



Circular models Leveraging Investments
in Cultural heritage adaptive reuse



D6.17
Second series press articles



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Abstract

The purpose of this report is to collect press releases and press articles related to the project from M19 until M45.

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)
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1 Description of the Project

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

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

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

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

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

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

The investment gap in cultural heritage and landscape regeneration can be addressed through careful evaluation of costs, complex values and impacts of adaptive reuse, providing critical evidence

of the wealth of jobs, social, cultural, environmental and economic returns on the investment in cultural heritage.

1.1 CLIC Specific objectives

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

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

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

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

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

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

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

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

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

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

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

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

All partners have wide experience in developing and testing CLIC proposed tools, ensuring the effective and time-constrained achievement of all the above-mentioned specific goals. The integration of sectorial knowledge, tools and methods will be achieved through a trans-disciplinary

approach promoting partners and stakeholders' cooperation, co-creation of knowledge and co-delivery of outcomes.

The expected impacts of the project are the following:

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

2 Press release and press articles lists

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

Following what established by Art. 38.1.1 of the Annotated Model Grant Agreement -*The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner*.

In the period under analysis, from June 2019 to September 2021 (M19 - M45), a total of 45 press releases and 43 press articles have been produced to promote events and inform about project activities and results.

List of press releases:

1. *Heritage Innovation Partnerships – Progetto CLIC – terzo incontro a Salerno – Salerno, 19 Giugno 2019* on 18th June 2019 about the third Heritage Innovation Partnership in Salerno pilot city (<https://www.iriss.cnr.it>)
2. *Heritage Innovation Partnership #3 Rijeka* on 18th June 2019 about the third Heritage Innovation Partnership in Rijeka pilot city (www.clicproject.eu)
3. *Heritage Innovation Partnership #3 Salerno* on 19th June 2019 about the third Heritage Innovation Partnership in Salerno pilot city (www.clicproject.eu)
4. *Mid-Presentation for City representatives of Rijeka* on 9th July 2019 about the Heritage Innovation Partnership process in Rijeka pilot city (www.clicproject.eu)
5. *Impact of the CLIC project on local community: CLIC included in the DOS of Salerno* on 3th September 2019 about Salerno pilot city (www.clicproject.eu)
6. *European network of historic botanic therapeutic gardens* on 4th September 2019 about European network of historic botanic therapeutic gardens, Salerno pilot city (www.clicproject.eu)
7. *Circular reuse of rural industrial heritage in Sweden* on 4th September 2019 about Historic Urban Landscape in Västra Götaland Region (www.clicproject.eu)
8. *HIPs Stakeholders’ Permanent Lab* on 2th October 2019 about Salerno pilot city (www.clicproject.eu)
9. *Fill in the Survey for the Local Action Plan of Salerno* on 12th November 2019 about Local Action Plan in Salerno pilot city (www.clicproject.eu)
10. *Best of... cultural heritage adaptive reuse: CLIC Knowledge & Information Hub* on 22th November 2019 about CLIC Knowledge & Information Hub (www.clicproject.eu)
11. *Re.LIGHT | Lights on Cultural Heritage Guided “rediscovery” of Cultural Heritage in the historic centre of Salerno* on 19th December 2019 about Heritage Innovation Partnership (www.clicproject.eu)

12. *Public Consultation for the adaptive reuse of Edifici Mondo in Salerno in the circular economy perspective* on 6th March 2020 about Business Model Workshop in Salerno, Public Consultation (www.clicproject.eu)
13. *Extended deadline for Public Consultation for the adaptive reuse of Edifici Mondo in Salerno* on 6th April 2020 about Business Model Workshop in Salerno, Public Consultation (www.clicproject.eu)
14. *HIP Peer Review virtual workshop and expert session on sustainable cultural heritage in Amsterdam* on 4th May 2020 about Heritage Innovation Partnership peer-review (www.clicproject.eu)
15. *The second issue of the CLIC Project Newsletter, "CLIC: The Future of the Past", will be soon published* on 25th May 2020 about CLIC Newsletter (<https://www.iriss.cnr.it>)
16. *Spread your talent with CLIC Startup Competition 2020* on 15th July 2020 about CLIC Startup Competition (www.clicproject.eu)
17. *CLIC Startup Competition – Napoli 25/27 novembre 2020* on 17th July 2020 about CLIC Startup Competition (<https://www.iriss.cnr.it>)
18. *CLIC Startup Competition tips: the essentials for an unforgettable pitch* on 28th August 2020 about CLIC Startup Competition (www.clicproject.eu)
19. *Application to the CLIC Startup Competition open! Submit your idea* on 1st September 2020 about CLIC Startup Competition (www.clicproject.eu)
20. *Applications open for the international CLIC Startup Competition: Cultural Heritage Adaptive Reuse as Circular Economy strategy* on 9th September 2020 about CLIC Startup Competition (<https://www.iriss.cnr.it>)
21. *Aperte le registrazioni alla Call internazionale della #CLICStartupCompetition: Cultural Heritage Adaptive Reuse as Circular Economy strategy* on 16th September 2020 about CLIC Startup Competition (<https://www.iriss.cnr.it>)
22. *Tips for CLIC Startup Competition applicants: 10 tools to make your life easier and focus on your business* on 30th September 2020 about CLIC Startup Competition (www.clicproject.eu)
23. *CLIC Startup Competition online event: why and how to participate* on 2th October 2020 about CLIC Startup Competition (www.clicproject.eu)
24. *CLIC Startup Competition: evento online* on 3th October 2020 about CLIC Startup Competition (<https://www.iriss.cnr.it>)
25. *CLIC international Startup Competition: why and how* on 5th October 2020 about CLIC Startup Competition (www.facilitylive.com)
26. *New opportunities for CLIC Startup Competition innovators!* on 10th October 2020 about CLIC Startup Competition (www.clicproject.eu)
27. *Get inspired and find out more about opportunities for participants Watch CLIC Startup competition online presentation* on 11th October 2020 about CLIC Startup Competition (www.clicproject.eu)
28. *CLIC Startup Competition Extended Deadline* on 12th October 2020 about CLIC Startup Competition (www.clicproject.eu)

29. *CLIC Startup Competition Special Prizes* on 2th November 2020 about CLIC Startup Competition (www.clicproject.eu)
30. *CLIC Startup Competition final event: innovation in action in cultural heritage* on 27th November 2020 about CLIC Startup Competition (www.clicproject.eu)
31. *CLIC Startup Competition – 25/27 Novembre 2020* on 17th November 2020 about CLIC Startup Competition (<https://www.iriss.cnr.it>)
32. *H2020 CLIC Startup Competition* on 8th December 2020 about CLIC Startup Competition (<https://www.iriss.cnr.it>)
33. *Si è svolto l'evento finale della "CLIC Start up Competition"* on 10th December 2020 about CLIC Startup Competition (<https://www.iriss.cnr.it>)
34. *Consultazione Pubblica sul riuso adattivo degli Edifici Mondo nella prospettiva dell'economia circolare* on 8th January 2021 about Business Model Workshop in Salerno (<https://www.iriss.cnr.it>)
35. *Cosa significa, in tempo di Covid-19, essere alla guida di una startup nel settore turistico* on 9th February 2021 about CLIC Startup Competition (<https://www.iriss.cnr.it>)
36. *CLIC circular financing instruments: leveraging investments in cultural heritage adaptive reuse* on 1th August 2021 about CLIC project (www.clicproject.eu)
37. *Enabling hybrid financial instruments to leverage regenerative capital investment in cultural heritage adaptive reuse* on 2th August 2021 about CLIC project (www.clicproject.eu)
38. *HUL Workshops in the CLIC cities in a nutshell* on 3th August 2021 about Historic Urban Landscape (www.clicproject.eu)
39. *Opportunities of cultural heritage adaptive reuse from European cities and regions: CLIC Knowledge & Information Hub* on 4th August 2021 about Knowledge & Information Hub Platform (www.clicproject.eu)
40. *Ready, NOT-steady, action! Co-creating a new circular life for cultural heritage sites* on 5th August 2021 about Local Action Plans in Pilot areas (www.clicproject.eu)
41. *The CLIC Final Conference is just behind the corner. Register now and save the date next 22-23 September* on 16th September 2021 about CLIC Final Conference (www.clicproject.eu)
42. *The Horizon 2020 'CLIC' Final Conference is announced next 22-23 September 2021* on 7th July 2021 about CLIC Final Conference (<https://www.iriss.cnr.it>)
43. *CLIC Final Conference* on 21th September 2021 about CLIC Final Conference (<https://www.iriss.cnr.it>)
44. *Economia circolare per la rigenerazione del patrimonio culturale* on 22th September 2021 (www.comune.salerno.it)
45. *CLIC: Final Conference* on 23th September 2021 about CLIC Final Conference (www.iniziativa.cc)

List of press articles:

1. *Salerno, progetto CLIC* on 25th June 2019 about Salerno pilot city (<https://campania.iltabloid.it/>)
2. *Progetto clic a Salerno: attivazione di un laboratorio permanente* on 19th September 2019 about CLIC Permanent Lab, Salerno pilot city (www.zerottonove.it)
3. *[Sviluppo sostenibile] Economia circolare e patrimonio culturale, strumenti per un riuso generativo* on 2th December 2019 about CLIC project (<https://agcult.it/>)
4. *La rigenerazione urbana fa rivivere il patrimonio culturale: il caso Salerno* on 8th January 2020 about Salerno pilot city (www.ilsole24ore.com)
5. *Riutilizzare i beni comuni in disuso Salerno aderisce al progetto CLIC* on 9th January 2020 about Salerno pilot city (www.cronachesalerno.it)
6. *Presentata on line la Startup Competition del progetto H2020 CLIC per idee di business sul riuso adattivo del patrimonio culturale* on 6th October 2020 about Startup Competition (www.askanews.it)
7. *Taste of Terraces: il nostro progetto più votato e tre menzioni speciali* on 8th December 2020 about CLIC Startup Competition (www.acarbio.org)
8. *Valorizzazione territoriale* on 14th March 2021 about Salerno Pilot city, Permanent Lab (<http://www.centroservizigenovesi.it>)
9. *CLIC – circular models leveraging investments in cultural heritage adaptive reuse* on 7th August 2021 about CLIC Startup Competition (<https://cotec.it/>)
10. *Extrartis: un progetto artistico a cui ogni artista dovrebbe partecipare* on 9th August 2021 about CLIC Startup Competition (www.qdnapoli.it)
11. *L'arte sta cambiando, tu sei pronto? sono aperte le iscrizioni all'evento artistico Extrartis* (<https://www.qdnapoli.it>) on 30th August 2021 about CLIC Startup Competition
12. *ExtrArtis: A Napoli apre una nuova residenza d'artista la cui partecipazione prevede l'accesso tramite un bando* (<https://segnonline.it/>) on 1st September 2021 about CLIC Startup Competition
13. *Open call "ExtrArtis", residenza artistica per la creatività territoriale* (<https://segnonline.it/>) on 8th September 2021 about CLIC Startup Competition
14. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (www.ilmattino.it)
15. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (www.ilroma.net)
16. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (www.cittadinapoli.com)
17. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (www.radionapolicentro.it)
18. *Iriss-Cnr, economia circolare per rigenerare il patrimonio culturale* on 17th September 2021 about CLIC Final Conference (www.leggo.it)

19. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (<https://cronachedelmezzogiorno.it>)
20. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (<https://cronachedellacalabria.it>)
21. *Iriss-Cnr, economia circolare per rigenerare il patrimonio culturale* on 17th September 2021 about CLIC Final Conference (www.quotidianodipuglia.it)
22. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (<https://cronachedibari.com>)
23. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (<https://corrieredipalermo.it>)
24. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (<https://corrieredellasardegna.it>)
25. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (<https://cittadi.it>)
26. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (<https://magazine-italia.it>)
27. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (<https://ilgiornaleditorino.it>)
28. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (<https://cronachedimilano.com>)
29. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (www.ilgazzettino.it)
30. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (<https://venezia24.com>)
31. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (<https://gazzettadigenova.it>)
32. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (www.corrieadriatico.it)
33. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (<https://corrierediancona.it>)
34. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (<https://ilcorrieredibologna.it>)
35. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (<https://ilcorrieredifirenze.it>)
36. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (www.ilmessaggero.it)
37. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (<https://lacittadiroma.it/>)
38. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (<https://notiziedi.it>)

39. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (www.forumitalia.info)
40. *Iriss-Cnr, economia circolare per la rigenerazione del patrimonio culturale* on 17th September 2021 about CLIC Final Conference (<https://www.virgilio.it>)
41. *Economia circolare per rigenerazione patrimonio culturale* on 17th September 2021 about CLIC Final Conference (<https://www.ansa.it>)
42. *Patrimonio culturale, economia circolare per rigenerarlo* on 18th September 2021 about CLIC Final Conference (www.gazzettadinapoli.it)
43. *E' la cultura il petrolio dell'Italia. Oggi a Napoli il forum europeo sul riuso del patrimonio artistico* on 22th September 2021 about CLIC Final Conference (www.interris.it)