

Activating cultural heritage in Interreg

5 December 2018 | Vienna

Ivana Lazic, Interact

Ivano Magazzu, Interact

Daniela Minichberger, Interact



Cultural heritage as an important asset for the economy

Panel discussion

- **Joanne Hughes**, *MMIAH project (Interreg Atlantic Area programme)*
- **Elena Peverada**, *DUNC project (Interreg South Baltic programme)*
- **Erminia Sciaccitano**, *European Commission, DG EAC*
- **Simona Ene**, *Interreg Danube Transnational programme*

DUNC Heritage & Future

Developing the region's UNESCO sites/areas from natural & cultural assets to their full potential as sustainable tourist destination

To Bring about a real connection between tourism and the outstanding value of the South Baltic Sea's heritage

Strategies for sustainable tourism, Cross-border products & services A South Baltic co-operation network and platform

Implementation of the UNESCO Sustainable Tourism tools and UN's Sustainable Development Goals at South Baltic sites

The Mission

The aim of the DUNC project is to develop the region's UNESCO sites/areas from cultural and natural assets to their full potential as sustainable tourist destinations.

The project's vision is to bring about a real connection between tourism and the outstanding value of the Baltic Sea's heritage and to promote the region as a single, sustainable destination.



1,69 million



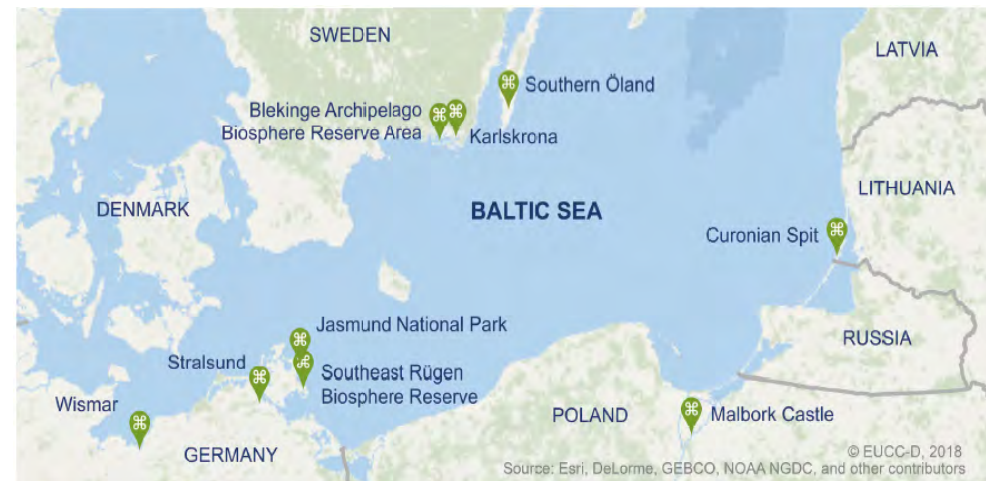
6 partners





1,35 million




17.08.2017
16.08.2020



 Sustainable Tourism

 Capacity Building

 Co-Operation

 Products & Services

DUNC

Heritage & Future

- Inspire business to see World Heritage as an added value to the development of sustainable business
- We focus clearly on linking industry to the world heritage in terms of sustainability and new products and services
- Support entrepreneurs and communities to develop new sustainable products, services and experiences
- Facilitation of meetings and workshops to open up a dialogue between private enterprise and site managers
- Local testing of new quality products & services that reduce seasonality pressures
- Working with host communities to promote unique, authentic and quality visitor experiences before, during and after their visit
- Cooperation with local & transnational businesses to ensure that the Outstanding Universal Value (OUV) of the South Baltic UNESCO sites is preserved
- Engagement of local communities to promote 'ownership' of their heritage sites and the idea of 'common responsibility'

ELENA PEVERADA

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Discover more at:



'DUNCheritagetage

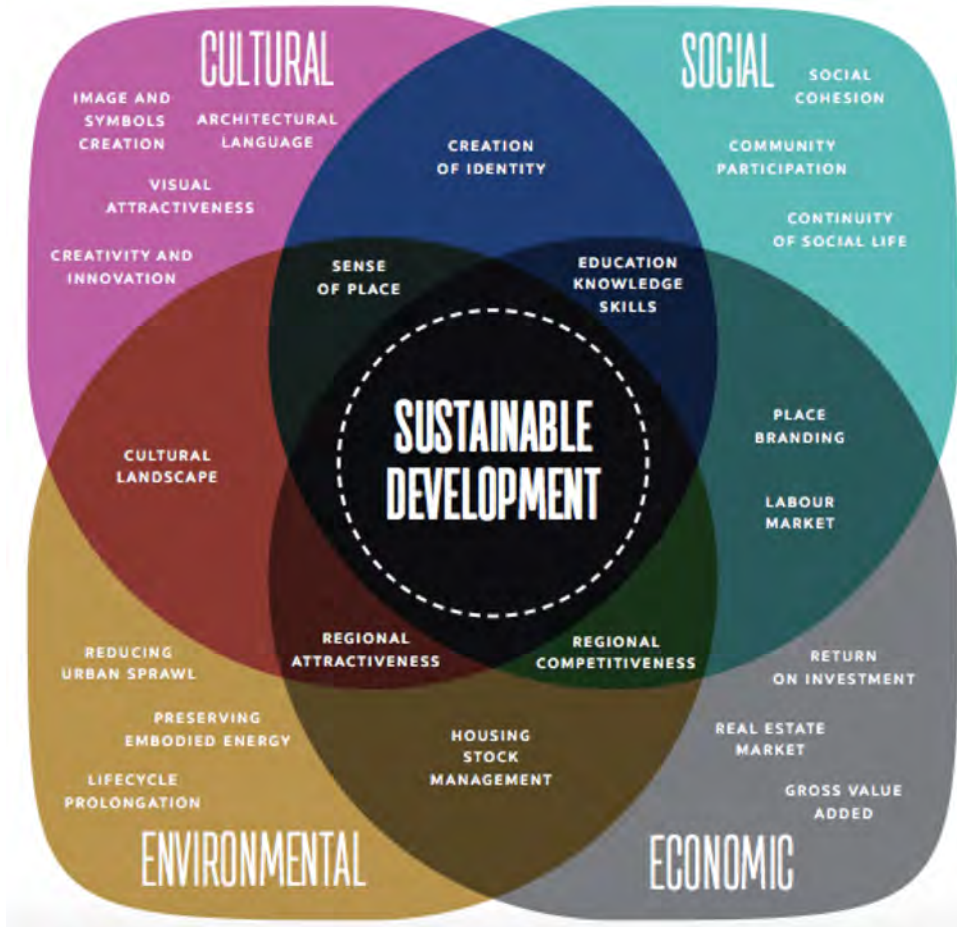
Cultural heritage as an important asset for the economy

Panel discussion

- How important is it for cultural projects to show economic benefits?
- How can cultural cooperation projects create economic benefits?



The “Foundations”

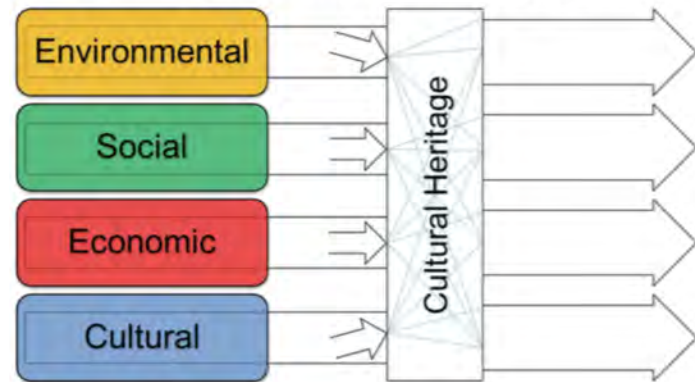


- Holistic
- Integrated
- Participatory
- People-centred



How to do it?

"Upstream" perspective on cultural heritage impact



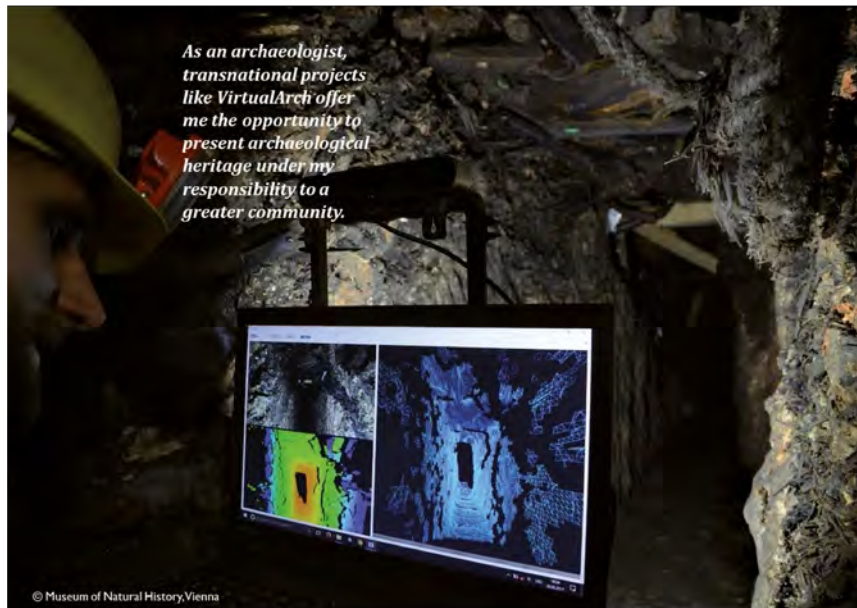
(CHCIE consortium)

OUR HERITAGE:
WHERE THE PAST
MEETS THE FUTURE



Cultural intervention

Christoph Lobinger, VirtualArch project, Interreg Central Europe programme



€ 2,09 million

EU 1,73 million

 10 partners

 01.07.2017
30.06.2020

www.interreg-central.eu/virtualarch

VirtualArch

Many of central Europe's UNESCO heritage sites, especially those that are underground or partially buried, are threatened by neglect because the public has limited awareness of them. The VirtualArch project encourages the use of virtual and augmented reality to improve the visibility of these sites. The result is greater public awareness and better preservation of archaeological treasures.



Interreg

CENTRAL EUROPE



European Union
European Regional
Development Fund

VirtualArch

Using cultural heritage to facilitate additional improvements in other sectors


Panel discussion

- **Alessandra Bonazza**, *ProteCHt2save project, Interreg Central Europe Programme*
- **Christophe Ebermann**, *Interreg Central Europe programme*
- **Gumersindo Bueno Benito**, *Smart Heritage City (SHCITY), Interreg South West Europe*
- **Andréa Rodriguez**, *Interreg South West Europe*
- **Tatjana Čonić**, *Youth-together, Interreg-IPA CBC Hungary-Serbia*
- **Ágnes Dobrotka**, *Interreg-IPA CBC Hungary-Serbia*

TAKING
COOPERATION
FORWARD

 ***Activating Cultural Heritage in Interreg***
Vienna, 5 December 2018

 **Risk Assessment and Sustainable Protection on Cultural Heritage
in changing environment. ProteCHt2save Project**

 **Alessandra Bonazza/Institute of Atmospheric Sciences and Climate (ISAC-CNR)**

GUARDING HERITAGE FROM NATURAL HAZARDS



Climate change and other natural hazards pose a risk for cultural heritage assets and the people around them. ProteCHt2save is a project that works to protect the heritage and nearby populations - especially against the risk of floods. ProteCHt2save produces tools to help local officials manage risks and develop action plans for emergencies.

www.interreg-central.eu/culture



AUSTRIA	Niederösterreich
CROATIA	Jadranska Hrvatska
CZECH REPUBLIC	Praha
HUNGARY	Dél-Dunántúl
ITALY	Emilia-Romagna
POLAND	Śląskie
SLOVENIA	Vzhodna Slovenija



PROJECT BUDGET
2.15
MILLION €

ERDF FUNDING
1.79
MILLION €

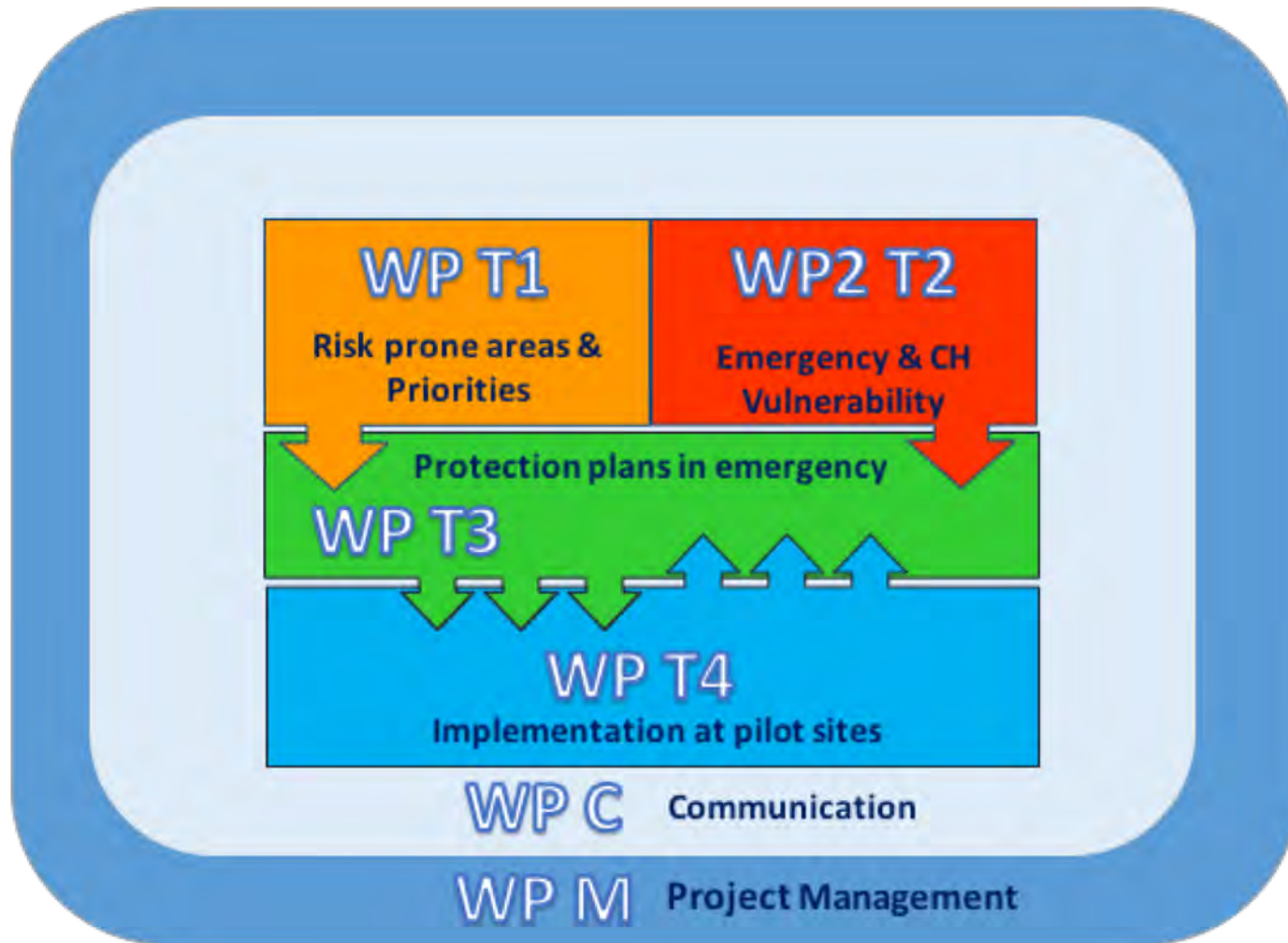
- *Defining risk areas for an improved protection and sustainable use of CH in Central Europe susceptible to disasters and climate change impacts.*
- *Determining critical elements for CH vulnerability in the resilience and risk management process.*
- *Setting up of transnational best practices and common strategies for sustainable use and protection of CH to be integrated in joint action plans in a changing environment.*

Extreme Events
Flood
Heavy Rain
Drought periods (Fire)

**Cultural Heritage
Categories**
*Monumental complexes with
related collections located in
urban areas*

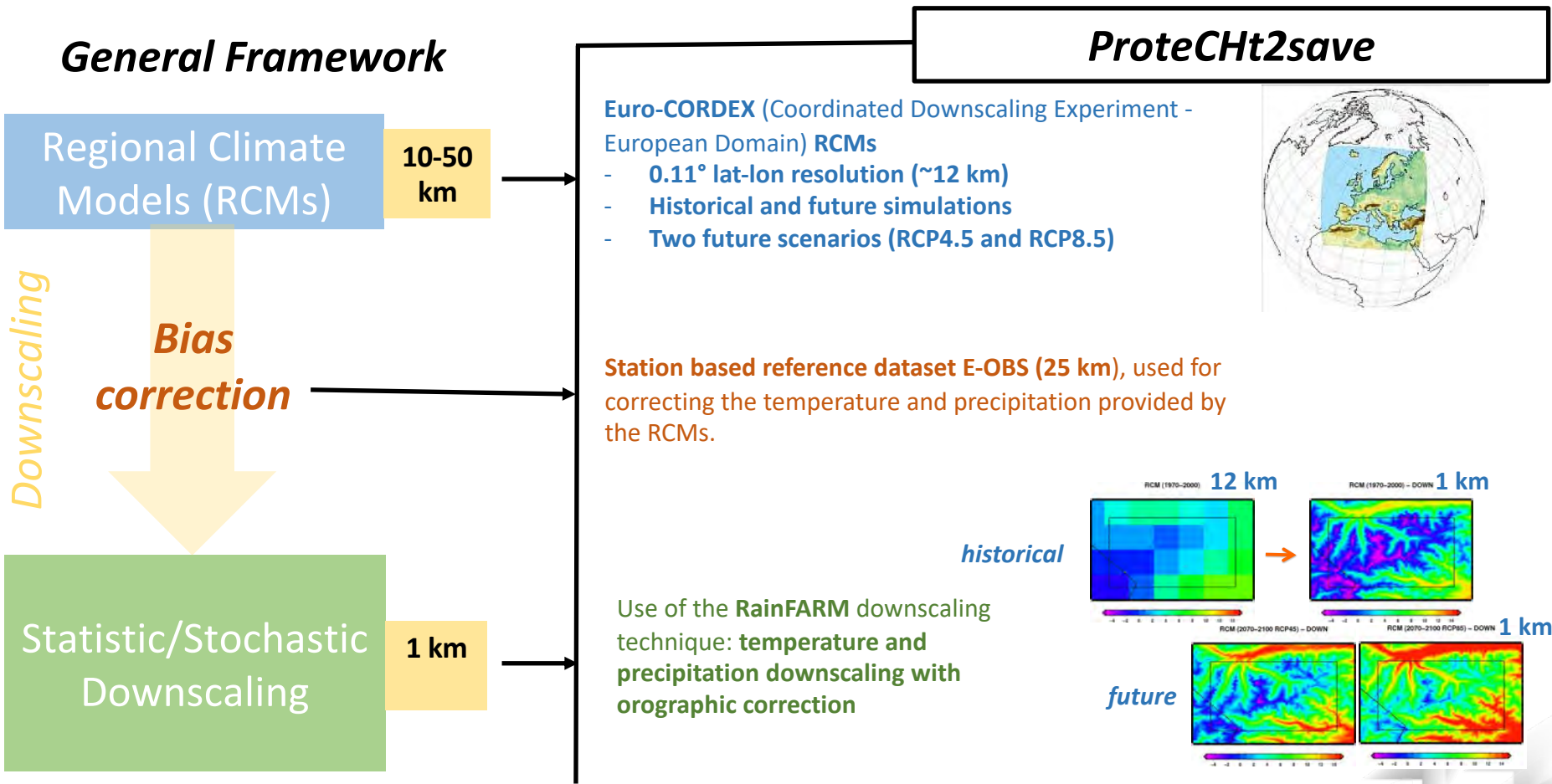


PROJECT STRUCTURE



Climate models and downscaling

General Framework



RISK PRONE AREAS-CLIMATE EXTREMES AND METRICS

Data from models will be used for the production of :

- i) maps of changes of principal climate variables (temperature and precipitation)
- ii) maps related to climate extremes by using indexes selected among those defined by the CCI/WCRP/JCOMM Expert Team on Climate Change Detection and Indices (ETCCDI) (<http://www.climdex.org/indices.html>)

SU, Number of summer days.
Annual count of days when TX (daily maximum temperature) > 25°C.

Let TX_{ij} be daily maximum temperature on day i in year j . Count the number of days where:
 $TX_{ij} > 25^{\circ}\text{C}$.

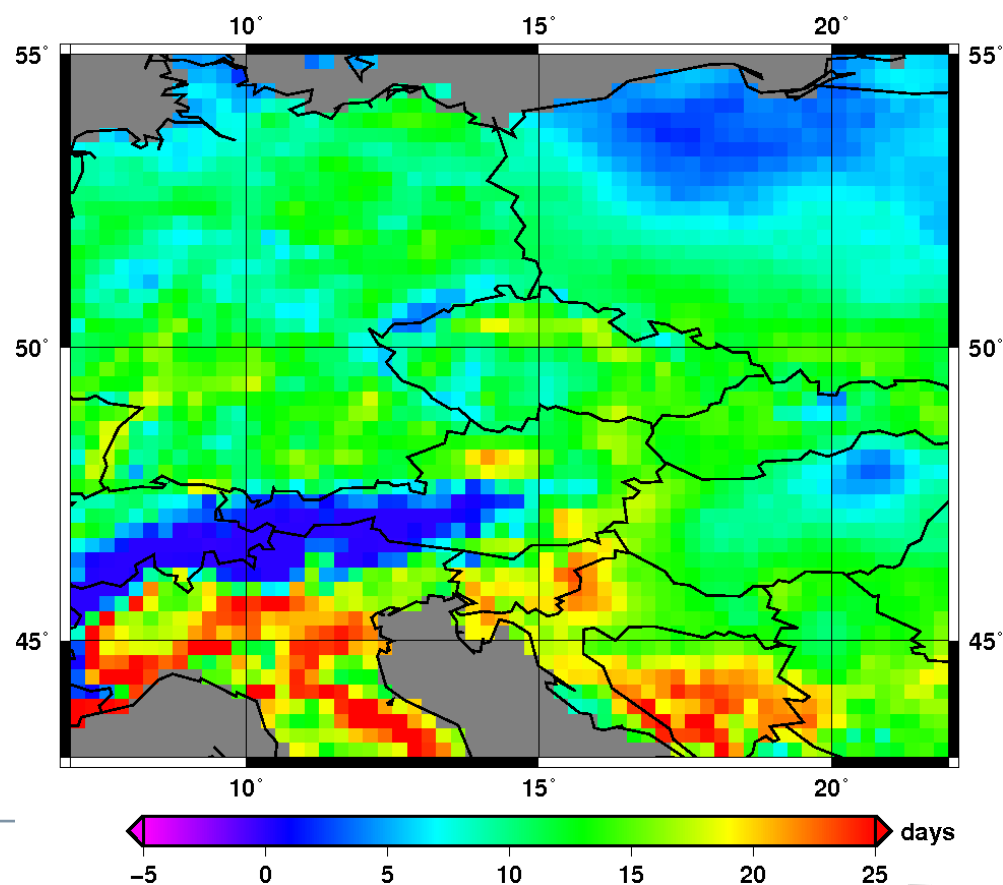


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Elaboration of maps with hot spots of extreme potential impacts on CH



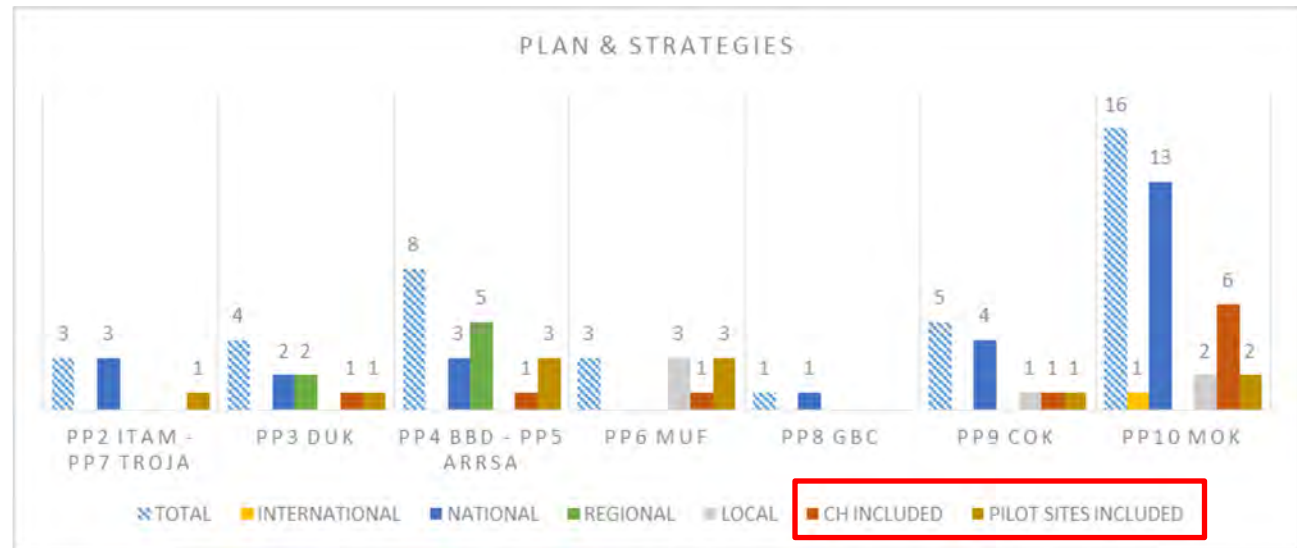
EOBS SU [1987–2016] minus [1951–1980]



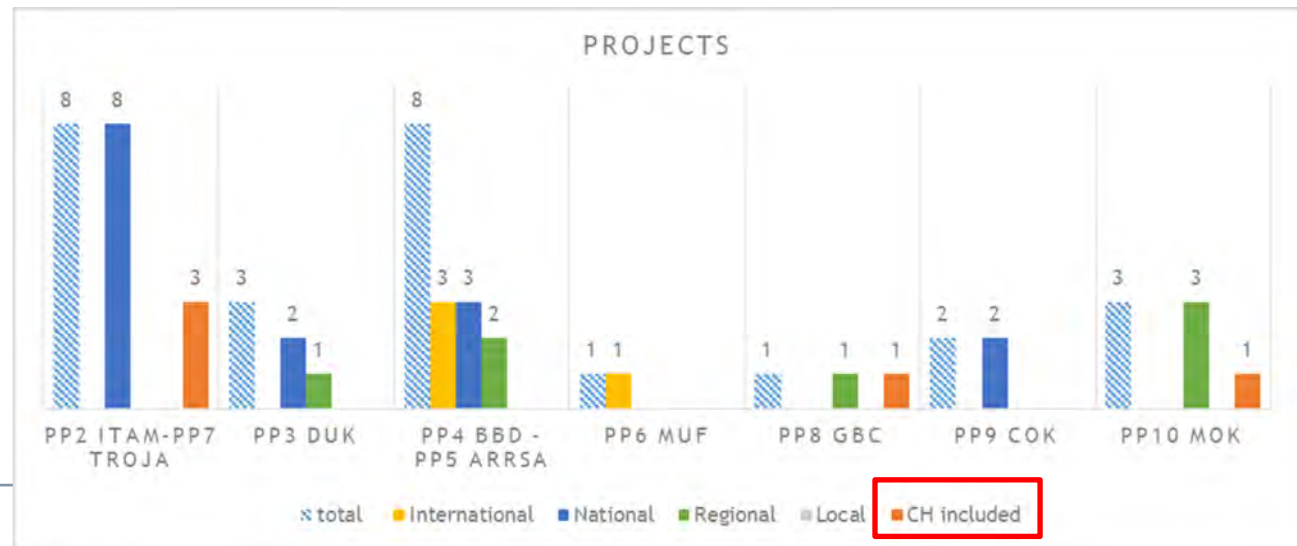
CULTURAL HERITAGE VULNERABILITY PLANS/STRATEGIES

Plan & strategies

The number of plans and strategies including ProteCHt2save pilot sites are highlighted as well as those taking into consideration built heritage (Krems, Bielsko-Biala, Ferrara, Kastela and Kocevje)



Protection and recovery of built CH almost not included



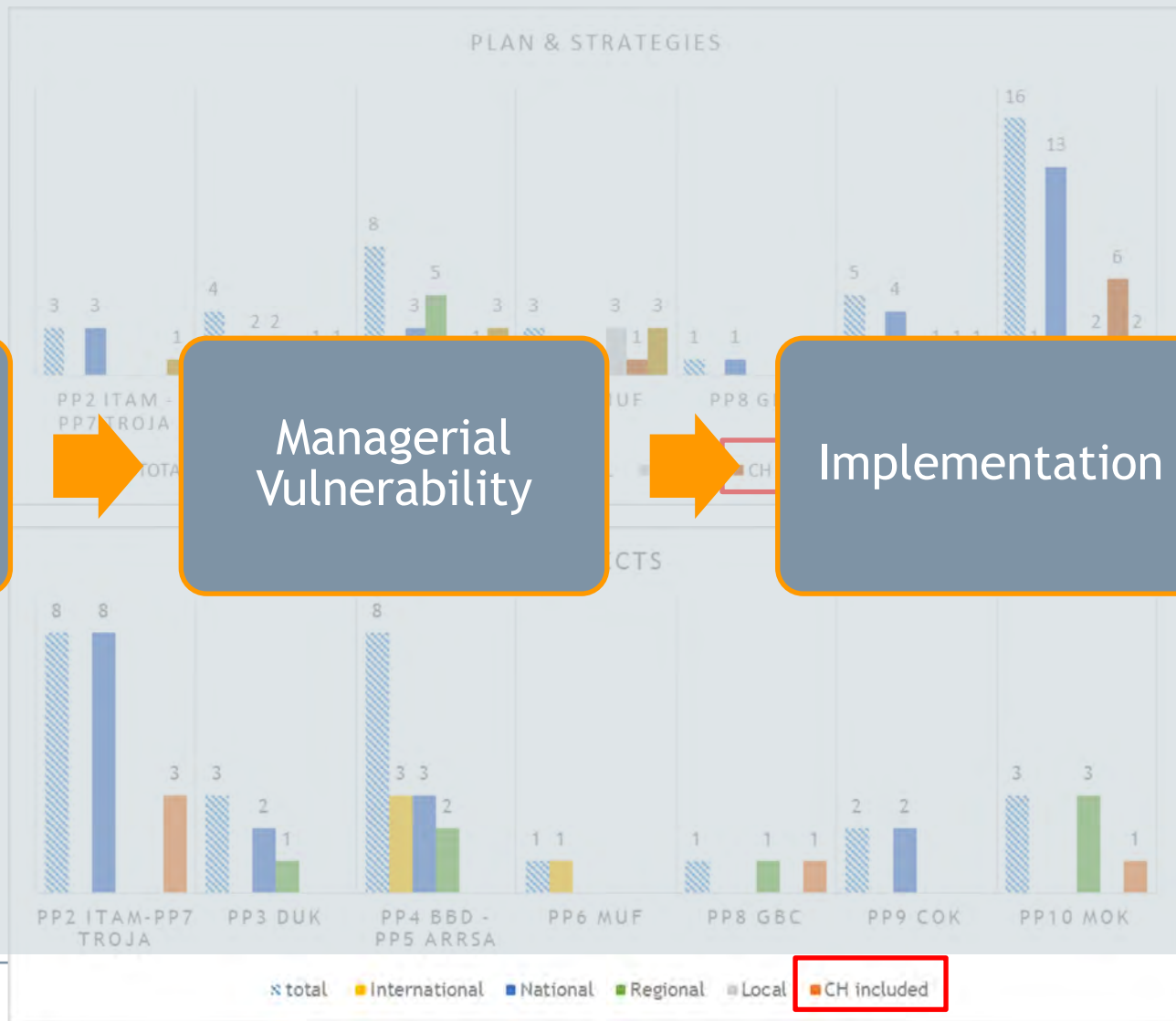
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Managerial Vulnerability

Implementation



MANUAL FOR CULTURAL HERITAGE MANAGERS MITIGATION AND ADAPTATION STRATEGIES



Fire

It is recommended that Regional and local Authorities be reminded that:

- SECURING full FIRE PROTECTION MEASURES** requires all involved to **UNDERSTAND** what constitutes **HISTORIC VALUE** and **SIGNIFICANCE**.
- CENTRALLY PROVIDED** pools of **POST-DISASTER PROTECTIVE EQUIPMENT** for preserving residual values and for preventing further collapsing should be accumulated.
- Working with others could **REDUCE** the **NUMBER OF ABANDONED or VACANT HISTORIC BUILDINGS**, at specific risk from arson and to help **ENSURE RENOVATION or DEVELOPMENT WORK** takes into account their historic nature.
- Affording greater powers to **ENFORCING BUILDING OWNERS** to carry out **RENOVATION WORK** could ensure empty buildings at risk from fire are returned to the market place.
- Partial, as well as total **RECONSTRUCTION WORK**, should preferably be carried out with the **SAME MATERIALS** and **CONSTRUCTION TECHNOLOGIES** as the original.
- FIRE RISK ANALYSIS** of historic buildings should **DESCRIBE, ANALYSE** and **PROMOTE** their special characteristics, to specifically **EXPLORE** their **POTENTIAL WEAKNESS** to firespread through lack of compartmentation, interlinked voids and spaces.



Flood

It is recommended that Operational Bodies and Owners be reminded that:

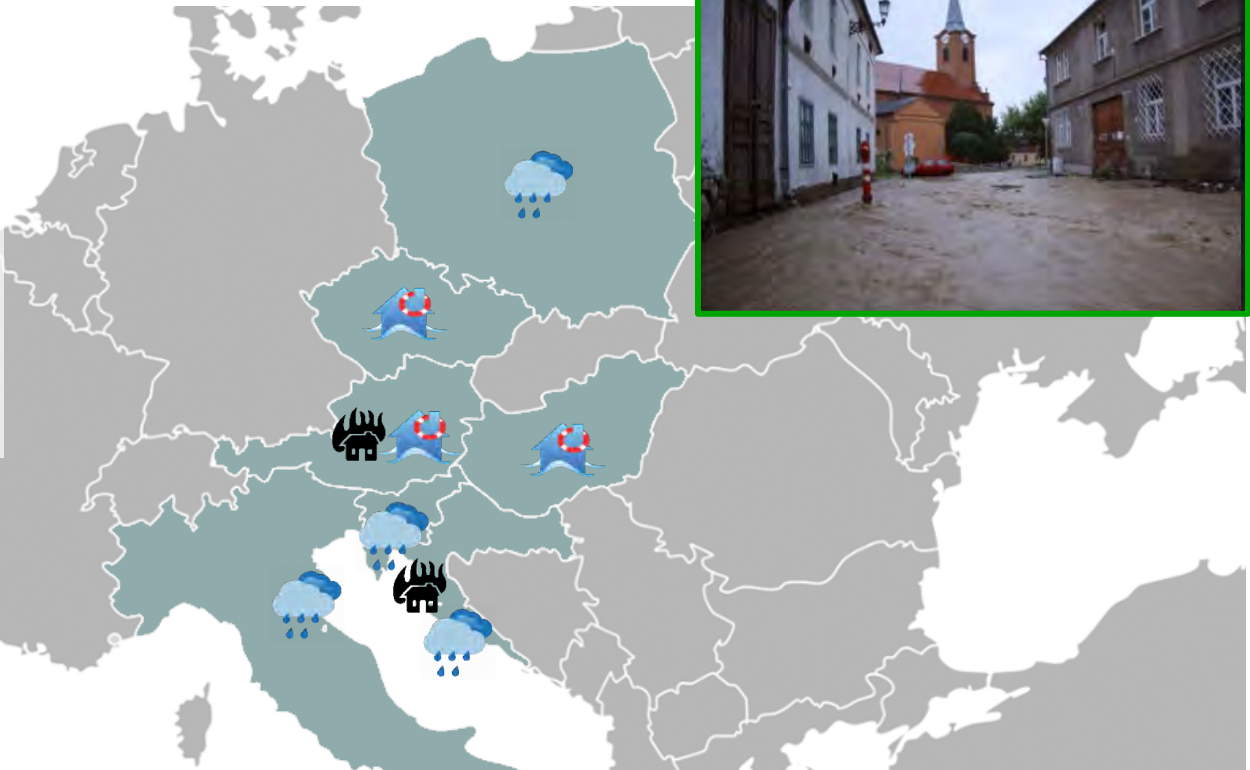
- Simple compliance with current legislation will not sufficiently protect buildings.
- More can be achieved in a **PRE-PLANNED RISK ANALYSIS** and **PREVENTATIVE APPROACH** to ameliorate the consequences of a flood incident from occurring, by involving the production of:
 - A MAINTENANCE HANDBOOK**
 - A RISK MANAGEMENT PLAN**
 - APPROPRIATE INSURANCE COVERAGE**
 - STAFF AND OCCUPANCY TRAINING**
 - ADDITIONAL ACHIEVABLE PRACTICAL MEASURES**




PILOT SITES

7 pilot actions will be conducted linked to climate change and variability associated with hydrometeorological and climate extremes

Monumental Complexes/Museums

Preparedness strategies
Evacuation in emergency



-  Flood events in large basin
-  Fire due to drought
-  Extreme events of heavy rain






PILOT SITES

7 pilot actions will be conducted linked to climate change and variability associated with hydrometeorological and climate extremes

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FORWARD



Activating cultural heritage in Interreg
Vienna, 5.12.2018



**An integrated and cross-cutting approach to
culture**



Interreg CENTRAL EUROPE | Joint Secretariat | Christophe Ebermann

TAKING COOPERATION FORWARD

Interreg CENTRAL EUROPE is a funding programme that encourages cooperation beyond borders between public and private institutions. Financed through the European Regional Development Fund (ERDF). It helps innovative yet isolated ideas to grow into jointly developed, tested and accepted solutions for a better central Europe.
www.interreg-central.eu



85
TRANSNATIONAL COOPERATION PROJECTS

904
PROJECT PARTNERS

COUNTRIES, REGIONS/CITIES AND INHABITANTS COVERED



DURATION OF THE PROGRAMME



CULTURE PROJECTS (AFTER TWO CALLS)



HERITAGE SITES & HISTORIC BUILDINGS

- > Management of historic buildings/sites
- > Archeological sites
- > Museum and parks

INTANGIBLE CULTURAL HERITAGE

- > Industrial culture
- > Culture routes
- > Crafts and traditions

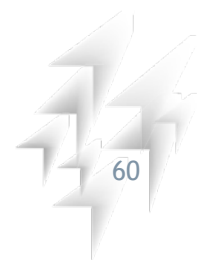
CULTURAL AND CREATIVE INDUSTRIES (CCI)

- > Re-use of neglected spaces



More projects soon to be funded within the third call for proposals.
www.interreg-central.eu/culture

PUBLISHED JUNE 2018



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Sudoe



2018
AÑO EUROPEO
DEL PATRIMONIO
CULTURAL
#EuropeForCulture

Smart Heritage City
European Regional Development Fund



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Smart Heritage City

Competing and Developing To Go







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Smart Heritage City
shcity.eu

EL MUNDO
Cinco Días
AppStore
SHCITY-GESTOR
GESTIÓN DE ESPACIOS MONITORIZADOS
ÁMBITOS DE ACTUACIÓN
VISITANTES
CONSERVACIÓN
INFORMACIÓN GENERAL

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14:16
07/12/2018



Interreg - IPA CBC 
Hungary - Serbia

PROJECTS PROMOTING CULTURAL HERITAGE

*Activating Cultural Heritage in Interreg
Vienna, 5 December 2018*



The Programme is co-financed by the
European Union

Good neighbours
**creating
common future**

HUSRB/1602/31/0154 FOLKcoolTOUR



HUSRB/1602/32/0086 NEWTRAD



HUSRB/1602/31/0252 MILLS' ROUTE



HUSRB/1602/32/0009 CommonHeritage



HUSRB/1602/32/0085 Youth-together





Thank you!

**Interreg-IPA CBC Hungary-Serbia
Joint Secretariat**

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Disclaimer:

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Using cultural heritage to facilitate additional improvements in other sectors

- How cultural heritage could enhance improvements in other sectors?
- How can cultural cooperation projects contribute to other sectors?
- How would you define the added-value of cooperation for improving the specific sectors tackled by your project(s)?

Cultural Heritage at Risk

Black crust on Carrara
Marble - Milan
Cathedral



Flooding due to heavy
rain - Ferrara
Cathedral



Flood – Troja - Prague



Megalithic Temples,
Malta



Risk Assessment and sustainable protection of Cultural Heritage in changing environment



The degree of equality in a society may also be treated as a value that belongs to a society as a whole, rather than to any of the individuals who make up the society. Various measures of this value are available, including the Gini coefficient and the Atkinson measure (Gini, 1912; Atkinson, 1970); for an assessment see (Sen, 1973). Section 3.5 explains that the value of equality can alternatively be treated as a feature of the aggregation of individual people's wellbeings, rather than as social value separate from wellbeing.

3.4.3 Wellbeing

Most policy concerned with climate change aims ultimately at making the world better for people to live in. That is to say, it aims to promote people's wellbeing. A person's wellbeing, as the term is used here, includes everything that is good or bad for the person—everything that contributes to making their life go well or badly. What things are those—what constitutes a person's wellbeing? This question has been the subject of an extensive literature since ancient times.⁸ One view is that a person's wellbeing is the satisfaction of their preferences. Another is that it consists in good feelings such as pleasure. A third is that wellbeing consists in possessing the ordinary good things of life, such as health, wealth, a long life, and participating well in a

too (Dervis and Klugman, 2011). In the context of climate change, many different metrics of value are intended to measure particular components of wellbeing: among them are the numbers of people at risk from hunger, infectious diseases, coastal flooding, or water scarcity. These metrics may be combined to create a more general measure. Schneider et al. (2000) advocates the use of a suite of five metrics: (1) monetary loss, (2) loss of life, (3) **quality of life (taking account of forced migration, conflict over resources, cultural diversity, and loss of cultural heritage sites)**, (4) species or biodiversity loss, and (5) distribution and equity.

3.4.4 Aggregation of wellbeing

Whatever wellbeing consists of, policy-making must take into account the wellbeing of everyone in the society. So the wellbeings of different people have somehow to be aggregated together. How do they combine to make up an aggregate value of wellbeing for a society as a whole? Social choice theory takes up this problem (Arrow, 1963; Sen, 1970). Section 3.6 will explain that the aim of economic valuation is to measure aggregate wellbeing.

Assume that each person has a level of wellbeing at each time they are alive, and call this their 'temporal wellbeing' at that time. In a society, temporal wellbeing is distributed across times and across the people.



This text is the version of the final government draft from June 2018

ipcc
INTERGOVERNMENTAL PANEL ON climate change

Global Warming of 1.5°C

An IPCC special report on the impacts of global warming of 1.5°C above pre-industrial levels and related global greenhouse gas emission pathways, in the context of strengthening the global response to the threat of climate change, sustainable development, and efforts to eradicate poverty

Climate Change - Resilience strengthening and risk management

International Level

Hyogo Framework for Action 2005 – 2015

The disaster risks for the cultural heritage was mentioned for the first time, in section 3, “Use knowledge, innovation and education to build a culture of safety and resilience at all levels”, “Key activities”.

Strategy for Risk Reduction at World Heritage Properties

Presented by UNESCO and approved by the World Heritage Committee in 2007 . According to the five main objectives defined by the Hyogo Framework for Action, the priority measures of the Strategy have been structured.

Sendai Framework for Action 2015 – 2030

The new international Disaster Risk Reduction policy includes several important references for the protection of culture and heritage from disaster risks.

Cultural heritage as an incentive for enhancing the reduction of the impact of catastrophic events

Protection and enhancement of natural and cultural heritage in support of socio-economic development and sustainable tourism

Sendai Framework for Disasters Risk Reduction, 2015-2030



The screenshot shows the UNISDR website with the following content:

- Header:** UNISDR United Nations Office for Disaster Risk Reduction. Navigation links: NEWS, DONORS, CONTACT. Search bar with 'GO' button.
- Menu:** WHO WE ARE, WHAT WE DO, WHERE WE WORK, WHO WE WORK WITH.
- Breadcrumbs:** HOME > WHAT WE DO > WE COORDINATE > SENDAI FRAMEWORK FOR DISASTER RISK REDUCTION
- Section Title:** Sendai Framework for Disaster Risk Reduction
- Main Content:**
 - MAKING THE DIFFERENCE FOR POVERTY, HEALTH AND RESILIENCE:** The Sendai Framework for Disaster Risk Reduction 2015-2030 (Sendai Framework) is the first major agreement of the post-2015 development agenda, with seven targets and four priorities for action. It was endorsed by the UN General Assembly following the 2015 Third UN World Conference on Disaster Risk Reduction (WCDRR).
 - Download the full text of the Sendai Framework: [AR] [CH] [EN] [FR] [RU] [SP]
 - Regional Platforms for Disaster Risk Reduction:** Regional Platforms for Disaster Risk Reduction take place from Africa to the Pacific. Includes a 'we Coordinate' graphic.
 - Third UN World Conference on Disaster Risk Reduction:** The Sendai Framework was adopted by UN Member States on 18 March 2015 at the Third UN World Conference on Disaster Risk Reduction in Sendai City, Miyagi Prefecture, Japan. [Learn more](#)
 - The Sendai Framework is a 15-year, voluntary, non-binding agreement which recognizes that the State has the primary role to reduce disaster risk but that responsibility should be shared with other stakeholders including local government, the private sector and other stakeholders. It aims for the following outcome:**
 - The substantial reduction of disaster risk and losses in lives, livelihoods and health and in the economic, physical, social, cultural and environmental assets of persons, businesses, communities and countries.
 - The Sendai Framework is the successor instrument to the Hyogo Framework for Action (HFA) 2005-2015: Building the Resilience of Nations and Communities to Disasters. It is the outcome of stakeholder consultations initiated in March 2012 and inter-governmental negotiations held from July 2014 to March 2015, which were supported by the UNISDR upon the request of the UN General Assembly.
- Footer/Additional Info:**
 - UNISDR has been tasked to support t
 - Download Chart of the Sendai Fram The Seven Global Targets
 - (a) Substantially reduce global disaster mortality rate in the decade 2020-2030
 - (b) Substantially reduce the number of per 100,000 in the decade 2020 -2030
 - (c) Reduce direct disaster economic l
 - (d) Substantially reduce disaster damu them health and educational facilities.
 - (e) Substantially increase the number 2020.
 - (f) Substantially enhance international support to complement their national z
 - (g) Substantially increase the availabi risk information and assessments to t
 - The Four Priorities for Action

Adopted by United Nations Member States in March 2015: is the basis for a *disasters risk-informed approach* to policy-making, offering a **coherent agenda** across different EU policies to strengthen resilience to risks and shocks and supporting the EU priorities of investment, competitiveness, research and innovation.

There is **need for focused action within and across sectors** by States at local, national, regional and global levels in the following four priority areas:

Sendai Framework for Disasters Risk Reduction, 2015-2030

Priority 1. Understanding disaster risk

KNOWLEDGE (National and local levels)

Paragraph 24(d)**understand****cultural heritage impacts**, in the context of event-specific hazard-exposure and vulnerability information.

Priority 2. Strengthening disaster risk governance

Priority 3. Investing in disaster risk reduction for resilience

PUBLIC/PRIVATE STRUCTURAL/NON MEASURES (National and local levels)

Paragraph 30 (d) To **protect or support the protection** of cultural and collecting institutions and other sites of historical, **cultural heritage** and religious interest.

Priority 4. Enhancing disaster preparedness for effective response and to “Build Back Better” in recovery, rehabilitation and reconstruction

Action Plan: Key Area 4 – Supporting the development of a holistic disasters risk management approach

Develop good practices on the integration of **cultural heritage in the national disaster risk reduction strategies** to be developed by EU Member States.



Safeguarding Cultural Heritage from Natural and Man-Made Disasters

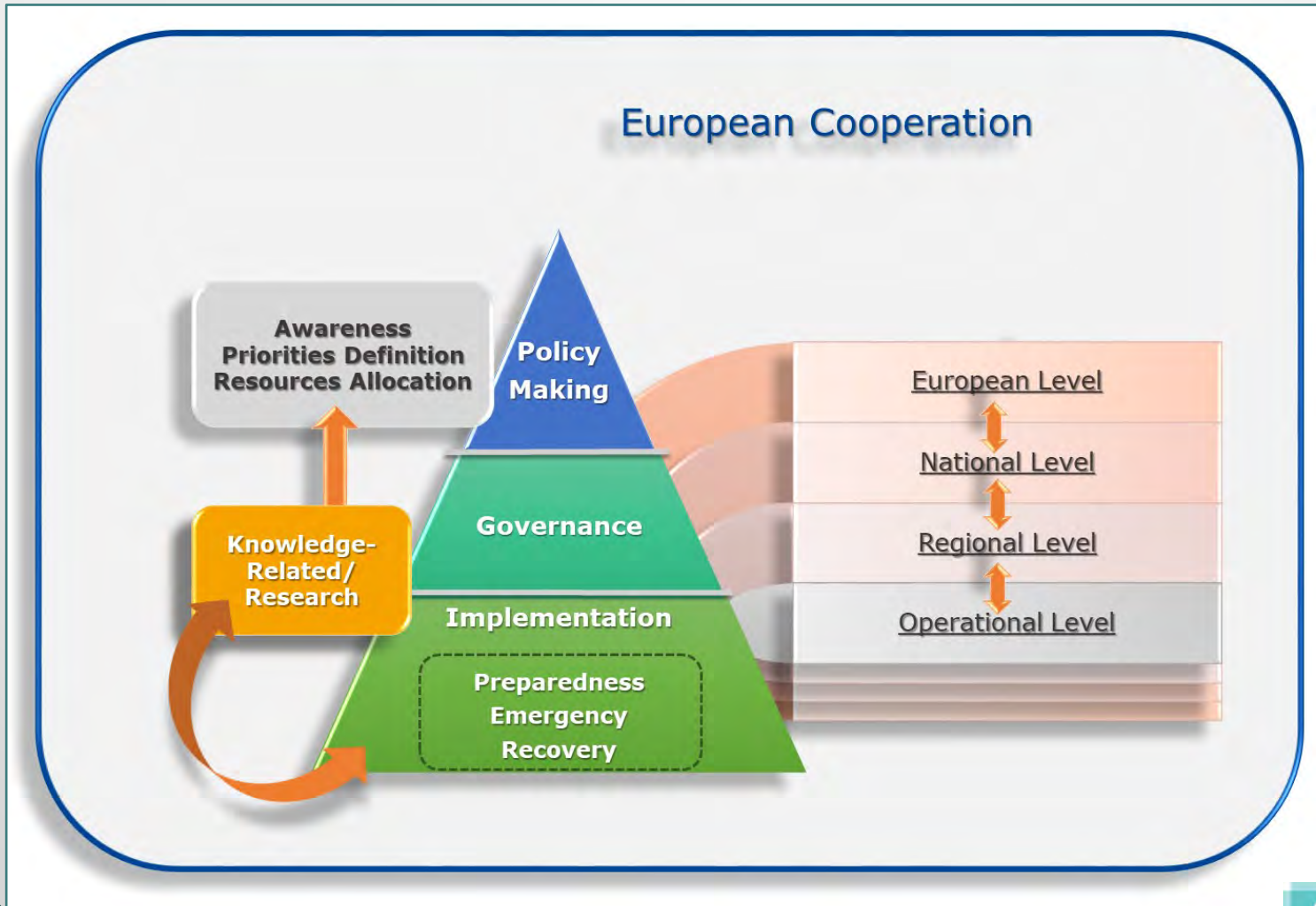
A comparative analysis of risk management in the EU



Creative Europe

<https://publications.europa.eu/>

To maximise synergies between the political, administrative and operational levels in the field of disaster awareness an integrated approach is required.



Capitalisation of results/optimisation of resources/efficient communication flow

MAKING MUSEUMS MORE ACCESSIBLE



Interreg 
CENTRAL EUROPE European Union
European Regional
Development Fund
COME-IN!



www.interreg-central.eu/culture



PROJECT BUDGET

2.72
MILLION €

ERDF FUNDING

2.21
MILLION €



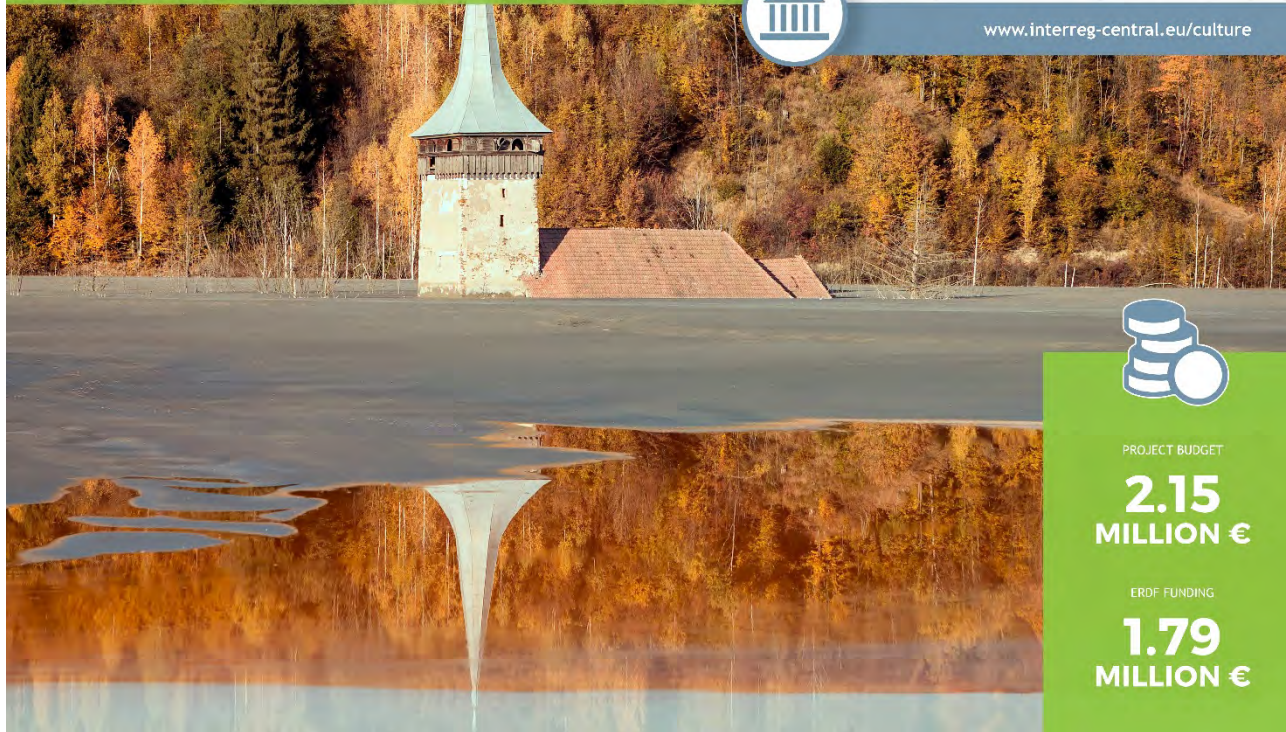
GUARDING HERITAGE FROM NATURAL HAZARDS



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European Regional
Development Fund
ProteCHt2save



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PROJECT BUDGET

2.15
MILLION €

ERDF FUNDING

1.79
MILLION €

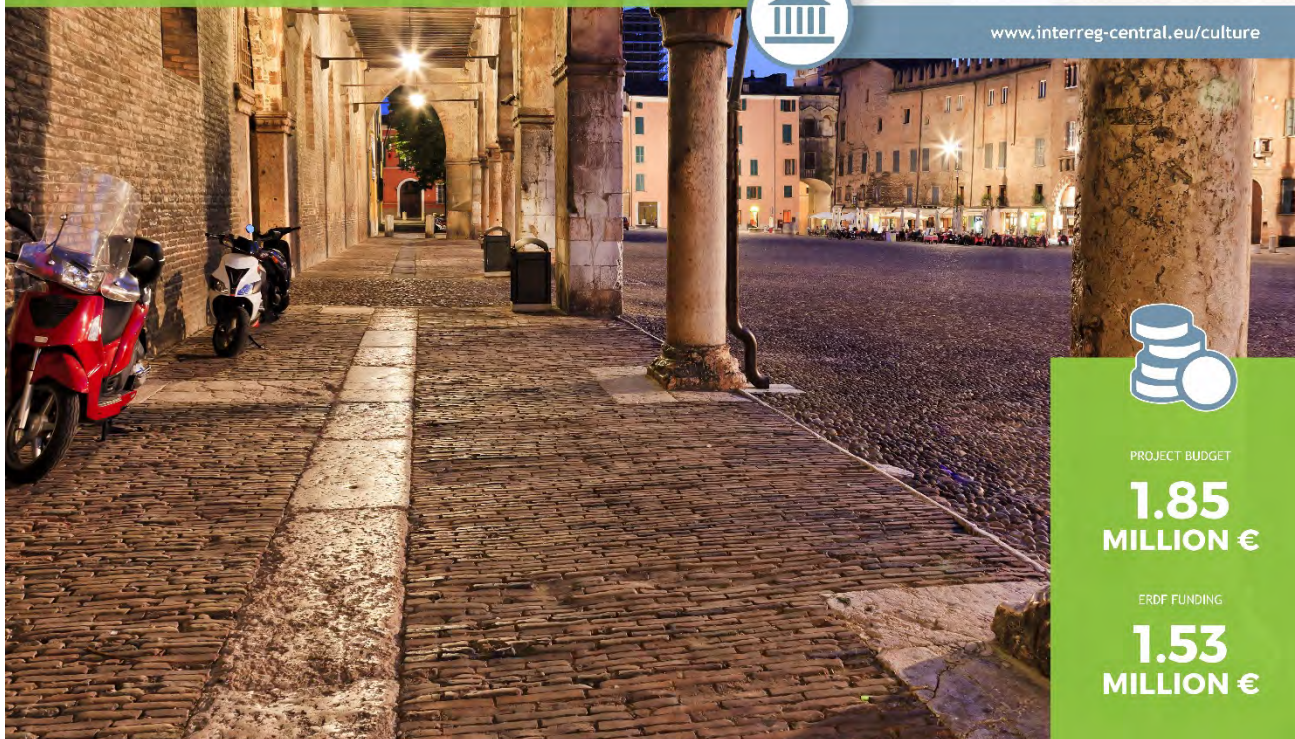
IMPROVING THE MANAGEMENT OF HISTORIC AREAS



Interreg 
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European Regional
Development Fund
BhENEFIT



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PROJECT BUDGET

1.85
MILLION €

ERDF FUNDING

1.53
MILLION €



CREATIVELY REVITALISING HISTORICAL BUILDINGS



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CENTRAL EUROPE
Forget Heritage

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PROJECT BUDGET

2.47
MILLION €

ERDF FUNDING

2.05
MILLION €

CONTACTS



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Youth-together



The project aims to foster cooperation of the young people in the cross-border region in fighting prejudices, nurturing healthy lifestyle, caring about the environment and promoting cultural heritage and tourism in the region



had an idea!



100% of people were surveyed!

Local culture

25%

Each laboratory knew how cultural activities should be organized.

Learning languages

73%

Students were interested in learning languages.

Recycling

10%

Students had knowledge about recycling, but most had none.



When asked about local painters, poets, writers, historians, singers and ethnographers only about 40% had general idea about the other region.

How many students wanted to participate in project activities



How many students wanted to participate in project activities



After only six months, interest increased dramatically

Young people regularly doing sport



Over a hundred young people participated in different sports and games activities through project activities.



Over a hundred young people visited the cross border region and learned about the culture of their neighbours. They also took part in sports activities and learned about environment and recycling. We are looking forward to new activities

Bound for Success