



HELLENIC REPUBLIC
MINISTRY OF FOREIGN AFFAIRS



ADRIATIC AND IONIAN INITIATIVE
CHAIRMANSHIP OF THE HELLENIC
REPUBLIC

Round Table on Sustainable Tourism and Culture

Athens, Tuesday 28th March 2018

Ministry of Foreign Affairs

InHeriT_ Cultural Heritage as a Generator of Sustainable Development:

from global concepts and practices
to local dynamics and potentialities.



Erasmus+

Nikolas Patsavos

Adj. Lecturer, School of Architecture
Technical University of Crete

InHeriT Project Manager

inherit.erasmus@gmail.com

www.inherit.tuc.gr



“The capacity to build a new future depends on our ability to see a fundamental continuity with the strengths of the past”

Nietzsche, Friedrich,
On the Advantage and Disadvantage of History for Life

“Nowadays people know the price of everything and the value of nothing.”

Oscar Wilde, *The Picture of Dorian Gray*

Thank you for inviting InHeriT!

An international interdisciplinary partnership [not just a project]
InHeriT: Promoting Cultural Heritage as a Generator of Sustainable Development

Co-funded by the European Commission, ERASMUS+ Adult Education [KA2]
Regulated by IKY.

InHeriT aims at promoting the idea that cultural heritage contains a crucial value which could serve as the basis for new policies regarding a socially, environmentally and economically sustainable redevelopment on a local and regional level.

InHeriT involves a series of seven partners
from Greece, Cyprus, Italy and the UK:

TU Crete Architecture School (coordinator), UoA Dept. of Economics, Middlesex
University Business School, Neapolis of Pafos Architecture School, Maniatakeion
Foundation, Fondazione Flaminia from Ravenna and the Center for Mediterranean
Architecture, Municipality of Chania.

About us:

1. Universities, public and private culture and development foundations, local administration. In that sense, InHeriT is a **Cultural Heritage Cluster**.
2. Local and European Added Value.
3. Proved experience and interest in the field.
4. Identification with the project's scopes and objectives.
5. Wider networking (other stakeholders and expertise holders).



InHeriT: Cultural Heritage as a Generator of Sustainable Development – Nikolas Patsavos, TU Crete

agenda

WEDNESDAY 11 MAY 2016	
16:00-19:00	ERASMUS + INHERIT Programme - Partners' Meeting
19:00-21:00	Welcome Drink
THURSDAY 12 MAY 2016	
08:30-09:15	Registration
09:15-10:00	Opening Dimitris Maniatakis, Maniatakeion Foundation, Chairman of Organising Committee Kostas Tsiampos, Country Coordinator of DOCOMOMO, Greece Emmanouil Panagiotakis, Chairman and CEO of PPC S.A., Greece Panagiotis Nikas, Mayor of Kalamata, Greece Iakovos Rigos, Technical University of Crete, INHERIT Programme Coordinator George Mergos, University of Athens, Greece; Mediterranean Center for Food Security and Sustainable Development; Chairman of Scientific Committee
10:00-10:30	Keynote Address: Mario Aymerich (European Investment Bank, Luxembourg) "European Investment Bank Funding for Cultural Heritage Projects"
10:30-12:00	Cultural Heritage as Economic Value: Global challenges Chair: George Mergos (University of Athens, Greece)
10:30-10:50	Graham Bell (North England Civic Trust, UK) "Euros are not the only fruit - Reaping the full harvest of Cultural Heritage"
10:50-11:10	Lina Mendoni (National Research Foundation, Greece) "Cultural Heritage: Investing in the Future"
11:10-11:30	Dana Arnold (Middlesex University, UK) "The Cultural Landscape and Public Space from a Transnational Perspective"
11:30-12:00	Interventions from the audience – Discussion
12:00-12:30	Coffee Break
12:30-14:00	The Socio-Economic Development Potential of Cultural Heritage Chair: Solon Xenopoulos (Neapolis University Pafos, Cyprus)
12:30-12:45	Andrea Nanetti (Nanyang Technological University, Singapore) "Athens and Koroni 2009: The Maniatakeion Inception of the 'Historical Memory and Economic Development' discourse"
12:45-13:00	Harry Cossicou (University of Thessaly, Greece) "Cultural Heritage and Sustainable Tourism: The Challenges"
13:00-13:15	Maria Grazia Marini (Ravenna Municipality, Italy) "Cultural Heritage Dialogue and Cultural Identity: Ancient and Contemporary Mosaic in Ravenna"
13:15-13:30	George Gantzias (Hellenic Open University, Greece) "Cultural Policy and Cultural Activities in a World of Change: The Model 'Dynamic Perception of Cultural Activities'"
13:30-14:00	Interventions from the audience – Discussion
14:00-15:00	Light Lunch
15:00-16:30	Cultural Heritage in the Context of Economic Development Policy and Planning Chair: Marina Papanastasiou (Middlesex University, UK; Mediterranean Center for Food Security and Sustainable Development)
15:00-15:15	Ioannis Pissourios and Michalis Sioulas (Neapolis University Pafos, Cyprus) "Cultural Heritage and Spatial Planning: the Integrated Urban Development Plan of Pafos Municipality, Cyprus"

15:15-15:30	Eva Stegmeijer (Cultural Heritage Agency of the Netherlands) and Joks Janssen (Wageningen University and Research Centre, The Netherlands) "Heritage as Sector, Factor, and Vector: Conceptualizing the shifting relationship between heritage and spatial planning and exploring its economic consequences"
15:30-15:45	Amalia Kotsaki (Technical University of Crete and Center for Mediterranean Architecture, Greece) "Cultural Policies in the Context of Local Development"
15:45-16:00	Stavroula-Villy Fotopoulou, (Ministry of Culture and Sports, Greece) "Intangible Cultural Heritage, Local Knowledge and Sustainable Management of Cultural Assets and Environmental Recourses"
16:00-16:30	Interventions from the audience – Discussion
16:30-17:00	Coffee Break
17:00-18:30	Industrial Heritage Governance and Management Chair: Panagiotis Tournikiotis (National Technical University, Greece)
17:00-17:15	Ioannis Karavas (Aluminium of Greece S.A.) "From a Prototype industrial settlement towards a new model for local and regional development: the case of Aspra Spitia"
17:15-17:30	Emmanouil Panagiotakis (Public Power Corporation S.A., Greece) "People, buildings, machines – re-composing the past, looking forward to the future: the contribution of the Public Power Corporation (PPC S.A.) in preserving and promoting industrial heritage in Greece"
17:30-17:45	Ringas Christodoulos (Piraeus Bank Group Cultural Foundation, PLOP) "Sustainability in cultural management: The case of Piraeus Bank Group Cultural Foundation"
17:45-18:00	Amalia Kotsaki and Nikos Patsavos (Technical University of Crete, Greece) "Development opportunities in the context of agricultural industry heritage: The Case of Pyrgos, Peloponnese"
18:00-18:30	Interventions from the audience – Discussion
18:30-19:00	Free time – Networking
FRIDAY 13 MAY 2016	
09:00-10:45	Cultural Heritage Management: New Approaches Chair: Dana Arnold (Middlesex University, UK)
09:00-09:15	Antonio Penso (Fondazione Flaminia, Italy) "The University in Ravenna as a driver for urban rehabilitation of Ravenna Municipality"
09:15-09:30	Ioannis Poullos (Hellenic Open University, Open University of Cyprus; UNESCO Venice Office School) "Linking Heritage Conservation and Business Development: the application of the 'experience model' to the Acropolis Museum in Athens"
09:30-09:45	Dimitris Varoutas (University of Athens, Greece) "Cultural Heritage and New Technologies: Experiences and Challenges from selected cases in Greece"
09:45-10:00	Costas Priporas (Middlesex University, UK) "Social Media and Marketing Strategies in Heritage Tourism – An analysis of Norway, Spain, and UK Heritage bodies"
10:00-10:15	Simon Best (Middlesex University, UK) "The Road to Ruin(s): How to Utilise Historical and Cultural Resources for the benefit of the community"
10:15-10:45	Interventions from the audience – Discussion
10:45-11:15	Coffee Break
11:15-13:00	Cultural Heritage: Regional and Local Economic Development Chair: Harry Cossicou (University of Thessaly, Greece)

11:15-11:30	Eleni Aleiferi (Deputy Regional Governor of Messinia, Greece) "Messinia's rich Endowment in Cultural Heritage and its role in Regional Development"
11:30-11:45	Iakovos Rigos (Technical University of Crete, Greece) and Helen Tsirigotis (architect) "Architectural Elements of a Possible Dynamic Development Strategy-The Case of Chania, Crete"
11:45-12:00	Eugenia Androulaki (Excelini S.A.) "Exploring Cultural Heritage Marketing for Promoting Sustainable Tourism"
12:00-12:15	Dimitris Kafantaris (Mayor of Pylos-Nestor, Greece) "Cultural Heritage as a Driving Force of Local Development: The case of the Municipality of Pylos Nestor"
12:15-12:30	George Loumos (Content Management in Culture, Greece) "Entrepreneurial Perspectives of Cultural institutions through digital management and digital promotion of their cultural assets"
12:30-13:00	Interventions from the audience – Discussion
13:00-14:00	Light Lunch
14:00-15:30	Case Studies Chair: Iakovos Rigos (Technical University of Crete, Greece)
14:00-14:15	Eugenia Btsani (TEI of Peloponnese, Greece) "Cultural Heritage and Historical Memory as a Factor for the Sustainable Development of the Modern City: A case study of the museum cluster 'Museumsinsel' in Berlin"
14:15-14:30	Vicky Inglozou (Maniatakeion Foundation) "Historic Memory and Economic Development: The Activities of Maniatakeion Foundation in Messinia, Greece"
14:30-14:45	Paraskevi Boufounou and Louka T. Katsoli (University of Athens, Greece) "Crowd funding and social banking for Cultural Heritage Projects – A case study"
14:45-15:00	Emma Dick (Middlesex University, UK and SPINNA Circle, UK) "Cultural Heritage as Economic Value and Social Opportunity – Strengthening Networks in Central Asia and developing markets for women entrepreneurs in textiles through the SPINNA Circle"
15:00-15:30	Interventions from the audience – Discussion
15:30-16:00	Coffee Break
16:00-17:30	Case Studies Chair: Nikos Patsavos (Technical University of Crete, Greece)
16:00-16:15	Kohel Inahata (Institute of Archaeology, University College London, UK) "Present the past, for whom, for what? - Comparative study of public policy in England and Japan for creating economic and social values from rescued archaeological heritage"
16:15-16:30	Panos Prontzas (Grant Thornton, Greece) "Calculating the economic value of Investment in Cultural Heritage projects: methods and approaches"
16:30-16:45	Elisavet Karasikou (Social Security Institute, Greece) "Financing of Cultural Heritage Projects: Parameters, prerequisites and sources of funding"
16:45-17:00	Tzoula Mouratidou (University of Athens, Greece) "Financing projects of industrial heritage-The case of a tobacco warehouse in Drama, Greece"
17:00-17:30	Interventions from the audience – Discussion
17:30-17:45	Closing and next steps
17:30-17:45	George Mergos (University of Athens, GR) and Iakovos Rigos (Technical University of Crete, GR) "Cultural Heritage as Economic Value – Conclusions and next steps"
18:00	Departure

KEYNOTE ADDRESS

Toward an integrated approach to funding cultural heritage for Europe

Contribution by the European Investment Bank to funding Cultural Heritage projects¹

Mario Aymerich



YouTube

Αναζήτηση

Seminar
Cultural Heritage as Economic Value:
Opportunities and Challenges of Cultural Heritage for
Sustainable Development

TOWARDS AN INTEGRATED APPROACH TO
CULTURAL HERITAGE FOR EUROPE
(the role of the European Investment Bank)

Mario Aymerich, Director
Advisor to the Director General
Projects Directorate, EIB

Athens, 12/13 May 2016

European Investment Bank

Cultural Heritage as Economic Value
Economic Benefits, Social Opportunities, and Challenges
of Cultural Heritage for Sustainable Development
May 2016

Mario Aymerich (EIB) - Keynote - 1st InHeriT International Conference Athens 2016

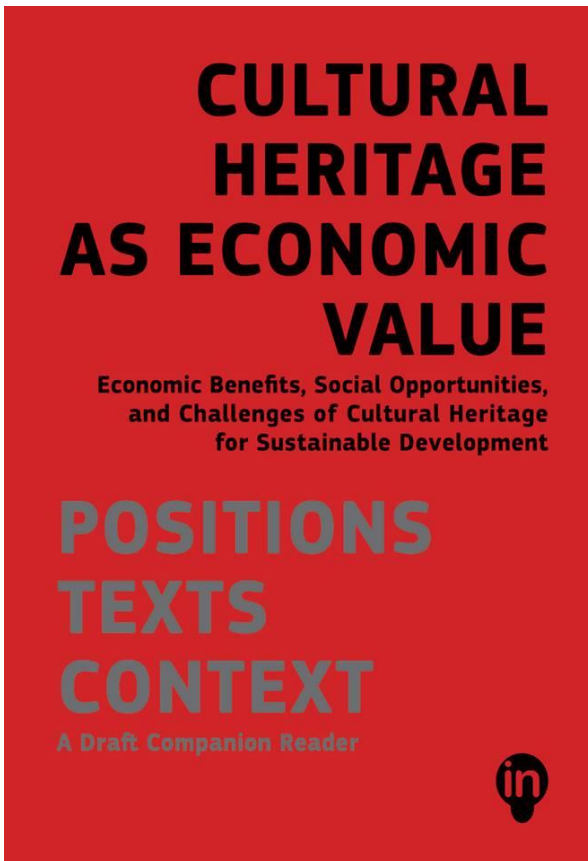
InHeriT_ERASMUS+ KA2 Adult Education

Εγγραφή

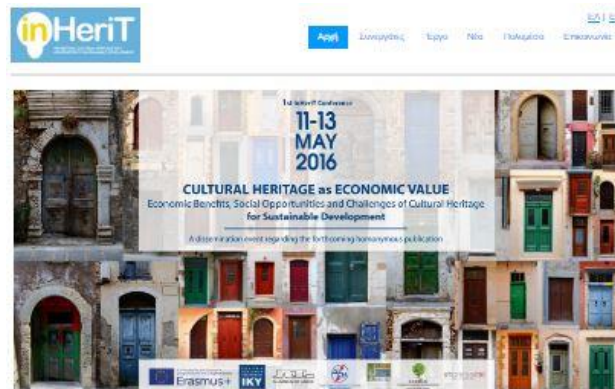
Mario Aymerich
European Investment Bank,
Luxemburg

m.aymerich@eib.org

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InHeriT: Cultural Heritage as a Generator of Sustainable Development – Nikolas Patsavos, TU Crete



Καλώς ήρθατε στο InHeriT

Το διεθνές διεπιστημονικό πρόγραμμα InHeriT: Προσγωγή της Πολιτιστικής Κληρονομιάς ως Πηγή Βιώσιμης Ανάπτυξης είναι ενταγμένο στο πλαίσιο του προγράμματος επιχορήγησης ενήλικων ERASMUS+ υπό την ηγεσία του ΙΚΥ. Το InHeriT απασχολεί στην προαγωγή της ιδέας ότι στην πολιτιστική κληρονομιά γενικά και την αρχιτεκτονική κληρονομιά ιδιαίτερα, εμπεριέχεται μια κρίσιμη οικονομική αξία που θα μπορούσε να προσφέρει δυναμικά στη βιώσιμη περιφερειακή και τοπική ανάπτυξη, κοινωνικά, οικονομικά και περιβαλλοντικά.

Οι στόχοι και προτεραιότητες, θα επιτευχθούν με αξιωματική διεπιστημονική, περιλαμβανομένης:

- Τη δημιουργία θεσμοθετικής, νομοθετικής, πολιτικής, διαδικαστικής, οργανωτικής γλώσσας και συμπεριφορικών αξιών.
- Την εκπαίδευση και ανάπτυξη οργανικών, πρότυπων δειγμών.
- Την ανάπτυξη ανάλογων εκπαιδευτικών υλικών με αντικείμενο την πολιτιστική κληρονομιά και τη βιώσιμη επιχειρηματικότητα.
- Τη διασύνδεση εκπαιδευτικών ιδρυμάτων, επιχειρηματικών ομίλων και αναγνώριση στο ευρύτερο κοινό διεπιστημονικής και επιχειρηματικής ως προς το θέμα πάνω.

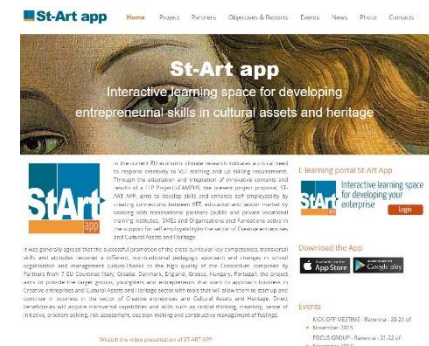
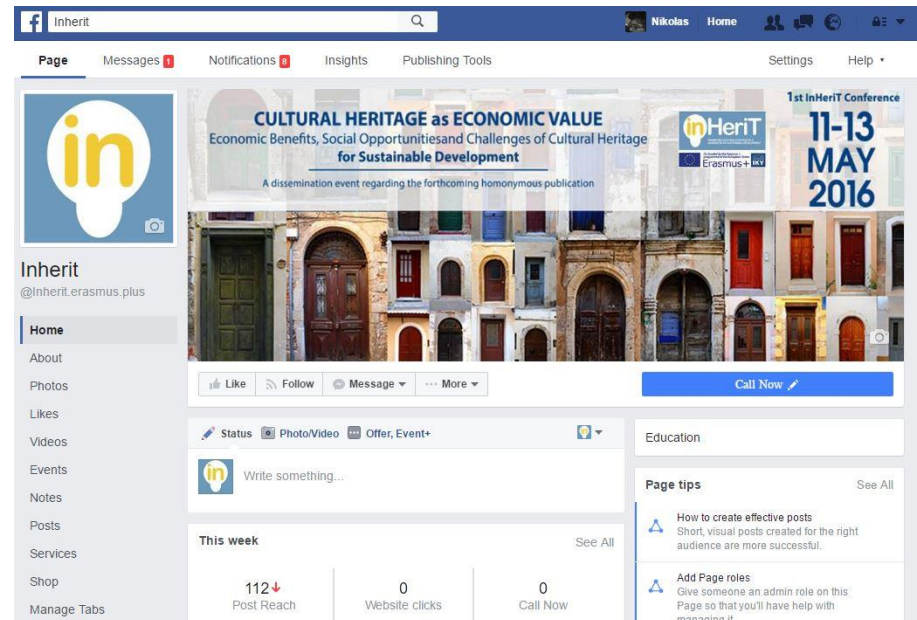
Στο InHeriT συμμετέχουν φορείς, από την Ελλάδα, την Κύπρο, την Πολυμία Βουλίας, η Αρχαιολογική Σχολή, τα Παιδαγωγικά Κέντρα (Αθηνών), τα Τμήμα Οικονομικών Επιστημών, τα Παιδαγωγικά Αθηνών, τα Γραφεία School for Middlesex University, η Αρχαιολογική Σχολή, τα Παιδαγωγικά Αθηνών, την Κύπρο, τα Παιδαγωγικά Αθηνών, τα Γραφεία Παιδείας από τη Γαλλία και η ΚΑΕ Ελβετίας/ΑΕΕ, τα Δελφικά Αθηνών.

Επιστημονικά Υποδοχικά και Συντονιστές, τα InHeriT είναι ο Ινστιτούτος, Καθηγητής, της Αρχαιολογικής Σχολής, τα Παιδαγωγικά Κέντρα, Ινστιτούτος, Υποδοχικά και Συντονιστές, ο Διευθυντής, (15.40/15) Νίκος Πατσαβός.

Δίκτυο InHeriT



ERASMUS+ KA2 STRATEGIC PARTNERSHIP ADULT EDUCATION - PROJECT NO. 2015-1-EL01-KA204-014035



InHeriT Concept

In line with the transversal policy priorities for education, training and youth, as defined by **Europe 2020**, InHeriT aims at contributing to building a **"smart, sustainable and inclusive economy"** with high levels of employment, productivity and social cohesion. This overall concern is addressed by means of **the sustainable, social-economic and environmental, positive effect of cultural heritage**; a field entailing a dynamic potential touching all the aforementioned factors and highlighting a transnational common ground.

EU has the largest number of worldwide cultural sites registered with cultural employment, estimated at 5.9 m people in EU-27 accounting for 3% of EU GDP.

The Strategic objectives of InHeriT are to promote public awareness for the sustainable development potential of cultural heritage and to establish social initiatives building new entrepreneurial partnerships investing on local and regional cultural heritage.

InHeriT EU Context

In **EUROPE 2020 Strategy**, investing on **entrepreneurial training** is a clear strategic objective. On that ground, **creativity and innovative thinking** have been defined as the necessary step-by step prerequisites fostering social-economic and environmental sustainability. At the same time Culture in general and Heritage in particular, constitute **the 4th pillar** of EUROPE 2020 Strategy for "a smart, sustainable and inclusive growth".

Similarly, many international and European organisations, such as the OECD , the World Bank, UNESCO and the EIB consider built cultural heritage especially as an important **capital resource** that can contribute to national, regional and local economic development.

In that sense, culture and heritage define a holistic framework for investments with a proven added value, since according to EUROBAROMETER and McKinsey Consultants, **investment in such activities generates income more than 3.5 times the amount spent.**

Challenges and Opportunities

- (a) culture and heritage is **still a 'dormant' capital** that calls for more attention, and
- (b) many of the areas suffering from **high youth and general unemployment** rates possess an **equally impressive stock of cultural capital**.

Thus, a strong opportunity and an important problem are identified in the domain of cultural heritage. Attempting to address both, one realises a **serious gap** in the following: (a) **lack of public awareness** of the development possibilities underlying cultural heritage regarding society as well as public agents and private sector stakeholders; and (b) **lack of social initiatives** which would build, based on the previous tools, new entrepreneurial partnerships investing on local and regional cultural heritage.

InHeriT Beneficiaries

- (a) participating transnational and local organisations for fostering social entrepreneurship and other economic development initiatives linked to cultural heritage at regional and local level;
- (b) individuals at local and regional level who will build on their new understanding and knowledge obtained new innovative ways of engaging with creative, income and employment generating, activities;
- (c) the entire regional and local societies from the indirect impact of the project on regional and local economic activity, and from the increase in employment and incomes, with particular attention to social inclusion; and
- (d) the authorities responsible for the development and implementation of relative institutional frameworks and initiatives via the rise of social interest and active engagement with the field.

Heritage Economics at a Glance

Key Concerns from global experience

Balance conservation with an acceptable degree of change.

Promote a blend of regulation and incentives.

Ensure a dialogue between public and private sectors.

Our objectives are to build a public understanding regarding:

(1) how investment in heritage assets creates jobs and

(2) how the sense of place and uniqueness of a city can be maintained & enhanced.

What Is the Economic Rationale Underpinning Heritage Investment?

In economics, **heritage can be seen as an asset**, with the theoretical basis in **capital theory**. Economists conventionally distinguish between physical or manufactured capital, human capital and natural capital. The concept of capital has now been extended in order to include the definition of **cultural capital**.

Cultural capital is conventionally very close to the notions of **natural capital**, in the sense that they have both been inherited from the past, they should be passed to the next generations, and they might as well deteriorate or get depreciated, if not maintained. In that sense, there is a strong ethical parameter involved in their handling. **Lost cultural and natural capital may not be recovered.**

Are there any city-wide benefits from heritage-related projects?

Heritage investments have been proven to contribute to the **livability** of urban conditions, attracting talent, and providing **an enabling environment for job creation**.

Cities should build their success in their **inherent dynamics and assets**. Cultural heritage is **what makes a society special**, and this is a way to build a development concept embedded in local potential.

At the same time, evidence shows that investments in cultural heritage **may enrich a place** with new a new talented workforce and innovation-driven business environment.

How is heritage investment related to tourism?

Tourism has emerged as one of the fastest-growing sectors of the world economy.

The same applies to **culture**, as a whole, which is considered as one of the most profitable investments possible.

Heritage investment develops tourism, a labor intensive industry that provides proportionally more income opportunities for the cities low-skilled laborers and the poor.

Tourism may provide for opportunities for all levels of economic activity. Tourism has **spillover effects** to other sectors, such as new managerial skills and technologies. Relevant policies, addressing issues of security, stability and political openness, may enhance wider social and economic growth.

Still, tourism needs to be an integral part of more diversified overall economic policy.

What about financing cultural heritage projects?

Development is by nature a joint public and private effort.

Four financial models have been applied so far.

(1) Public-private partnerships (PPP): There are three variations of PPPs, namely:

(a) ROT: rehabilitate, lease and transfer.

(b) BROT: build, rehabilitate, operate and transfer.

(c) RLT: rehabilitate, lease and transfer.

In most cases, these projects have been implemented through a special purpose vehicle (SPV), typically a consortium of financial institutions, private companies and public authorities, responsible for the project.

(2) Land value finance mechanisms (LVF): also called land value capture finance, basically invests in recovering the capital cost by the resulting land value increases, directly or indirectly (eg. Fees, taxes or other fiscal means).

(3) Urban development funds (UDF): bringing investors exposed to real estate market worldwide and engaged with projects with a different maturity date.

(4) Impact investment funds (IIF): this new approach draws on investments actively placing capital in businesses that generate social or environmental gains, and not sheer economic profit.

What's the history of cultural heritage investments?

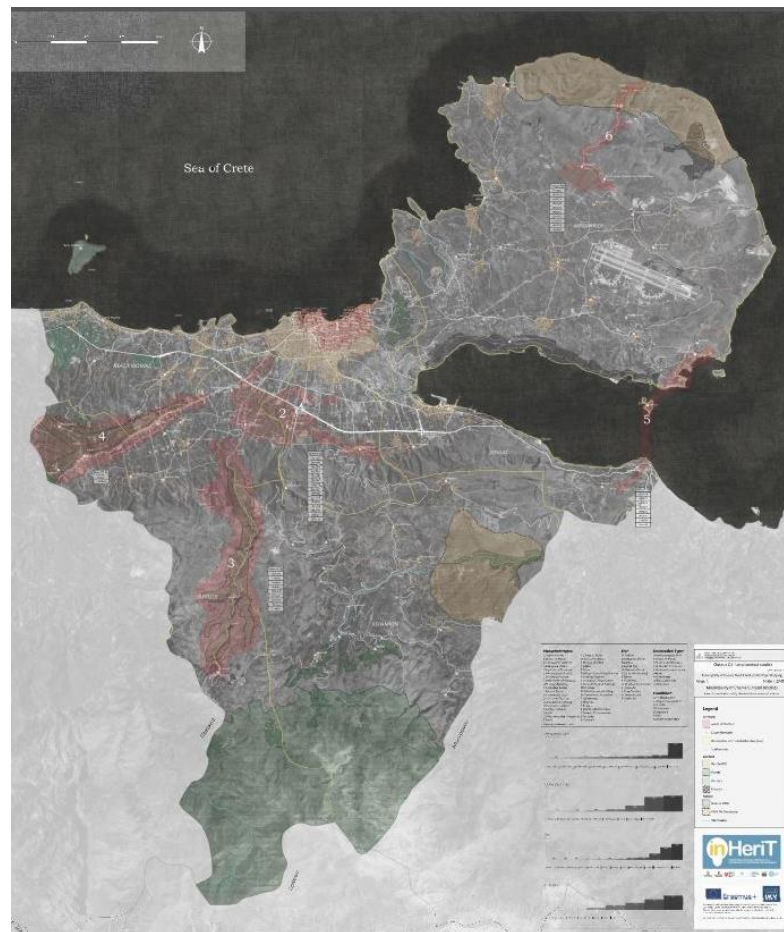
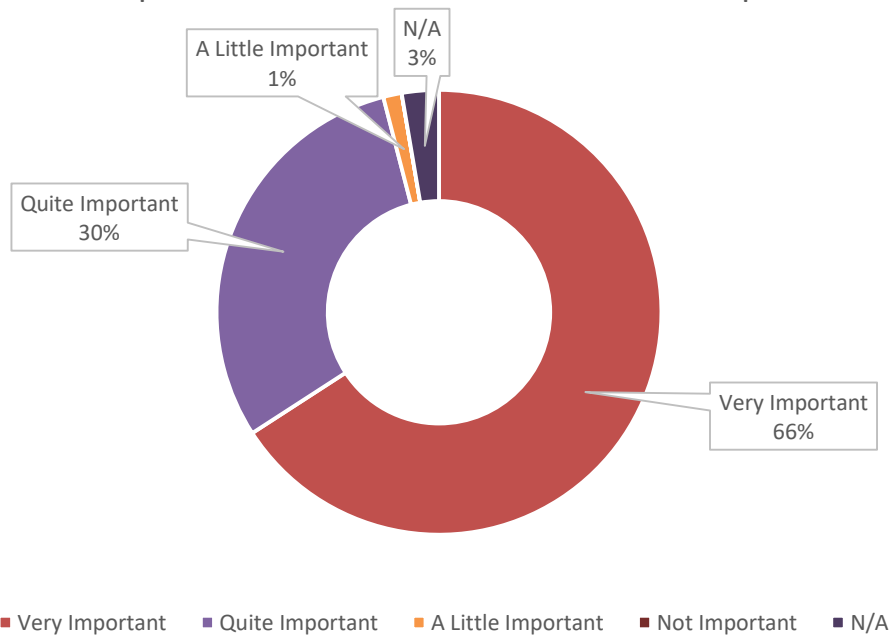
- (1) Post war Europe's reconstruction.
- (2) Developing world's poverty conditions.
- (3) Need to conserve and upgrade specific endangered assets and monuments, in the phase of rapid urbanisation.
- (4) Cultural heritage as part of the wider inclusive green growth and sustainable development agenda.

The latter would mean investing in:

1. Heritage assets conservation and management;
2. Housing, infrastructure, and service delivery to involve local communities living in the surroundings of heritage assets; and
3. Institutional strengthening, capacity building, and promoting an enabling environment for job creation and local economic development.

Mapping the Local Context

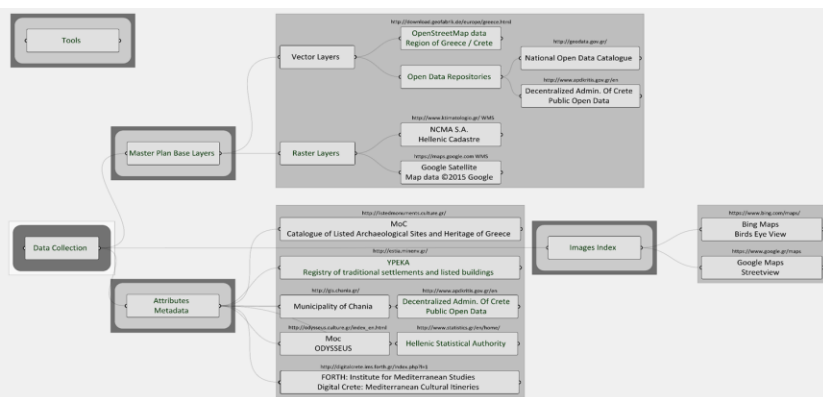
How important are monuments for local development?





Cultural District is a territory with spatially allocated cultural assets and activities, which form a distributed spatial and immaterial network, where private and public stakeholders along with local communities aim to foster, revitalize and augment local development and to cultivate sustained value creation.

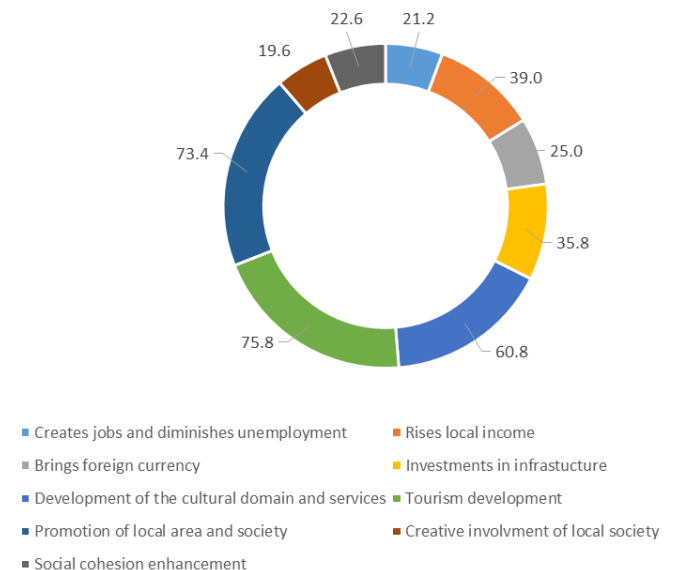
For InHeriT, a Cultural District is the result of a dynamic ongoing self-organizational process, rather than a finite, bottom up planned development scenario, thus the boundary of such district is not explicitly defined, neither needs to comply with administrative district borders.



Public Opinion Survey in Chania, Messinia and Pafos

“What does ‘cultural heritage’ **mean** to local people?”, “How do they **perceive** the role that heritage assets can play in generating sustainable development at the local level?”, “Are **community expectations** on the role of heritage assets in local development being met?”
“What is the contribution to the **identity** of place?”

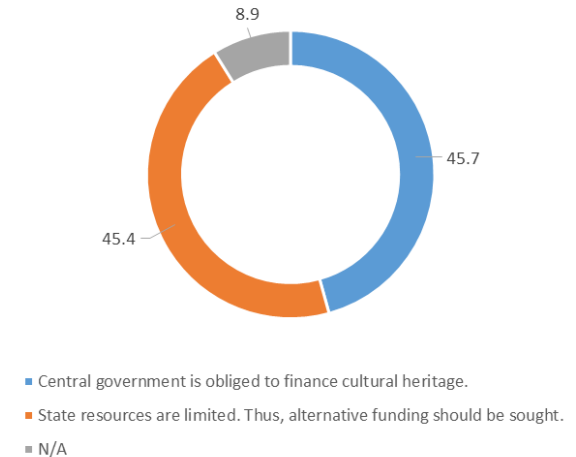
What are the main reasons defining cultural heritage's importance for local development and society?
[up to 4 choices]



Public Opinion Survey in Chania, Messinia and Pafos

“What is the expected **role** of various stakeholders, such as the national government, the local government, non-profit organisations and the private sector in enhancing heritage’s role in the local economy?”, “What can be **done** to promote heritage as a generator of sustainable development?”, “Who should **pay** for cultural heritage? What are the **financing** instruments?”

Cultural heritage's promotion and conservation needs adequate financial resources.
Which of the following statements do you agree with?



What are the **keys** to all the issues discussed above?

Design new development strategies based on an integrated spatial approach allowing to correlate economic, social and environmental parameters.

Adopt international best practices on the specific localities entailed.

Balance conservation with change.

Build social engagement and consensus, thus define the new social value of cultural heritage.

Construct the right blend of regulations and incentives.

Involve all sectors of society.



Erasmus+

Erasmus+ LLP Call: 2015

KA2 - Cooperation for Innovation and the Exchange
of Good Practices/ Strategic Partnerships for adult education

School of Architecture
Technical University of Crete

Nikolas Patsavos, TU Crete

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Thank you for your attention!

Info: www.inherit.tuc.gr
Contact: inherit.erasmus@gmail.com



National and Kapodistrian
UNIVERSITY OF ATHENS



Πολυτεχνείο
Κρήτης



MANIATAKEION FOUNDATION
"To preserve the cultural heritage and promote
the development of the town of Koroni, Messinia, Greece"