



Circular models Leveraging Investments
in Cultural heritage adaptive reuse



D6.18 Project Newsletter #3



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Project Newsletter #3

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Abstract

The Deliverable D6.18, *Project Newsletter #3*, falls within the project work package focused on Dissemination, exploitation and communication (WP6) and, precisely, within the Task 6.3 *Implementation of communication and dissemination activities envisaged*.

In compliance with Article 38.1 of Grant Agreement, project newsletter has been conceived as a key dissemination tool to provide *targeted information to multiple audiences (including the media and the public) in a strategic and effective manner*. The purpose of the newsletter is to keep the diverse audiences informed on the project activities and progresses, sharing the knowledge produced by the CLIC Consortium emphasizing how the adaptive reuse of cultural heritage from the circular economy perspective is able to generate significant impacts on citizens' everyday life, in terms of health, wellbeing, social cohesion and inclusion, and new jobs creation.

Furthermore, reaching the general public, by spreading information about the project not only at the scientific and policy level but also at the practical one, is also essential to engage citizens in the co-creation of *inclusive, safe, resilient and sustainable cities and communities* (SDG 11), to stimulate more sustainable and *responsible consumption and production patterns* (SDG 12), and to highlight the key role of EU-funded R&I actions, projects and initiatives in contributing to solving fundamental societal challenges.

As specified in the Deliverable D6.1, Communication, Dissemination and Exploitation Plan and annual update, the third issue of the Project Newsletter is intended to:

- Share the most relevant results of the project
- Reach out the society enabling citizens to realize the concrete value, impact and benefits of the project and of EU-funded R&I activities, thus showing how they can contribute to solving fundamental societal challenges and how they can positively affect their everyday life
- Promote the “human-centred” circular model for circular cities and regions as an effective way to enhance wellbeing, human health and natural/territorial ecosystems
- Emphasize the key contribute of cultural heritage adaptive reuse to next EU Recovery and Resilience Strategy, including the European Green Deal and the New European Bauhaus
- Invite target groups and interested public to the CLIC Final Conference which will be held online from 22nd to 23rd September 2021 where project results and milestones will be discussed.

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	
3	HAUTE ÉCOLE ICHEC - ECAM - ISFSC	ICHEC	
5	TECHNISCHE UNIVERSITEIT EINDHOVEN	TU/e	
6	UNIVERSITY OF PORTSMOUTH HIGHER EDUCATION CORPORATION	UOP	
7	UNIVERZA V NOVI GORICI	UNG	
8	WIRTSCHAFTSUNIVERSITÄT WIEN	WU	
9	UNIwersytet Warszawski	UNIWARSA W	
10	ICLEI EUROPEAN SECRETARIAT GMBH	ICLEI	X
11	FACILITYLIVE OPCO SRL	FacilityLive	X
12	VASTRA GÖTALANDS LANS LANDSTING	VGR	
13	GRAD RIJEKA-GRADSKO VIJEĆE	RIJ	
14	COMUNE DI SALERNO	SA	
15	STICHTING PAKHUIS DE ZWIJGER	PAK	
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17	TECHNOLOGICAL UNIVERSITY DUBLIN	TU Dublin	X



Table of Contents

1	Description of the Project.....	1
1.1	CLIC Specific objectives	2
2	Introduction	4
2.1	Document structure	5
3	Contents of the third issue of the CLIC Newsletter	6
4	Acronyms	9
5	Annex 1 - CLIC Newsletter #3: CLIC Final Conference - Let's celebrate together the end of a circular journey!	10

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

As envisaged by CLIC Detailed Dissemination, communication and exploitation plan and annual updates, 3 Newsletters have been released throughout the duration of the project. Prepared jointly by all project partners under coordination and responsibility of CNR IRISS as Project Coordinator, they have been distributed by mailing list under a subscription option. Additionally, in order to reach a broader audience, CLIC newsletters have been sent out also to participants to the events, workshops and conferences organized by the CLIC Consortium who have given their consent to receive information on the project, by filling the related field of the participation form. All CLIC newsletters are archived on the project website at <https://www.clicproject.eu/newsletter/>

Consistently with what required by Article 38.1 of Grant Agreement, targeted audience for the dissemination of the CLIC newsletters includes, but is not limited to, the stakeholders from the following groups:

- Research scientific community
- The European Commission
- European and national policymakers, interests' groups
- Journalists and the general public
- Local communities and citizens' organizations with objectives towards reuse and enhancement of abandoned and underused cultural heritage, sustainable development, social inclusion and so on
- Private and public organizations dealing with cultural heritage management
- SMEs, NGOs, financial institutions, investment funds
- Other cultural heritage related projects.

The third issue of the newsletter, entitled “CLIC Final Conference – Let’s celebrate together the end of a circular journey”, intends to:

- Share the most relevant results of the project
- Raise awareness on the positive impacts and concrete actions realized in the CLIC pilot cities, further stimulating citizens to participate more and more in the management and enhancement of local cultural and natural heritage
- Promote the “human-centred” circular model for circular cities and regions as an effective way to enhance wellbeing, human health and natural/territorial ecosystem
- Emphasize the key contribute of cultural heritage adaptive reuse to next EU Recovery and Resilience Strategy, including the European Green Deal and the New European Bauhaus
- Spread the news about the CLIC Final Conference which will be held online from 22nd to 23rd September 2021 to present the final results of the project.

In addition to the 3 newsletters scheduled by the Grant Agreement, the CLIC Consortium released further 8 newsletters to keep people informed on the CLIC Startup Competition and to announce the CLIC Final Conference.



2.1 Document structure

The document is structured as follows:

Section 3 describes the structure of the third issue of the CLIC Newsletter

Section 4 contains the list of acronyms used in the deliverable

Annex 1 presents the full text of CLIC Project Newsletter #3.

3 Contents of the third issue of the CLIC Newsletter

The third issue of the CLIC Newsletter is structured in 10 articles:

1. The Newsletter opens with the invitation to register for the CLIC Final Conference. The final event of the project will present the reflection conducted within CLIC on the “human-centred” circular model to drive a more sustainable, climate-neutral, resilient and inclusive development through cultural heritage adaptive reuse, thus contributing to next EU Recovery and Resilience strategies, including the European Green Deal and the New European Bauhaus. Readers are invited to join the Conference to discover the research results on new evaluation tools, circular governance models, circular business models and innovative financing instruments for cultural heritage adaptive reuse.
2. The second article, *Ready, NOT-steady, action! Co-creating a new circular life for cultural heritage sites*, focuses on the Local Action Plans for the adaptive reuse of abandoned/underused cultural heritage, released after three-year participatory activities as a result of the HIP process in the four project pilots: Salerno (Italy), Rijeka (Croatia), Västra Götaland region (Sweden) and Pakhuis de Zwijger (The Netherlands). The four LAPs, as diverse as the pilots themselves, are available in the report: *CLIC Pilot Local Action Plans: One Approach, Diverse Outcomes*¹. A key result of the HIP process is represented by the *Local Action Guide: Collaborative Approaches to Adaptive Reuse of Cultural Heritage*², a catalogue of tools, learnings and recommendations for other city-leaders that want to replicate the experience gaining social, economic and environmental benefits of adaptive reuse of cultural heritage.
3. The third article, *Opportunities of cultural heritage adaptive reuse from European cities and regions: CLIC Knowledge & Information Hub*, reports on the update of the platform, available on the project website at www.clicplatform.eu. The platform, that already provided a common space for researchers and practitioners to share and exchange knowledge about cultural heritage adaptive reuse, in terms of “best practice”, has been enriched with information about opportunities of cultural heritage adaptive reuse in Europe and a knowledge base of all existing literature and regulations on Adaptive Reuse and Circular Economy topics. The new version allows a city/region to showcase local reuse practices and present the abandoned heritage as assets/opportunities for adaptive reuse investments towards the implementation of a “circular city” model. It enables institutional communication of adaptive reuse objectives and opportunities in the city/region, facilitates stakeholders’ cooperation and access to information.
4. The fourth section brings the attention on the 5 HUL workshops carried out between May 2018 and September 2020 in the pilot cities under the coordination of Eindhoven University of Technology. The methodology and more extensive information on the results of the workshops are presented in the HUL final video (Deliverable 1.2 *Video on Series of HUL workshops*). Details and results of the specific HUL workshops are reported in the following

¹ <https://www.clicproject.eu/wp-content/uploads/2021/05/CLIC-D5.5-CLIC-Pilot-Local-Action-Plans-One-Approach-Diverse-Outcomes.pdf>

² https://www.clicproject.eu/wp-content/uploads/2021/04/CLIC-D5.2-Local-Action-Guide_ICLEI_Final.pdf

Deliverables: D1.1 *Reports of HUL workshops*³, D1.5 *Reports on barriers and bottlenecks*⁴ and D1.6 *Report on project-long assessment*⁵.

5. The fifth and sixth articles dedicate a focus on financial instruments for cultural heritage adaptive reuse. The first one presents the CLIC Circular Financial Toolkit which provides “umbrella categories” of complementary financial and non-financial instruments, designed to leverage capital investment and encourage collaborative partnerships incorporating community participation, as presented in Deliverable D4.1 *Overview of Hybrid Financial Instruments and Investments Leverage Enablers for Cultural Heritage Adaptive Reuse*⁶ (TU Dublin University). The second article concerns the development by the CLIC Partner Iniziativa of a proposal of three circular financing mechanisms, *i.e.*, Hybrid Public-Private Partnership Approach, Revolving Circular Impact Fund and Investment Readiness Facility, which will be presented in the Deliverable 4.2 expected at the end of September 2021. More information will be made available through the project website.
6. Along the project, synergies have been created with many international organizations dealing with cultural heritage adaptive reuse, enhancement and management. At the same time, CLIC has been engaged in diverse initiatives organized by the European Commission to discuss challenges and solutions for the cultural heritage sector as well as in the elaboration of pioneering documents which will pave the way for a real change for European cities and regions. In this respect, it should be noted the participation of CLIC to the EC Workshop on Complementary Funding for Cultural Heritage⁷ in the session “Mixed Source and Project Presentations” where a flexible Toolkit of Financial Instruments and Business Models, incorporating tools for leveraging investment, mitigating risk and building stakeholder capacity for adaptive reuse of cultural heritage, was presented⁸. It should be highlighted also the cooperation with Europa Nostra and ICOMOS with reference to the European Cultural Heritage Green Paper “Putting Europe’s shared heritage at the heart of the European Green Deal⁹”, a much-awaited document to which CLIC contributed providing a focus on the circular economy approach to cultural heritage adaptive reuse, as a key strategy to renew the historic building stock co-generating multiple positive effects for cities and communities.
7. The ninth article is an invitation to explore the section of the website “CLIC Resources” where users can access the knowledge developed within the project, from CLIC Scientific Publications to the Deliverables, from media to the full archive of the newsletters. This section, by customizing information for the different target audiences, contributes to increase awareness on the potential of circular adaptive reuse of cultural heritage to concretely change people’s everyday life, demonstrating how it can boost inclusive and sustainable economic growth, enhance local community’s wellbeing, and foster urban regeneration and revitalization.

³ <https://www.clicproject.eu/files/D1-1.pdf>

⁴ <https://www.clicproject.eu/files/D1-5.pdf>

⁵ https://www.clicproject.eu/wp-content/uploads/2021/03/CLIC_D1.6_Project-long-assessment_20210224_TUe.pdf

⁶ <https://www.clicproject.eu/wp-content/uploads/2021/06/D4.1-Overview-of-Hybrid-Financial-Instruments-and-Investment-Leverage-Enablers-for-Cultural-Heritage-Adaptive-Reuse.pdf>

⁷ <https://ec.europa.eu/culture/news/workshop-complementary-funding-cultural-heritage>

⁸ <https://www.clicproject.eu/wp-content/uploads/2021/01/CLIC-Presentation-26th-Jan-2021.pdf>

⁹ https://issuu.com/europanostra/docs/20210322-european_cultural_heritage_green_paper_fu

8. The last article introduces the Horizon 2020 project Be.CULTOUR “Beyond CULTural TOURism: human-centred innovation for sustainable and circular cultural tourism¹⁰”. Started in February 2021, stemmed from the experience gained through CLIC, this three-year project aims at co-creating and testing sustainable human-centred innovations for circular cultural tourism through collaborative innovation networks/methodologies and improved investments strategies.

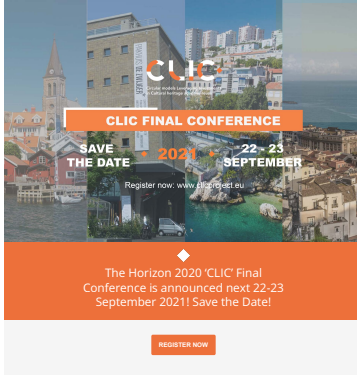
¹⁰ <https://www.becultour.eu>

4 Acronyms

[GA]	[Grant Agreement]
[HIP]	[Heritage Innovation Partnership]
[HUL]	[Historic Urban Landscape]
[LAP]	[Local Action Plan]
[NGO]	[Non-Governmental Organization]
[SME]	[Small and Medium Enterprises]
[WP]	[Work Package]



5 Annex 1 - CLIC Newsletter #3: CLIC Final Conference - Let's celebrate together the end of a circular journey!



CLIC FINAL CONFERENCE

SAVE THE DATE 2021 22-23 SEPTEMBER

Register now: www.2020-clic.eu

The Horizon 2020 'CLIC' Final Conference is announced next 22-23 September 2021! Save the Date!

[REGISTER NOW](#)



Registration open for the CLIC Final Conference: join us online next 22-23 September!

The applications for the CLIC Final Conference is open! Before leaving on holiday, book your place and join us your agenda for dates for the remarkable event: 22-23 September 2021!

The CLIC team will be waiting for you online to [share its main achievements and show you](#) how circular heritage reuse of cultural heritage can drive the change for our cities and regions preparing a more sustainable, equitable and healthy development model, turning abandoned sites into places of life and life for the benefit of local communities.

The Conference programme and all related information will be shared on [the project](#) [page](#) and through CLIC social media. [Don't forget to register now](#) - we look forward to welcoming you to collaborate together the end of this amazing journey!



Ready, NOT-steady, action! Co-creating a new circular life for cultural heritage sites

After a three-year participatory process, the cities of Salerno and Rijeka, Vukovar-Golubac region and Paphos de Zinger cultural organization have returned their Local Action Plans for Adaptive Reuse of Cultural Heritage. Take a glimpse at the outcomes [here](#) and discover useful tools and tips to replicate their experience and develop your own [plan](#).

[Read more](#)

Opportunities of cultural heritage adaptive reuse from European cities and regions: CLIC Knowledge & Information Hub

The CLIC Knowledge and information hub platform has been launched! It has been enriched with information about opportunities of cultural heritage adaptive reuse in Europe and a knowledge base of existing literature and regulations on Adaptive Reuse and Circular Learning topics.



[Read more](#)



HUL Workshops in the CLIC cities in a nutshell

In 2011 UNESCO has adopted the Recommendation on the Historic Urban Landscape (HUL), meant as an addition to existing conservation approaches. The Historic Urban Landscape is an approach that aims to manage urban heritage comprehensively and sustainable development in a holistic fashion.

Between 2016 and September 2020, CLIC selected Urban Landscape workshops were carried out in the CLIC pilot cities under the coordination of [Jasmin University of Technology](#).

[Read more](#)

Enabling hybrid financial instruments to leverage regenerative capital investment in cultural heritage adaptive reuse

Cultural heritage adaptive reuse activities embody circular economy dimensions, which engender social, cultural, environmental and economic regeneration, with the global value chain. Such activities, including adaptive reuse and energy retrofit of built heritage structures, protection of natural eco-systems and cultivation of socio-cultural community enterprise endeavours, enable long-term investment horizons necessitating the integration of sustainable funding mechanisms.



[Read more](#)



CLIC circular financing instruments: leveraging investments in cultural heritage adaptive reuse

INDUSTRIA, partner of CLIC project, has developed a proposal of three circular financing mechanisms, i.e. Hybrid Cultural Heritage Financing Approach, Revolving Cultural Impact Fund and Investment Resilience Model, which will be presented in the dashboard 4.2 expected at the end of September 2021.

[Read more](#)

CLIC Participation to the EC Workshop on Complementary Funding for Cultural Heritage

The 1st Europe Conference, through its theme for the Culture 2019-2022, organized a first workshop on 25-26 January 2021 on the economic sustainability of cultural heritage, in which the CLIC project also took part.



[Read more](#)



CLIC contribution to the European Cultural Heritage Screen Paper

One of the things we have heard most about our project has been the amazing opportunity it has given us to discuss challenges and solutions for the cultural heritage sector, being involved in pioneering initiatives which are paving the way for a real change. This is the case of the European Cultural Heritage Green Paper 'Rising Europe's shared heritage at the heart of the European Green Deal', a much-awaited document to which CLIC has proudly contributed providing a voice to the circular economy approach to cultural heritage adaptive reuse.

[Read more](#)



CLIC Resources

If you want to learn more on cultural heritage adaptive reuse, the best thing you can do is exploring 'CLIC Resources' - the nation of our website built to design and disseminate the knowledge developed within the project.

For and CLIC work for you and that the information you were looking for get the full list of [CLIC Scientific publications](#) from evaluation approaches to impact indicators for circular adaptive reuse of cultural heritage, from circular governance models to best practices, to Hybrid financial instruments & Investment Leverage Strategies for CLIC, you'll be spoilt for choice!

Discover the [CLIC activities](#) - they provide extensive information on CLIC activities and results that can be useful also to policy-makers and to the diverse cultural heritage stakeholders.



Starting new project: Be.CULTOUR

The European Green Heritage CLIC has joined the way for the Be.CULTOUR project [Be.CULTOUR: Beyond Cultural Tourism, Towards circular innovation for sustainable and resilient communities](#). Starting in February 2021, this three-year project aims at co-creating and testing sustainable human-centred innovations for circular cultural tourism through collaborative innovation research methods design and improved investments in synergies. Targeting deprived zones, peripheral or distant island areas and cultural heritage sites as well as new regulated areas, local heritage resources networks will co-develop a long-term heritage-led development project in the area involved enhancing inclusive economic growth, community wellbeing and resilience, nature regeneration as well as effective regeneration of cross-border regional and local level. Key partners [Be.CULTOUR](#) involve following the new structure on [Facebook](#), [Twitter](#) and [LinkedIn](#).

