov. 27, 2020).

An extensive description of the CLIC Startup Competition activities will be provided by the Deliverable 6.12 "CLIC Startup Competition report" to be submitted by February 2021.

## **4 CLIC Third series of events not scheduled in the workplan**

### **4.1 CLIC Participation to the conference "Historic cities and intangible heritage: carnival festivities in the Campania region" (Naples, 7 February 2020)**

The Conference, aimed at offering greater knowledge on the intangible values of the carnival events in the southern historic cities and, in particular, in the Campania Region, fell within the research activities carried out by the Interdepartmental Center for Research in Urban Planning "Alberto Calza Bini" of the University of Naples Federico II as part of the Project funded by the Campania Region "Historical Festivities of the Carnivals of Campania. Urban itineraries of historical rituals: a proposal for UNESCO candidacy".

The event gathered professors and researchers from Italian and European universities, representatives from Campania Region and MIBACT, UNESCO heritage experts and cultural operators who discussed on the theme of preservation, enhancement and promotion of historical carnival festivals, as a significant intangible cultural heritage of territories in view of a responsible tourism of quality and culture.

Prof. Luigi Fusco Girard, CLIC Scientific Coordinator, discussed about how intangible cultural heritage can contribute to the humanization strategies of cities and Prof. Christian Ost, from ICHEC

Brussels Management School, gave a presentation on spatializing tangible and intangible cultural heritage in a sustainable perspective.

The programme of the event is available on the project website at: <https://www.clicproject.eu/wp-content/uploads/2021/01/locandine-citta-storiche-7-febbraio-2020.pdf>

#### **4.2 CLIC Participation to the Tenth Session of the World Urban Forum “Cities of Opportunities: Connecting Culture and Innovation” (Abu Dhabi, 11 February 2020)**

CLIC was invited at the tenth session of the World Urban Forum, the most important conference on cities and human settlements organized and convened by UN-Habitat, which took place in Abu Dhabi from 8-13 February 2020. This edition was dedicated to “Cities of opportunities: Connecting Culture and Innovation” and was meant to show their key role in shaping a sustainable urbanization and driving prosperity and socio-economic opportunities for all.

CLIC took the stage on February, 11 at the networking event on ‘Social and cultural innovation for sustainable cities: a myth or reality?’, organized by the Executive Agency for Small and Medium-sized Enterprises (EASME) in collaboration with DG Research and Innovation and the European Network of Living Labs.

The session focused on co-creation actions to design and implement R&I agendas in cities discussing about three clusters developed by as many H2020 projects: Living Labs: fostering co-creation and citizen engagement for sustainable urban regeneration (UNaLab - <https://unalab.eu/>); Heritage Labs: promoting circular and inclusive adaptive re-use of cultural heritage (CLIC); Capacity-building Labs: enhancing heritage as a resource for international cooperation (by ILUCIDARE - <https://ilucidare.eu/>).

This was a great opportunity for the CLIC project to share its activities and objectives, witnessing how the adaptive reuse of cultural heritage can be a driver for urban sustainable development. Linking past and future, tradition and modernity, the reuse of abandoned and underused cultural buildings and assets, reconverted to meet the needs and expectations of today’s society, can generate positive impacts on the territory and local community, promoting a sustainable growth, creating new jobs, building new spaces ready to welcome people and engage them in social and creative activities, thus increasing people wellbeing.

The reuse of cultural heritage from circular economy perspective effectively contributes to build smarter, more inclusive, resilient and prosperous cities, readier to cope with current and future urban challenges such as environmental damage, climate change and social inequalities CLIC is proud to do its part in identifying innovative tools and business models to support cities in implementing the New Urban Agenda and achieving urban dimensions of the 2030 Agenda for Sustainable Development.

More info on: [https://ec.europa.eu/easme/en/world-urban-forum-cities-opportunities-connecting-culture-and-innovation?fbclid=IwAR3J4m-ab0Ltv\\_nrDviuSP54KBd-zmjPzm-CGNmXBGcHToa5B6qZ79O9sns](https://ec.europa.eu/easme/en/world-urban-forum-cities-opportunities-connecting-culture-and-innovation?fbclid=IwAR3J4m-ab0Ltv_nrDviuSP54KBd-zmjPzm-CGNmXBGcHToa5B6qZ79O9sns)

#### **4.3 CLIC Participation to City Science Initiative - Workshop on Circular Economy (online, 25 May 2020)**

The virtual workshop, organised by the Hamburg-led City Science Initiative, aimed to discuss with cities and key stakeholders how to integrate science-based evidences and results for providing a better policy response to circular value chains, waste flow optimisation and digital transformation to help the transformation towards a circular economy. In a joint presentation with the city of Amsterdam, Thomas van de Sandt of Pakhuis de Zwijger presented the CLIC project and Pakhuis de Zwijger's involvement in it, sharing the participatory process held through the Heritage Innovation Partnerships.

Related presentation is available on the project website at: <https://www.clicproject.eu/wp-content/uploads/2021/01/CITY-SCIIENCE-CLIC-in-brief.pdf>

#### **4.4 CLIC Participation to the Heritage Innovation Partnership Urban Seeding Initiative by University of Nova" (online, 3 June 2020)**

Gillian Foster of WU held a presentation for the students and faculty enrolled in the HIP Urban Seeding Initiative by the University of Nova Gorica for architectural students in Rijeka, Croatia. The topic of the presentation was the environmental element of Circular Economy. Particularly, the focus was on environmental aspects of adaptive reuse projects.

The presentations' goal was to teach the students about the main environmental impacts risks and opportunities of the types of adaptive reuse projects they would be designing for abandoned or underused sites in Rijeka. The title of the presentation was "Circular Economy Strategies for Adaptive Reuse of Cultural Heritage Buildings to Reduce Environmental Impacts".

Related presentation is available on the project website at: <https://www.clicproject.eu/wp-content/uploads/2020/06/Gillian-Foster-Circular-Economy-Strategies-for-Adaptive-Reuse-of-Cultural-Heritage-Buildings-to-Reduce-Environmental-Impacts-HIP-Urban-Seeding-Workshop-Rijeka.pdf>

#### **4.5 CLIC Participation to SCORAI Conference (online, 10-12 June 2020)**

The 2020 SCORAI International online Conference convened scholars and practitioners from around the world on the theme: Sustainable Consumption & Social Justice in an Urbanizing World. The Conference was organised by the Northeastern University in Boston, Massachusetts and the KTH Royal Institute of Technology in Stockholm, Sweden.

On the 11th of June 2020, a session on FP-110: The Circular Economy and Buildings was organized, led by CLIC Partner WU (Vienna University of Economics and Business), and with the participation of UNIWARSAW and ICLEI Europe. In that framework, Ane Izulain, Governance and Social innovation officer at ICLEI Europe, presented the CLIC Report on "Circular governance models for adaptive reuse of cultural heritage" that she co-authored.

Related presentation is available on the project website at: [https://www.clicproject.eu/wp-content/uploads/2020/05/SCORAI-Conference\\_FP110\\_Ane-Izulain.pdf](https://www.clicproject.eu/wp-content/uploads/2020/05/SCORAI-Conference_FP110_Ane-Izulain.pdf)

#### **4.6 CLIC Participation to Social Media campaign on sustainable local cultural tourism “Europe’s culture – close to you” (18 June - 31 August 2020)**

The CLIC Project joined the social media campaign on sustainable cultural tourism “Europe Culture - close to you” developed by the European Commission and its Directorate General for Education, Culture, Youth and Sport (DG EAC), in collaboration with the European Commission Joint Research Centre and other Commission DGs and service.

The campaign, launched on June by the Commissioner for Innovation, Research, Culture, Education and Youth Mariya Gabriel, was aimed to boost cultural tourism in the COVID-19 context. Since cultural heritage accounts for the 40% of tourism in the EU, the initiative was meant to inspire Europeans to (re)discover the many hidden treasures of European cultural heritage, inviting people to enjoy culture close to their homes, fostering a safer and more sustainable cultural proximity tourism.

CLIC contributing to the campaign with social media contents related to the local cultural heritage of the four project pilot cities and region: Salerno (Italy), Rijeka (Croatia), Västra Götaland Region (Sweden) and Pakhuis de Zwijger Foundation in Amsterdam (The Netherlands), showing a wide range of cultural assets, natural landscapes and digital activities to enjoy.

A tweet inviting to visit Gustvsfors bruksmuseum in Västra Götaland Region was selected and shared on Creative Europe Twitter account, which was the main social media channel of the campaign.

Related content is available at:

[https://twitter.com/europe\\_creative/status/1305068702753271815?s=20](https://twitter.com/europe_creative/status/1305068702753271815?s=20)

#### **4.7 CLIC Participation to the workshop "Circular economy for a new development of Southern Italy: the role of cities as “laboratories” of change” (online, 15 July 2020)**

The objective of the meeting, organized by the Association Professors Emeriti of the University of Naples Federico II (APEF), was to discuss a new development strategy for the south of Italy starting from the recognition of the circular economy model as an effective means to fight against climate change and as a precondition for many other social objectives to be achieved (from the fight against poverty, to the reduction of inequalities, to the right to health and wellbeing ect). To this end, it is necessary to invest according to a systemic approach, putting in relation of mutual and virtuous interdependence public investments, private investments and those of the third sector: in logistics, culture/cultural heritage and tourism, agribusiness, renewable energy, construction.

Prof. Luigi Fusco Girard, CLIC Project coordinator and moderator of the round table, talked about the circular city model, focusing on cultural heritage regeneration as the entry point to the circular city. Raffaele Lupacchini, Director of Community Resources of the City of Salerno, CLIC Partner and one of the four project pilots, gave the presentation "The transition of a southern city towards the circular economy". After an overview on Circular Economy and Circular City strategic guidelines at European level, (the Circular Economy Action Plan, the European Green Deal, the Urban Agenda for the EU etc), he reported on the elaboration of the Local Action Plan for Salerno circular city through cultural heritage adaptive reuse, focusing on the experience of the Regulation for the shared management of cultural heritage as common good, the Public Consultation for Edifici Mondo and



the Circular Business Model workshop carried out in Salerno under the framework of the CLIC project.

The video of the event is available at: <https://youtu.be/5tMCwwUNXIM>

Related presentation is available on the project website at: <https://www.clicproject.eu/wp-content/uploads/2021/01/slide-incontro-SVIMEZ-circular-city-SA.pdf>

#### **4.8 Opening New Pathways to Impact across Heritage Research, Policy and Practice Two Half-Day Conferences: Global Challenges, Sustainability and the Politics of Heritage” at UCL (online, 22 July 2020)**

Gillian Foster of WU was an invited speaker for the seminar entitled “Global Challenges, Sustainability and the Politics of Heritage” which was part of the 2-day event developed by the AHRC Heritage Priority Area Leadership Fellowship (PALF) project at University College London in July 2020. The seminar’s invited speakers are all practitioners and researchers in the field of cultural heritage preservation. The series was held to provide space for open discussion and debate. More information is available at the following link: <https://heritage-research.org/events/global-challenges-sustainability-politics-heritage/>

The presentation entitled “Thinking about Circularity and Heritage in Europe”. Dr. Foster discussed the politics and policies in Europe about cultural heritage.

“The AHRC Heritage Priority Area team – led by Heritage Leadership Fellow Professor Rodney Harrison, and based at the UCL Institute of Archaeology – worked with the Arts and Humanities Research Council (AHRC), the heritage research community, and heritage partner organisations, from 2017 to 2020 to draw together and stimulate the development of a wide range of research across the arts and humanities which contributed towards understanding heritage. During the project, the team aimed to support the interconnections between research, policy and practice, both in the UK and internationally<sup>2</sup>.”

Related presentation is available on the project website at:

<https://www.clicproject.eu/wp-content/uploads/2021/02/Thinking-about-Cultural-Heritage-and-Circularity-in-Europe.pdf>

In addition, a video of the presentation has been archived on the project website at: <https://www.clicproject.eu/opening-new-pathways-to-impact-across-heritage-research-policy-and-practice-two-half-day-conferences-global-challenges-sustainability-and-the-politics-of-heritage/>

---

<sup>2</sup> <https://heritage-research.org/about-us/>

#### **4.9 CLIC Participation to UN-Habitat World Urban Campaign COVID-19 Urban Thinkers Campus #3 “GUD’s Sustainable Innovation Zones/Communities and COVID-19 Resilient Recovery Strategies” (online, 28 July 2020)**

On July 28th 2020, Prof. Luigi Fusco Girard, CLIC Scientific Coordinator, and Antonia Gravagnuolo, CLIC Researcher from CNR-IRISS, took part in the UN-Habitat World Urban COVID-19 Campaign Urban Thinkers Campus, organized by the Global Urban Development Network (<https://www.globalurban.net/>).

Over the past 9 years, GUD has worked on the creation of “Sustainable Innovation Zones” / “Sustainable Innovation Communities”, a hybrid of an innovation ecosystem, an ecodistrict and a community economic development strategy to foster Participatory Community Transformation and engage citizens in taking actions towards a better urban future, more equitable, sustainable and inclusive. In particular, starting from April 2020, GUD’s Board of Directors has organized a monthly conversation on post-coronavirus strategies focusing on the definition of a new agenda based on 13 key approaches. In this framework, GUD has started collaborating with the CLIC project, connecting it with the ZISPOA activities (Porto Alegre Sustainable Innovation Zone) in Porto Alegre and other Sustainable Innovation Zones/Communities to present effective new strategies – and specifically the circular economy model - able to increase the quality of life and prosperity in cities and urban regions regions by becoming more sustainable.

The online event was the occasion to discuss the CLIC project activities and results, together with GUD’s Sustainable Innovation Zones in Porto Alegre and Panama City, London Sustainable Innovation Community and GUD’s Working Group on 3D housing construction and other innovative technologies and recycled materials for sustainable and equitable community development.

Related material is available on the project website at: <https://www.clicproject.eu/clic-participation-at-un-habitat-world-urban-campaign-covid-19-urban-thinkers-campus-3-guds-sustainable-innovation-zones-communities-and-covid-19-resilient-recovery-strategies/>

#### **4.10 CLIC Participation to the ACHS 2020 5th Biennial Conference of the Association of Critical Heritage Studies: Futures (online, 12 August - 8 September 2020)**

The 5th Biennial Conference of the Association of Critical Heritage Studies (ACHS) was held as a virtual conference across August and September 2020 with on-demand presentations and live Q&A and roundtable sessions. The international conference was organized by the Arts and Humanities Research Council (AHRC) Heritage Priority Area. The conference aimed at discussing how heritage addresses the concerns of future generations, and what futures await the critical heritage studies.

Nadia Pintossi, CLIC researcher and PhD candidate from the Eindhoven University of Technology, presented results from her doctoral research related to the CLIC research activities. Her oral contribution was titled “Cultural heritage adaptive reuse for circular cities: a comparative analysis of challenges”. She also participated in the live discussion “The future of heritage as sustainable development?”.

She presented the challenges to adaptive reuse of cultural heritage identified through stakeholder engagement workshops in the CLIC case studies of Amsterdam (NL), Rijeka (HR), and Salerno (IT), highlighting commonalities and variations in the three cities. The challenges of cultural heritage

adaptive reuse relating to participation were discussed during the live panel within the broader perspective of the challenges of heritage as sustainable development.

Related presentation is available on the project website at: [https://www.clicproject.eu/wp-content/uploads/2021/01/CLIC\\_TUe\\_ACHS-2020-international-conference.pdf](https://www.clicproject.eu/wp-content/uploads/2021/01/CLIC_TUe_ACHS-2020-international-conference.pdf) 11th

#### **4.11 CLIC Participation to the International Sustainability Transitions Conference 2020” (online, 18 - 21 August 2020)**

Gillian Foster held two presentations during the conference 11th International Sustainability Transitions Conference 2020 (August 18 - 21 2020) <http://ist2020.at/>. The conference was originally scheduled for Vienna, Austria but was held online due to the corona pandemic. The conference is focused on the global transitions research community. Cutting edge research in the field is presented to peers.

The first presentation was focused on the concept of cultural capital and the ontological differences embedded in the disciplinary definitions of the term cultural capital. This presentation is titled, “Cultural Capital, Lost in Translation”.

The second presentation was to officially receive the Elsevier Atlas Award for SDG 12 Sustainable Consumption and Production for the paper “Circular Economy Strategies for Adaptive Reuse of Cultural Heritage Buildings to Reduce Environmental Impacts”. The “Elsevier Award Ceremony and Meet the Atlas Awardees” session was held on August 20. Dr. Foster accepted the award, presented her research and answered the audiences’ questions.

The presentation “Cultural Capital, Lost in Translation” is available on the project website at: <https://www.clicproject.eu/wp-content/uploads/2020/08/IST-Gillian-Foster-Presentation-August-2020-Cultural-capital-lost-in-translation.pdf>

The presentation given at the Elsevier Atlas Award is available on the project website at: <https://www.clicproject.eu/wp-content/uploads/2021/02/Gillian-Foster-Circular-Economy-Strategies-for-Adaptive-Reuse-of-Cultural-Heritage-Buildings-to-Reduce-Environmental-Impacts.pdf>

An interview on Elsevier’s website discusses the Award <https://www.elsevier.com/connect/atlas/beyond-reduce,-reuse,-recycle>.

#### **4.12 CLIC participation to the Open Heritage First Dialogue (Online, 22 September 2020)**

The workshop was organised by ICLEI Europe in the framework of the Horizon 2020 project Open Heritage (<https://openheritage.eu>). Open Heritage aims at creating sustainable models of heritage asset management. The project puts the idea of inclusive governance of cultural heritage sites together with development of heritage communities at its center. This means empowering the community in the processes of adaptive reuse<sup>3</sup>. The First Dialogue aimed at exploring current policies on adaptive reuse of cultural heritage.

---

<sup>3</sup> <https://openheritage.eu/oh-project/>

Allison Wildman, Senior Officer for Governance and Social Innovation at ICLEI Europe, presented the most relevant learnings from the CLIC Report on circular governance models for adaptive reuse of cultural heritage that she co-authored. The circular governance model is “a values-based, principled approach for valorising, protecting, and sustaining cultural heritage assets as a process to encourage high-quality adaptive reuse cultural heritage projects as a common good of society”.

Related presentation is available on the project website at: <https://www.clicproject.eu/clic-participation-at-open-heritage-first-dialogue/>

#### 4.13 CLIC participation to the 9th European Conference on Sustainable Cities and Towns: Mannheim 2020 (Online, 30 September - 02 October 2020)

The European Conference on Sustainable Cities and Towns is a conference co-organised by ICLEI Europe that takes place every three years, and it is the multi-level interface between the European Union and sustainability action at local level. The conferences call for the acceleration of bottom-up action and change, to ultimately push and accelerate the ambition of global frameworks for sustainability and climate change. The 2020 edition, was co-organised by ICLEI Europe and the City of Mannheim.

Within the Conference, a session on the theme “Re-Inventing Heritage for Sustainable Urban Regeneration” was organised, gathering local experiences from several cities, including the following speakers and moderators:

Name	Position	Institution
Bernd Paulowitz	World Heritage Coordinator	The Free and Hanseatic City of Hamburg
Suzana Belosevic	Senior Advisor to the Mayor - Specialist for European Projects	The City of Rijeka
Erica Albarello	Project Manager	The City of Turin
Mark Taylor	Principal Conservation Officer	The City of Sunderland
Cristina Garzillo	Senior Coordinator	ICLEI Europe
Daniel Lükerath	Project Manager	Fraunhofer IAIS
Sandra Gizdulich	Urban Policy & Programme Expert	Agency for the Territorial Cohesion (Italy)  Representative of the Urban Agenda for the EU Partnership on Culture and Cultural Heritage and Voices of Culture

		(Role of Culture in non-urban areas of the EU)
--	--	--

**Table 1 – Speakers and moderators at Mannheim 2020 Conference**

**Session Re-inventing Heritage for Sustainable Urban Regeneration Session**

The City of Rijeka was represented by Suzana Belosevic, that shared the experience within the CLIC project. The session took place on the 2<sup>nd</sup> of October 2020 and convened over sixty participants.

More info on: <https://conferences.sustainablecities.eu/mannheim2020/programme/>

#### **4.14 CLIC participation to ROCK Open Knowledge Week (Online, 27-30th October 2020)**

The last week of October 2020, the H2020 project ROCK (<https://rockproject.eu>) held its Final Conference, organised by ICLEI Europe, in cooperation with the City of Bologna and the University of Bologna. The Open Knowledge Week “Cultural Heritage Leading Urban Futures” gathered city officers, policy-makers, urban researchers, cultural actors and civic changemakers for a programme reflecting on can cultural heritage be the driving force behind urban sustainability. The conference offered an extensive programme with over 20 sessions, and convened over 350 participants from all over the world.

During the Conference, the ROCK Exhibition was organised, offering participants a space to learn about technological solutions developed by ROCK partners and other relevant EU-funded projects focusing on cultural heritage. CLIC hosted a virtual booth during the Open Knowledge Week where the key messages from the project was disseminated, particularly focused on the promotion of the Start-up competition.

More info and recording on: <https://rockproject.eu/okw-conference-Tuesday27October>

CLIC Project poster presented at the ROCK final conference is available at the project website at: <https://www.clicproject.eu/wp-content/uploads/2020/10/CLIC-Poster-for-ROCK-final-event.jpg>

#### **4.15 CLIC Participation to the seminars “Riuso del Moderno, 2. Rimini - Dismissione e riuso dei luoghi di culto” (online, 14 November - 12 December 2020)**

The Rimini Province Order of Architects PPC organised a major event dedicated to the Reuse of the Modern with seminars scheduled between 14 November and 12 December 2020, with the aim of stimulating and raising awareness of the culture of recovering the architectural heritage to initiate shared and participatory transformation processes within communities.

Specifically, on 21 November an online meeting was held, with an entire session dedicated to the "decommissioning and reusing places of worship". The theme aimed to identify the "criticality" of ecclesial places/spaces, with particular reference to monastic complexes, as important resources for communities. This can only take place through their concrete identification, in order to then identify those transformation processes capable of re-integrating them into the living fabric of the territories

and the city. For this reason, the comparison between different project experiences was fundamental.

The focus of the event was the comparison of experiences in the reuse of religious heritage, with the participation of Olimpia Niglio (Hokkaido University), who presented the work of the ICOMOS international scientific committee and intercultural diplomacy and the initiative of the international scientific committee on Places of Religion and Ritual.

In the same session, Luigi Bartolomei (University of Bologna) gave a speech focused on the theme of "Tradere": the project of new scenarios for the cultural heritage of religious bodies, with an in-depth examination of the working theme of the project of reuse of a convent complex realised within the Lucca Summer School.

Antonia Gravagnuolo of the CNR-IRISS in Naples presented the research work carried out within the framework of the Horizon 2020 CLIC European research and innovation project, on "Evolutionary processes in the reuse of religious cultural heritage", stimulating the debate on the value of cultural heritage and on "circular" and regenerative experiences of reuse of religious heritage, with an in-depth focus on the case study of the Catacombs of San Gennaro in Naples.

Related presentation is available on project website at: [https://www.clicproject.eu/wp-content/uploads/2021/01/Riuso-del-Moderno\\_Patrimonio-religioso\\_21nov2020-Antonia-Gravagnuolo\\_rid.pdf](https://www.clicproject.eu/wp-content/uploads/2021/01/Riuso-del-Moderno_Patrimonio-religioso_21nov2020-Antonia-Gravagnuolo_rid.pdf)

#### **4.16 CLIC participation to the 35th Breakfast@Sustainability's on Cultural and Natural Heritage for regional Smart Specialisation Strategies (RIS3) (online, 17 November 2020)**

On 17 November 2020, ICLEI Europe hosted the 35th Breakfast at Sustainability's, focusing on Cultural & Natural Heritage for regional Smart Specialisation Strategies (RIS3).

The online event was organised in the context of RURITAGE (<https://www.ruritage.eu>), a Horizon2020 project that turns rural areas into laboratories to demonstrate Cultural & Natural Heritage as an engine of regeneration. The event brought together representatives of EU institutions, cultural experts, regional officers and rural stakeholders, to discuss the unexplored potential of combining Smart Specialisation with Cultural & Natural Heritage. As Europe's regions are revising their RIS3 for the new programming period (2021-2027), and as the European Commission is setting ambitious goals for a green recovery, it was a timely moment to revisit how investment in Research & Innovation for Cultural & Natural Heritage can contribute to building a sustainable future for all.

The invited speakers were:

Laurent de Mercey, European Commission, Unity Smart and Sustainable Growth (DG REGIO)

Maciej Hofman, Policy Officer, Culture – Cultural and creative sectors (DG EAC)

Alessandro Rainoldi, Head of Unit, Territorial Development, Joint Research Centre (European Commission)

Prof. Fusco Girard, Associate Professor at IRISS – Institute for Research on Innovation and Services for Development (Italy)

Prof. Simona Tondelli, Full Professor of Urban and Regional Planning, University of Bologna, Project Coordinator of RURITAGE

Gumersindo Bueno Benito, General Director for Cultural Heritage, Region of Castilla y León (Spain)

Gabriela Macoveiu, Director of the Communication, Innovation and External Cooperation Department at North-East Regional Development Agency (Romania).

Prof. Luigi Fusco Girard, CLIC Project Scientific Coordinator, commented on how Smart Specialisation of Heritage can be integrated with Cultural Strategies. He stressed that Smart Specialisation of the rural heritage in particular should be interpreted through the perspective of the circular economy model, pointing out the existing disequilibrium between the city and the countryside and how the COVID-19 pandemic has shifted the attention from the centre to the periphery, thanks to ICT technologies. Moreover, he gave some examples of research and innovation projects valorising CNH, from his experience in Italy. In particular, he referred to the Sanità District in the periphery of Naples which was characterised by growing inequalities and social issues.

More info and recording on: <https://iclei-europe.org/calendar/?c=search&uid=nbAb2dqG>

Extensive information is provided in the B@S Report available on the project website at: <https://www.clicproject.eu/wp-content/uploads/2020/11/B@S-Report-on-RIS3-and-Cultural-Heritage-.pdf>

#### **4.17 CLIC participation to Urban Agenda for the EU “Partnership on Culture and Cultural Heritage” (Online, 24 November 2020)**

On 24th November 2020, CLIC project was presented at the Breakout session of the Digital Forum Urban Agenda for the EU “Culture and Cultural Heritage in Europe – strengthen – promote – develop”.

The aim of the Partnership on Culture/Cultural Heritage is “to enable municipalities, Member States, EU institutions and interest groups, NGOs and Partners from the industry to work together on an equal footing to find solutions that improve the management of the historic built environment of European cities, promote Culture, and preserve the quality of urban landscapes and heritage”, for achieving social, economic and ecological aims. Moreover, CLIC project, and in particular the report on “Circular Governance Models for Adaptive Reuse of Cultural Heritage” has been featured as a contributing instrument to the objectives of the Partnership in the Final Action Plan<sup>4</sup>.

More info on: <https://ec.europa.eu/futurium/en/culturecultural-heritage/digital-forum-urban-agenda-eu>

#### **4.18 CLIC Participation to “Circular heritage buildings: the unique story of heritage” (Amsterdam, 24 November 2020)**

The “Circular bouwen aan erfgoed: het unieke verhaal van erfgoed / Circular heritage buildings: the unique story of heritage” was a debate and talkshow organized by Pakhuis de Zwijger in Amsterdam on November 24th, 2020. The aim of the program has been to discuss the opportunities and challenges in making heritage more sustainable and circular. All the participants represented

---

<sup>4</sup> [https://ec.europa.eu/futurium/en/system/files/ged/master\\_final\\_action\\_plan\\_culture\\_cultural\\_heritage\\_v2.pdf](https://ec.europa.eu/futurium/en/system/files/ged/master_final_action_plan_culture_cultural_heritage_v2.pdf)

different best practices of circular heritage reuse and regeneration from the Netherlands. The experts and project managers came together to exchange knowledge and experience.

Deniz Ikiz Kaya, CLIC researcher and Assistant Professor from Eindhoven University of Technology, joined the live debate and presented their research outputs on challenges of implementing adaptive reuse practices in the Netherlands, as well as the results derived from their study on circularity performance analysis of these Dutch practices. In addition, she also presented examples from other research activities she conducted on the topic, such as the reuse of water towers in the Brabant region.

The presentation was well received by the participants and there were several questions regarding how these challenges can be tackled in local contexts. Individual examples and best practices were further discussed.

Related presentation is available on project website at: <https://www.clicproject.eu/circular-heritage-buildings-the-unique-story-of-heritage/>

The video of the event is available at: <https://www.youtube.com/watch?v=glgWWSfxMdo&feature=youtu.be>

#### **4.19 CLIC Participation to URBACT Resourceful Cities programme - City2City session on "Scaling up the local circular economy" (online, 14 December 2020)**

Antonia Gravagnuolo, CLIC Researcher from CNR IRISS, contributed to the City2City Session session "Scaling Up Local Circular Economy" organized by Resourceful Cities, an URBACT Action Planning Network of ten European cities focused on developing the next generation urban resource centres for the circular economy. The session focused on stressing the value of scaling up to get local circular economy practices out of a just piloting logic.

The online city-to-city session was aimed to collect and share a number of insights, relevant experiences and new paths in order to accelerate the transition from linear to more circular urban economies, with a spotlight on firm performance. Antonia Gravagnuolo gave a presentation under the topic "Sector-focused strategies promoting circularity" and discussed about how circular business models can be successfully applied to the adaptive reuse of cultural heritage, serving as accelerating pipelines of a more inclusive, sustainable and resilient development, sharing the experiences carried out in the CLIC pilots.

The programme of the event is available on the project website at: <https://www.clicproject.eu/clic-participation-at-urbact-resourceful-cities-programme-city2city-session-on-scaling-up-the-local-circular-economy/>

#### **4.20 CLIC Participation to the European Commission "Workshop on complementary sources of funding for cultural heritage" (online, 25-26 January 2021)**

The Work Plan for Culture 2019-2022 invites the European Commission to organise workshops in order to identify new sources of funding for cultural heritage and transferable best practices in order to promote its economic sustainability. Additionally, this topic has been highlighted in the special report on "EU investments in cultural sites: a topic that deserves more focus and coordination", by the European Court of Auditors recommending that the European Commission "encourages the use of private funds to safeguard Europe's cultural heritage". In order to do so,



according to the Court, the Commission “should collect good practices on alternative sources of funding from the Member States” and “explore in coordination with the Member States the possibility to develop a scheme that builds on private sources of funding for heritage sites”.

In order to launch this process, the European Commission organised the first Workshop on complementary sources of funding for cultural heritage that was held on 25-26 January 2021, together with the European Commission Expert Group on Cultural Heritage and diverse projects and examples of good practice. The aim of the workshop was to identify new sources of funding for cultural heritage and transferable best practices in order to promote its economic sustainability.

As CLIC is developing a conceptual holistic framework for financial instruments and allied corporate governance “archetypes” such as sustainable business models, two representatives of CLIC, professor Tracy Pickerill from Technological University Dublin and Aliona Lupu, Senior Consultant from Iniziativa, have presented work developed under CLIC under the session “Mixed sources and project presentations”. They have presented a holistic framework in the form of a flexible Financial Instrument & Business Model Toolkit, incorporating tools to leverage investment, mitigate risk and build stakeholder capacity for the adaptive reuse of cultural heritage.

Besides that, following topics were discussed: How to make cultural heritage interesting for private investors, Innovative Public-private partnerships, Crowdfunding and fundraising, Lotteries, Philanthropic funding and donations etc.

Related presentations is available on the project website at: <https://www.clicproject.eu/wp-content/uploads/2021/01/CLIC-Presentation-26th-Jan-2021.pdf>

## 5 Further initiatives related to the CLIC themes

### 5.1 CLIC Partners participation to WORLD HABITAT DAY (UN-HABITAT) The human-centred development strategy to face the challenges of our century. From right to the city towards rights to adequate housing for all (online, 5 October 2020)

Every October, UN-Habitat and partners organize a month of activities, events and discussions on urban sustainability. On 2020 Urban October activities began with World Habitat Day on 5 October.

The purpose of World Habitat Day was to reflect on the state of our towns and cities, and on the basic right of all to adequate shelter. Starting from the assumption that cities can reduce their environmental, economic and social diseconomies through the circular economy approach, the event focused on how the ‘territorialized’ model of circular economy – that is to say the ‘circular city’ model - is able to connect the historical centre and the consolidated city with the suburban territory by creating virtuous relationships between them.

The right to health and wellbeing can be achieved through the housing rights, granting everybody the access to adequate housing and services, thus promoting a more sustainable and inclusive urban future as a means to avoid potential future pandemics. The human-centred development, by combining the humanistic paradigm with the ecological one, builds on objectives and criteria emerging from the strategies of the Agenda 2030, New Urban Agenda and the European Green Deal.

The event was promoted by the Laboratory on Creative and Sustainable City – Department of Architecture, (DiARC) of the University of Naples Federico II, Naples, Italy in collaboration with UN-HABITAT Universities; UN-HABITAT World Urban Campaign; ICOMOS-ISCEC; Interdepartmental Research Centre on Urban Planning Alberto Calza Bini - University of Naples Federico II, Naples, Italy and the Research Project of Relevant National Interest (PRIN) founded by the Italian Ministry of University and Research (MIUR) “Metropolitan cities: territorial strategies and circular regeneration” (PRIN 2015).

CLIC Partners participated to the event. Anna Domaradzka (University of Warsaw) and Cristina Garzillo (Senior Coordinator ICLEI - Local governance for Sustainability, Freiburg) contributed to the session “Actions for reducing negative impacts of the city development”. Cristina Garzillo gave a presentation on "Re-inventing historic areas: an opportunity to turn challenges into transformation". Conclusions were developed by Sigrid Stagl (University of Wien) and Prof. Luigi Fusco Girard, CLIC Project Scientific Coordinator.

Related presentation is available on the project website at:

[https://www.clicproject.eu/wp-content/uploads/2020/10/Re-inventing-historic-areas-an-opportunity-to-turn-challenges-into-transformation\\_Garzillo.pdf](https://www.clicproject.eu/wp-content/uploads/2020/10/Re-inventing-historic-areas-an-opportunity-to-turn-challenges-into-transformation_Garzillo.pdf)

## **5.2 CLIC Partners Participation to UN-HABITAT World Cities Day Cities for all: the ecological and human-centred development strategy of metropolitan cities. The circular city model in the COVID-19 context (online, 31 October 2020)**

The challenge of climate change, due to its huge impacts at the environmental, social and economic level, is the most important issue of our time, that can be successfully addressed through the circular economy model, which represents the way towards a Better Urban Future, more inclusive and more ecologically sustainable.

Consistently with the World Habitat Day, the event addressed the following questions: How (metropolitan) cities can become more resilient adopting the circular model organization? Which strategies? Which technologies? Cities are in search of nature-based solutions: which ones?

Now more than ever the pandemic obliges to rethink planning processes for development from the perspective of the circular economy and circular city model, where planning, designing and managing process should be inspired to nature as the most important city infrastructure. It was the occasion to reflect on the actions to be taken towards a more livable city as well as on the Universities researches to carry out to improve city resilience to cope with the COVID-19 and future challenges.

The initiative was promoted by the Laboratory on Creative and Sustainable City – Department of Architecture (DiARC), University of Naples Federico II, Naples, Italy and Association Professors Emeriti of University of Naples Federico II (APEF), Naples, Italy in collaboration with UN-HABITAT Universities; UN-HABITAT World Urban Campaign; ICOMOS-ISCEC; Interdepartmental Research Centre on Urban Planning Alberto Calza Bini - University of Naples Federico II, Naples, Italy and the Research Project of Relevant National Interest (PRIN) founded by the Italian Ministry of University and Research (MIUR) “Metropolitan cities: territorial strategies and circular regeneration” (PRIN 2015).

Prof Luigi Fusco Girard, CLIC Project Scientific Coordinator, contributed to the event.

The programme of the event is available on the project website at: <https://www.clicproject.eu/participation-of-clic-project-at-un-habitat-world-cities-day-cities-for-all->

[the-ecological-and-human-centred-development-strategy-of-metropolitan-cities-the-circular-city-model-in-the-covid-19-conte/](#)

### **5.3 CLIC Partners participation to the European Regional Climate Heritage Forum “Putting Cultural Heritage at the Centre of the European Green Deal: A preview of the European Cultural Heritage Green Paper (online, 19 November 2020)”**

Climate change is one of the most significant threats to people and their cultural heritage worldwide. The European Green Deal (EGD) is one of the planet’s most ambitious plans to tackle it, which is why cultural heritage needs the EGD to succeed. Cultural heritage offers immense potential to drive climate action and support a just transition to a low carbon, climate resilient future, which is why the European Green Deal needs cultural heritage to succeed.

As part of the Culture x Climate Regional Climate Heritage Forum series, the Climate Heritage Network Europe Region is partnering with Europa Nostra to preview the European Heritage Green Paper. The Green Paper is designed to lay out the power of cultural heritage to contribute to achieving the EGD’s ambitions and to mobilise the heritage community to realise that potential. It offers a template for transformative climate action by the cultural heritage sector around the world.

The European Heritage Green Paper has been developed by Europa Nostra in collaboration with ICOMOS and with the support of the European Investment Bank Institute as well as Members of the project’s Expert Advisory Group. CLIC team members, Antonia Gravagnuolo from IRISS and Jermina Stanojev from Uppsala University are two members of the project’s Expert Advisory Group. The project is led by Andrew Potts, ICOMOS, and Europa Nostra Secretary-General Sneška Quaedvlieg-Mihailović.

The event Putting Cultural Heritage at the Centre of the European Green Deal: A Preview of the European Heritage Green Paper, held on 19 November 2020, had an aim to give a preview of the European Heritage Green Paper. Both, Antonia Gravagnuolo and Jermina Stanojev participated to the event in order to address participants’ questions about the draft paper. A reflection on Green Paper project was offered by Gijs de Vries, senior visiting fellow at the London School of Economics and Political Science (LSE). Reactions were also presented on behalf of EU Institutions including Francisco de Paula Coelho, Dean, European Investment Bank Institute.

The Green Paper is planned to be formally issued in the coming months and will be widely disseminated to the EU Institutions and other stakeholders concerned with the European Green Deal.

The flyer of the event is available on the project website at: <https://www.clicproject.eu/wp-content/uploads/2021/02/European-Regional-Forum-Green-Deal.jpg>

## 6 Acronyms

<b>[BM]</b>	[Business Model]
<b>[CBM]</b>	[Circular Business Model]
<b>[D]</b>	[Deliverable]
<b>[DIY]</b>	[Do-It-Yourself]
<b>[GA]</b>	[Grant Agreement]
<b>[GUD]</b>	[Global Urban Development]
<b>[HIP]</b>	[Heritage Innovation Partnership]
<b>[HR]</b>	[Croatia]
<b>[HRK]</b>	[Croatian Kuna]
<b>[HUL]</b>	[Historic Urban Landscape]
<b>[ICT]</b>	[Information and Communication Technology]
<b>[IT]</b>	[Italy]
<b>[M]</b>	[Month]
<b>[NGO]</b>	[Non-governmental Organization]
<b>[NL]</b>	[Netherlands]
<b>[PR]</b>	[Peer Review]
<b>[RIS]</b>	[Research and Innovation Strategies]
<b>[SE]</b>	[Sweden]
<b>[SDGs]</b>	[Sustainable Development Goals]
<b>[UNaLab]</b>	[Urban Nature Labs]
<b>[WP]</b>	[Work Package]