



EUROPEAN HERITAGE LABEL





UPPSALA
UNIVERSITET



Getting cultural heritage to work for Europe

Report of the Horizon 2020 Expert Group on
Cultural Heritage





UPPSALA
UNIVERSITET

- Research on the impact of cultural heritage for smart, inclusive and sustainable development and the understanding of integrated conservation in the age of smart specialisation strategies





- The overall objective is to **develop new models for cultural heritage policies** with a view to integrating them in **smart specialisation strategies**, in order for cultural heritage to better express its potential as **driver and enabler for sustainable and cohesive growth at local/regional levels.**



- Develop new methodologies and tool-kits for integrated conservation in the age of smart specialisation strategies
- Develop innovative governance and management models to increase the effectiveness of cultural heritage as an economic production factor
- Promote innovative use of cultural heritage to encourage integration, inclusiveness, cohesion and participation
- Build and restore relations and promote the European dimension of cultural heritage

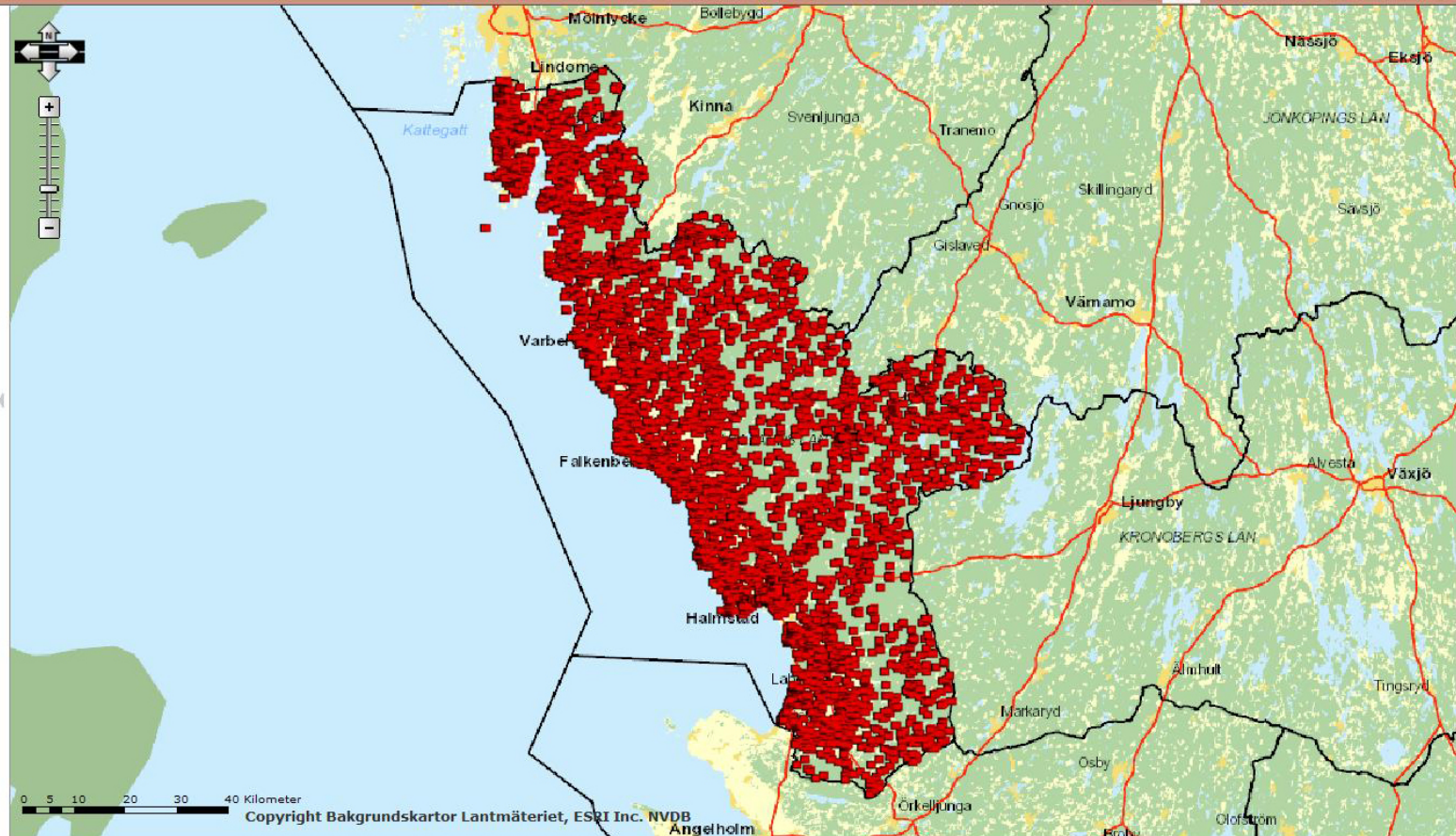
Bebyggelseinventeringen Halland

Sök Attribut | Skriv ut

Resultat

Innehåll

- ☒ Bebyggelseinventeringen i Halland
 - ☒ Inventerade byggnader
- ☒ Bakgrundskarta
 - ☐ Startkarta landytor
 - ☐ Startkarta vatten



http://www2.lansstyrelsen.se/HALLAND/SV/SAMHALLSPLANERING-OCH-KULTURMILJO/SKYDDAD-BEBYGGELSE/BEBYGGELSEINVENTERINGEN/Pages/komp

Internet

100 %



KULTURMILJÖ
HALLAND



The image shows three equestrian statues of knights in armor, displayed in a museum. The statues are made of dark brown material, possibly wood or wax, and are mounted on dark wooden pedestals. The knight on the right is the largest and most detailed, wearing ornate armor with gold and blue patterns. The knight in the middle is smaller and wears simpler armor. The knight on the left is the smallest and is positioned near a window. The background features a stone wall with a window and some faint frescoes.

**Conservation obstacle to
development**



Conservation obstacle to development
Preservation a moral duty



Conservation obstacle to development
Preservation a moral duty

Cost to the society

Conservation 1.0

Preservation of monuments

- **Cost for the society**
- **Historic buildings regarded as an obstacle to economic growth**
- **Preservation through legal frameworks and spatial planning. Historic values: documentary values**
- **Devour financial resources but do not contribute to any surplus – Depending on public grants**

Supply-driven conservation planning

Gathering knowledge

- Inventories
- Mappings

Historic analysis

Preservation

- protection
- information



Where are the decisions made?



**Where are the decisions made?
Who makes the decisions?**



Where are the decisions made?
Who makes the decisions?
Why are they made?



INCLUSIVENESS
SUSTAINABILITY
INNOVATION

JOB CREATION

The image shows a large, white, dome-shaped structure, possibly a greenhouse or a large tent, with a prominent black circular opening in the center. The text "JOB CREATION" is overlaid in large, bold, yellow capital letters. In the background, a red truck is visible on a road, and there are some trees and a fence in the foreground.



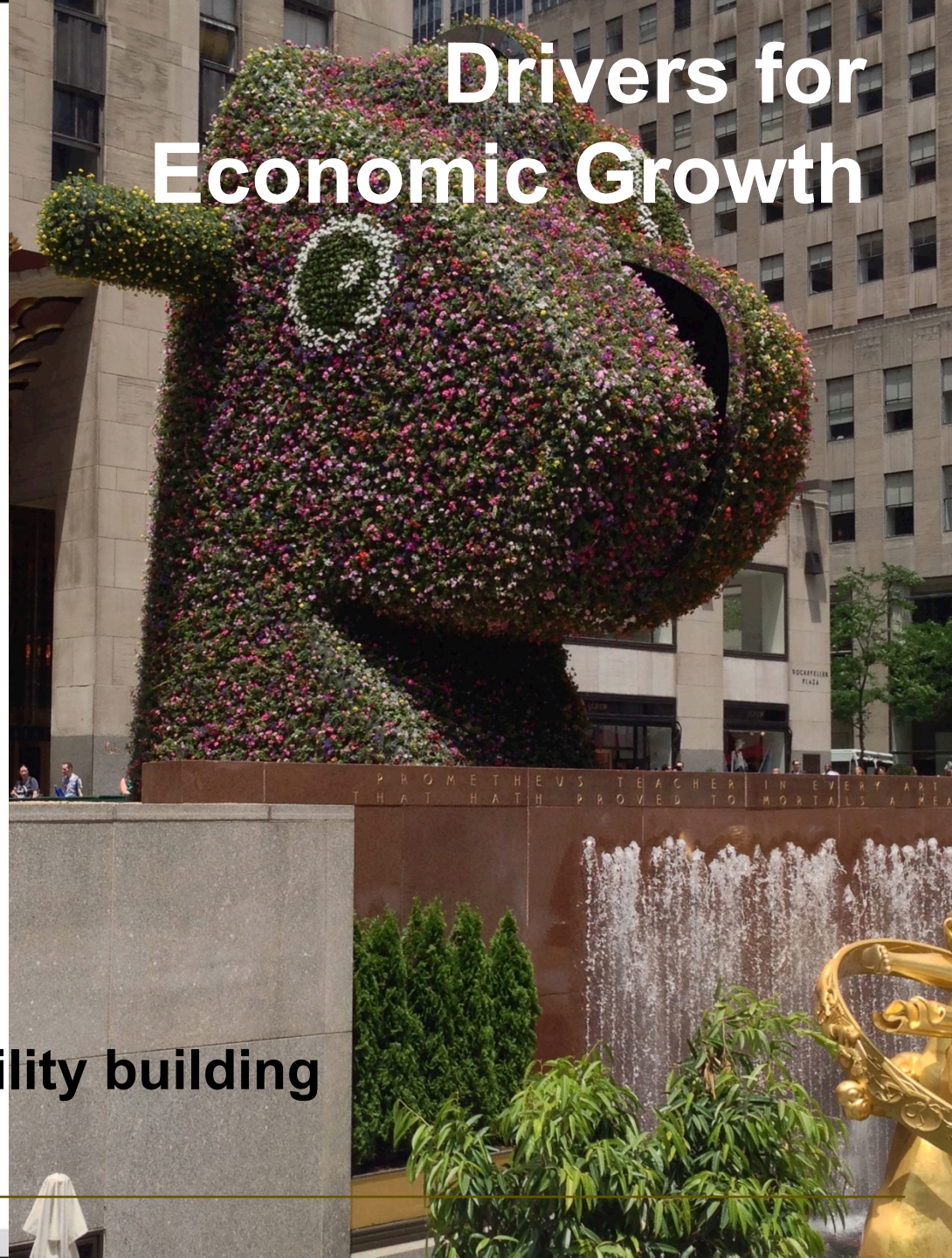
UPPSALA
UNIVERSITET

ECONOMIC GROWTH



- **Innovation**
- **Entrepreneurship**
- **Sociality**
- **Welfare**
- **Territorial cohesion**
- **Sustainability**
- **Local identity**
- **Capacity and capability building**

Drivers for Economic Growth



Drivers for Economic Growth

**"INNOVATION IS
THE CENTRAL ISSUE IN
ECONOMIC
PROSPERITY"**

- Innovation
- Entrepreneurship
- Sociality
- Welfare
- Territorial cohesion
- Sustainability
- Local identity
- Capacity and capability building

Michael Porter





UPPSALA
UNIVERSITET

A photograph of a car, possibly a Volvo, completely covered in silver tinsel. The car is parked in a museum or exhibition space, with blue stanchions and ropes visible in the foreground and background. The text "GLOBAL COMPETITION BETWEEN REGIONS" is overlaid in large, bold, black capital letters across the center of the image.

GLOBAL COMPETITION BETWEEN REGIONS



SMART SPECIALISATION STRATEGIES

EU: Smart specialisation strategies



Innovation-driven development strategy

Each region's strength and competitive advantage.

Region's assets and the capability to learn

Competitive advantage and identity where clusters should be nurtured.

Avoid waste of duplication – creation of more diversity among regions.

Swedish National Programme for the Structural Funds 2014-2020

- Strengthening research, technological development and innovation
- Increase the competitiveness of small and medium-sized businesses
- Support the transition to a low carbon economy

Structural Funds Gotland

- One-sided economic structure
- Weak growth in SMEs
- Increase the knowledge-intensive business
- Low level of investment in R & D
- sparse and unbalanced population structure
- Limited access to broadband





The Halland Model

- 100 historic buildings conserved
- 1,200 new jobs in the construction industry
- One third of all construction workers trained in traditional techniques
- 235 new jobs on improved premises



An aerial photograph of a coastal city, likely Valparaíso, Chile, showing a dense urban landscape with colorful buildings, a busy harbor with several large ships, and mountains in the background under a clear blue sky.

Sustainable Cultural Heritage Management Integrated Conservation

*Dynamic management of
change in order to reduce
the rate of decay*

Sir Bernard Fielden



UPPSALA
UNIVERSITET

Trading Zone

Working places with no displacement effects - Time - Reduced unemployment

Historic environment sector

Labour market sector

Funding - Experience from major projects' networks - Higher quality in conservation



UPPSALA
UNIVERSITET

Trading Zone

Increased volume of construction - Trainee posts - Contribution to private sector

Historic environment sector

Construction industry

Employment and apprenticeship - Experience - Knowledge



UPPSALA
UNIVERSITET

Trading Zone

Training - Financing - Networks

Labour market sector

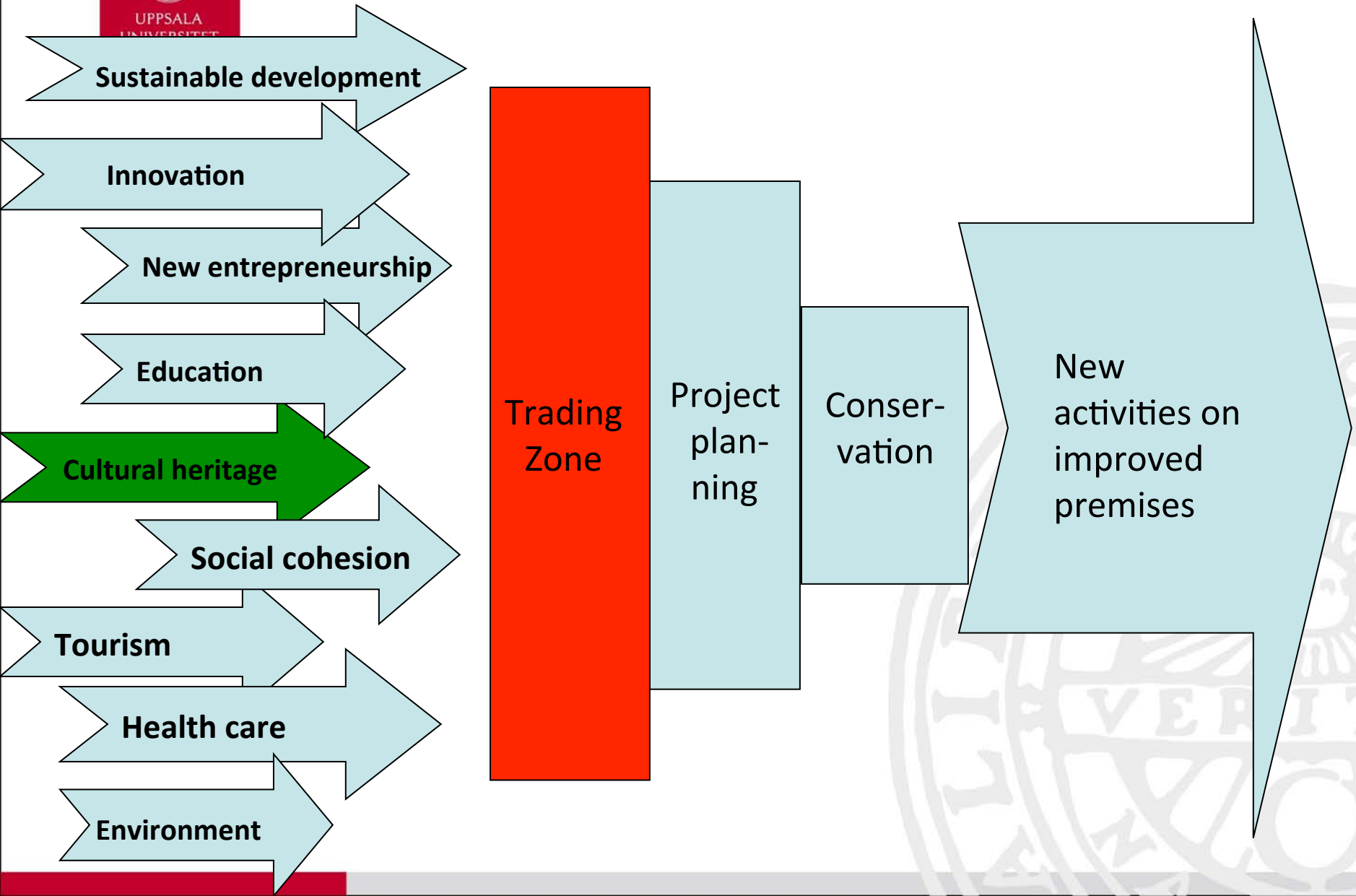
The construction industry

Impact on the whole trade and industry - Vocational certificate -
Future employment



UPPSALA
UNIVERSITY

A Trading Zone for Sustainable Development



A Trading Zone for Sustainable Development



Conservation 2.0

- **Restoration and maintenance**
 - Production of values
 - Market creates economic returns: property market, tourism,
 - Greater interest for traditional building techniques and material



Cultural capital

David Throsby

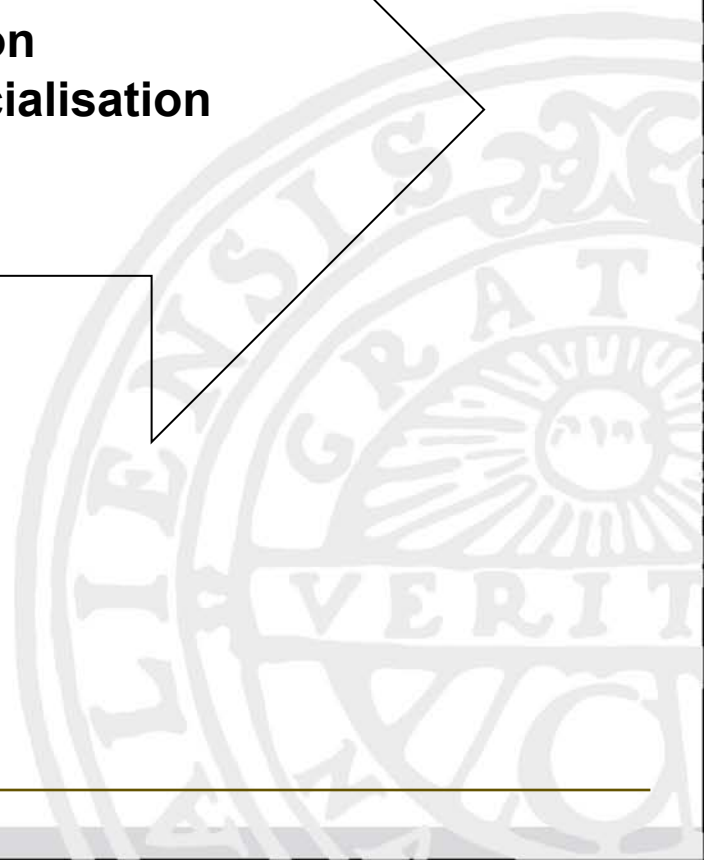
Investments

Demand-driven Conservation planning

**Sustainable
development
Job creation**

**Use
Search for
new activities**


**Preservation
Smart specialisation
strategies**



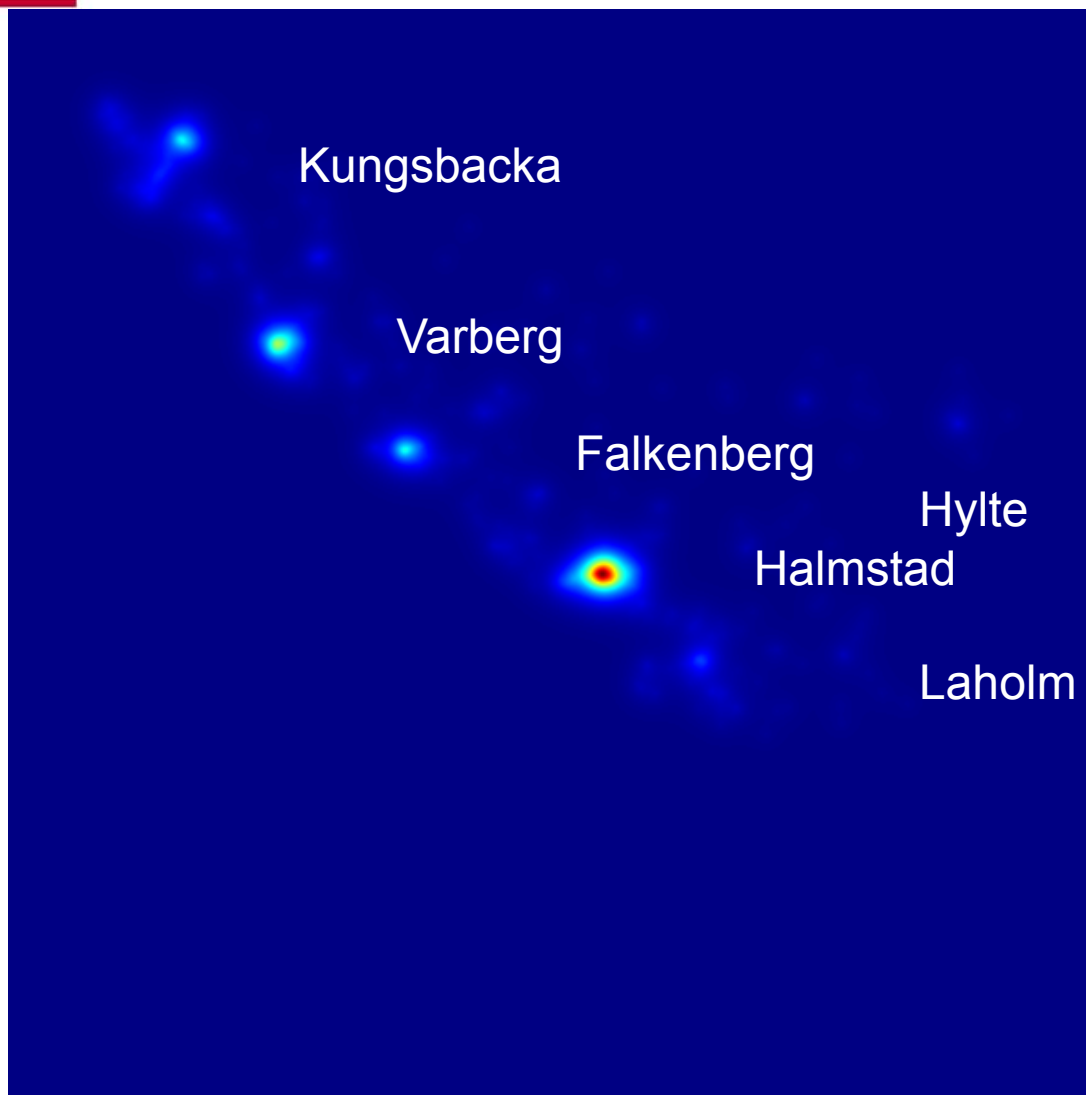


UPPSALA
UNIVERSITET

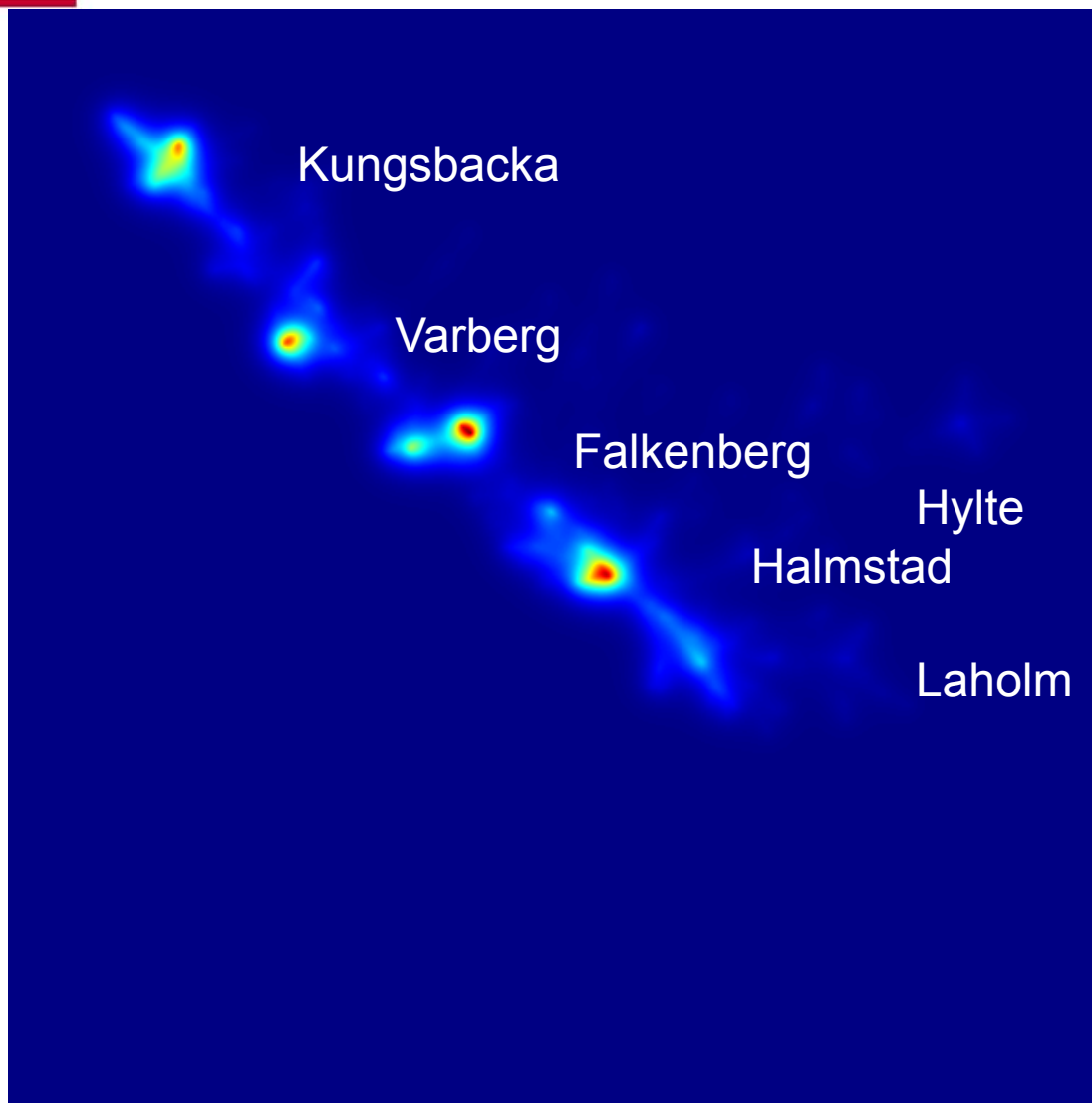
FIELDS OF CREATIVE POWER

A large, dense sculpture composed of numerous small, dark, textured spheres, possibly made of metal or stone, arranged in a way that creates a sense of depth and volume. The spheres are of varying sizes and are clustered together, creating a complex, organic form. The background is a plain, light-colored wall, and the floor is made of reddish-brown tiles.

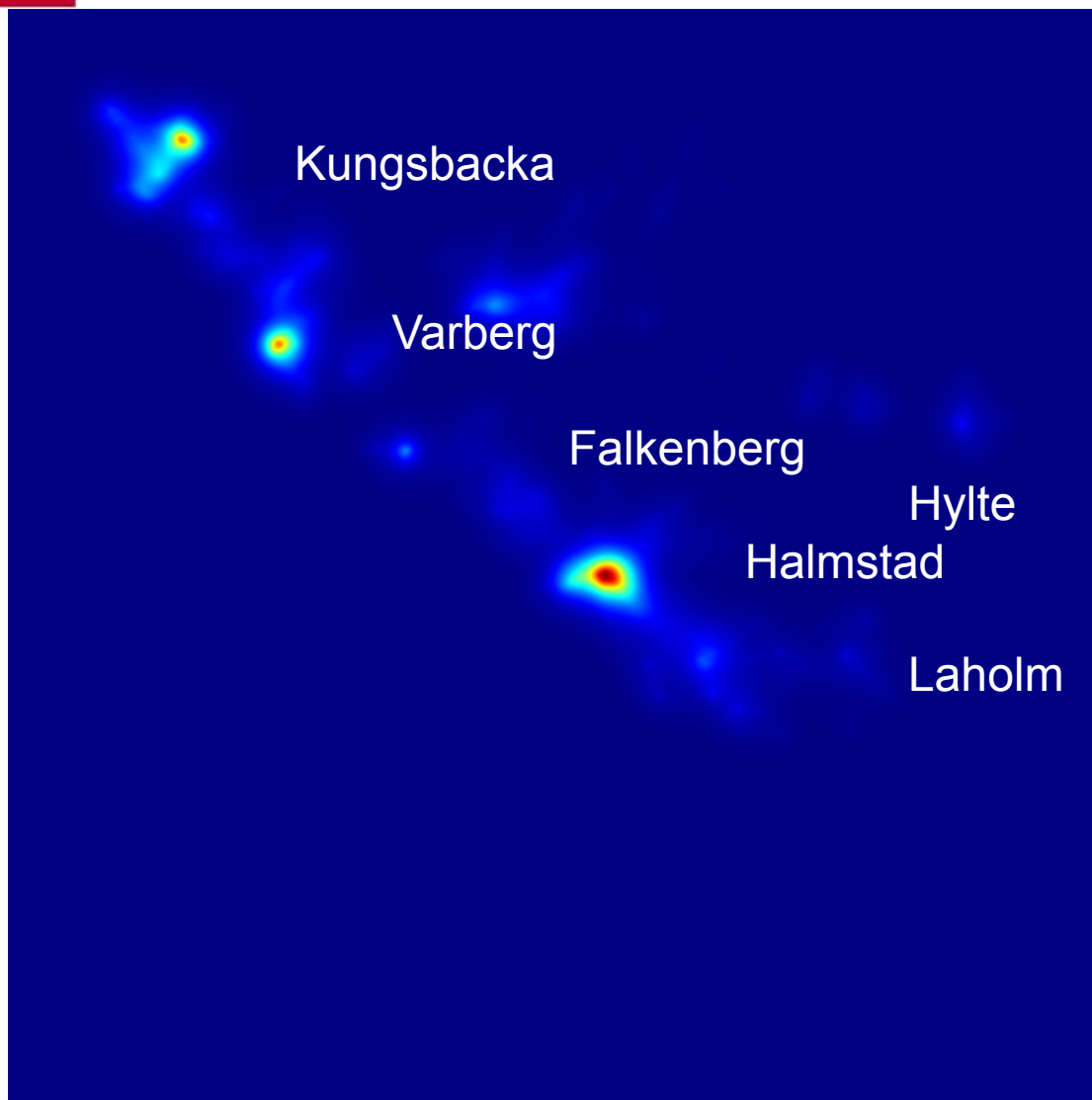
Fields of Creative Power in Halland - today

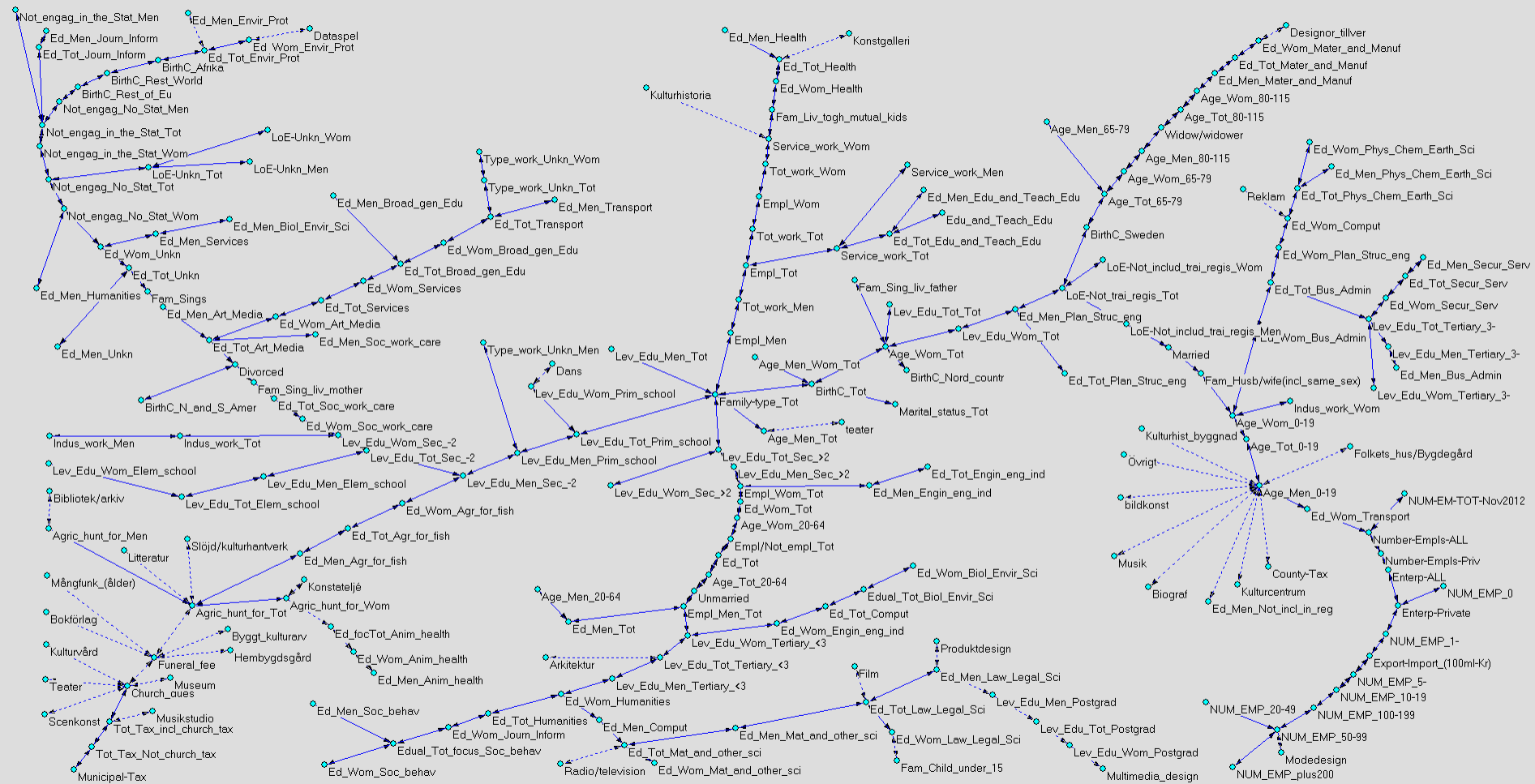


Fields of Creative Power in Halland tomorrow



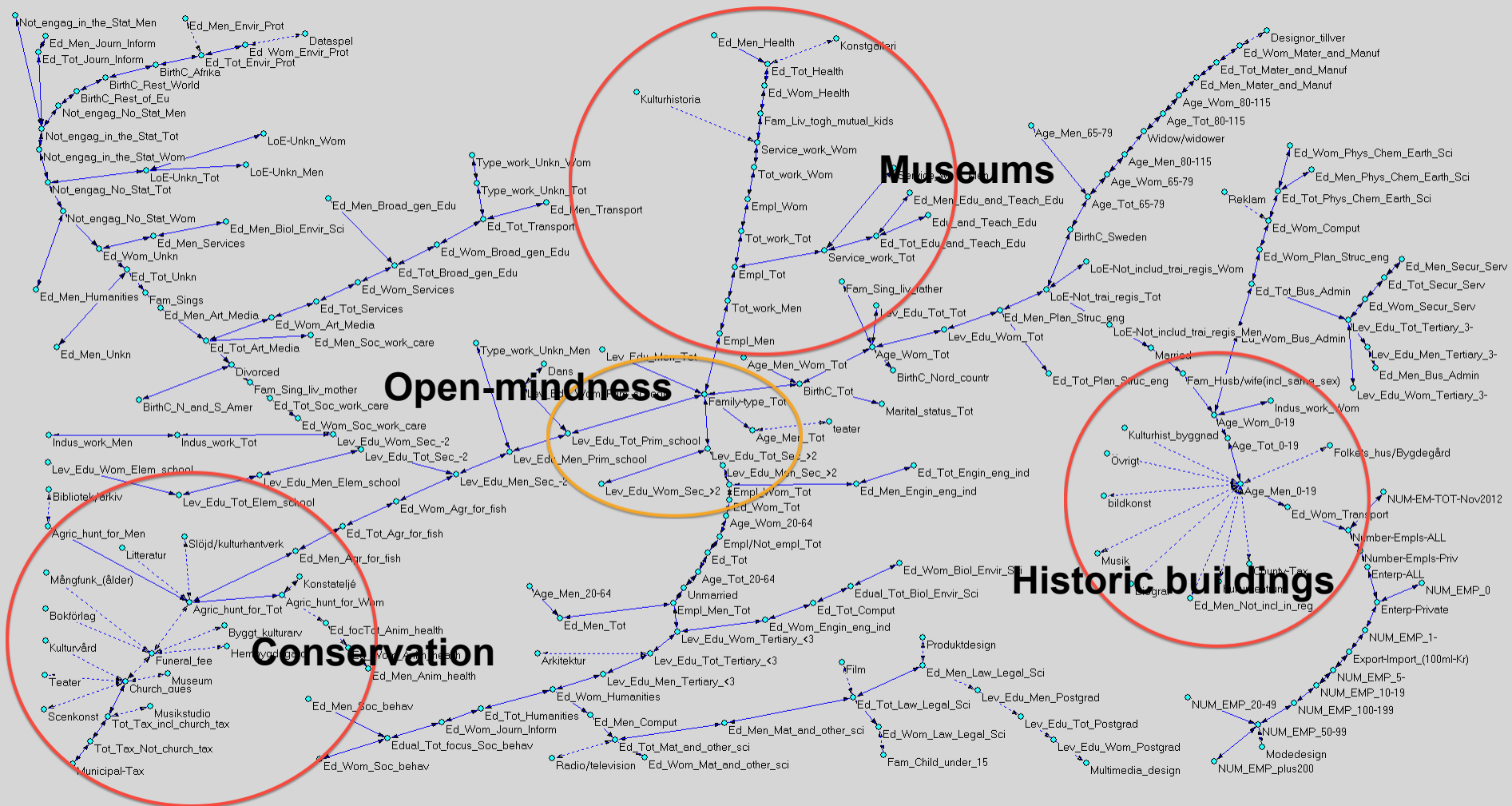
Fields of Creative Power in Halland - the day after tomorrow



UPPSALA
UNIVERSITET



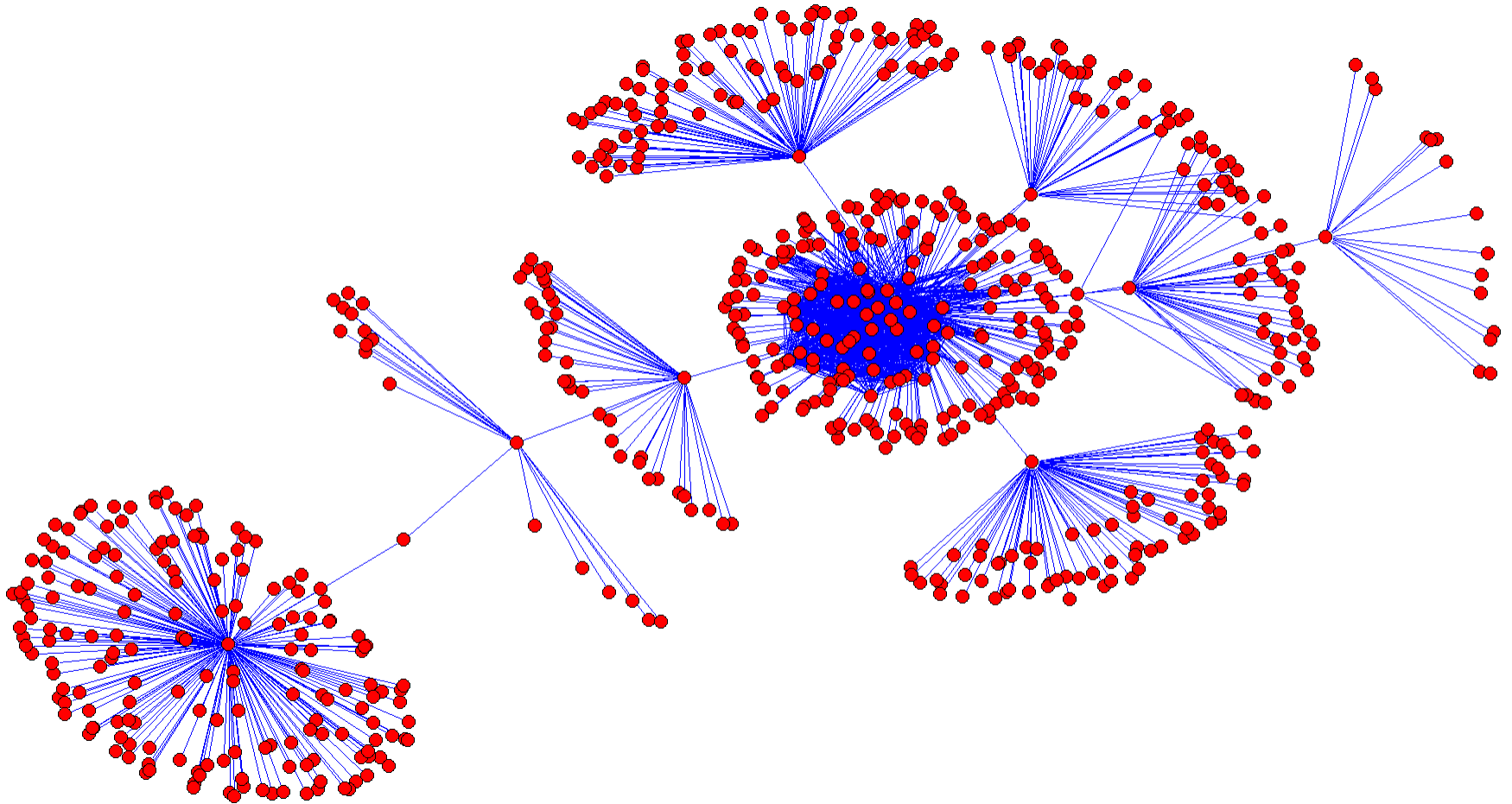
UPPSALA
UNIVERSITET





UPPSALA
UNIVERSITET

Simulation



Interviews

People living or working in historic buildings

1049 interviews 2012

	Living	Working
• Local tax	58 % not important 2 % very important	56 % not important 4 % very important
• Price/rent	17 % not important 15 % very important	23 % not important 20 % very important
• Nature	13 % not important 27 % very important	42 % not important 19 % very important
• Historic buildings		
• Clients/customers		37 % not important 21 % very important

Interviews

People living or working in historic buildings

1049 interviews 2012

	Living	Working
• Local tax	58 % not important 2 % very important	56 % not important 4 % very important
• Price/rent	17 % not important 15 % very important	23 % not important 20 % very important
• Nature	13 % not important 27 % very important	42 % not important 19 % very important
• Historic buildings	25 % not important 21 % very important	23 % not important 29 % very important
• Clients/customers		37 % not important 21 % very important

Interviews

People living or working in historic buildings

1049 interviews 2012

Do you consider that the historic building is a
burden
asset

7 %

86%

Do you think it is important to preserv the historic characteristics in
Your own building
in the close surrounding
In the village/town

86 %

89 %

91 %

Living and working

Willingness to pay

If you had the possibility, would you be willing to pay more to rent/purchase a historic building with preserved characteristics than a changed one?

Yes	63 %
No	33 %

How much more are you ready to pay?

10 %	21 %
20 %	39 %
30 %	14 %
40 %	3 %
50 % or more	11 %

Prices in region Halland

Selling prices for historic buildings compared to other buildings

43 270 sellings during 2005-2012

- Grade A
- Grade B
- Grade C

+ 12 %

+ 19 %

+ 16 %

Conservation 3.0

- **Dynamic and sustainable management of changes**
 - Promote inclusive, sustainable and innovation-driven development – starts with the use
 - System-wide, inter-disciplinary and multi-problem oriented
 - Intangible values
 - Transition from conservation to transmission of cultural heritage
 - Preservation through smart specialisation strategies
 - **Infrastructure for innovative use**



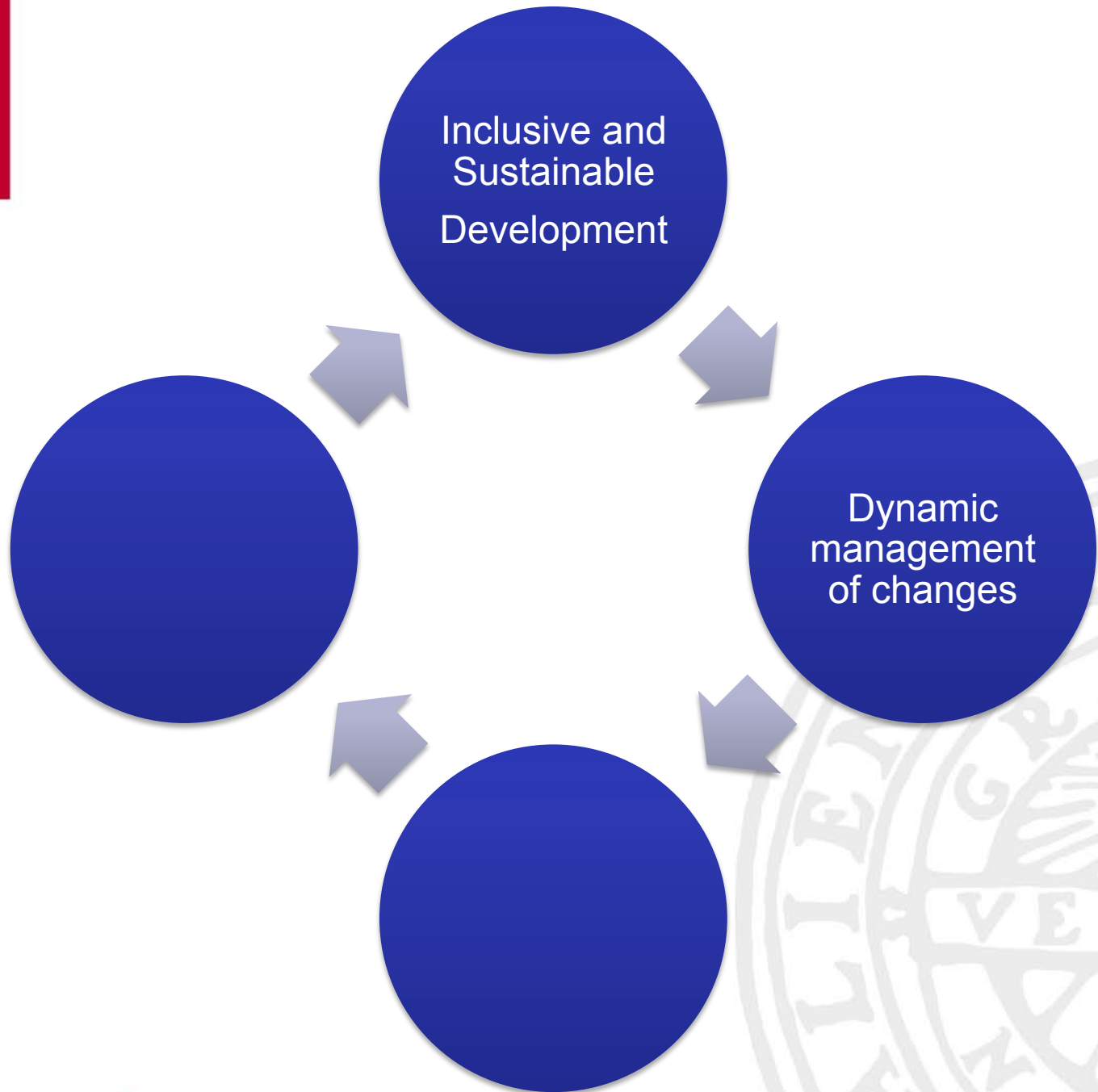
UPPSALA
UNIVERSITET

Inclusive and
Sustainable
Development



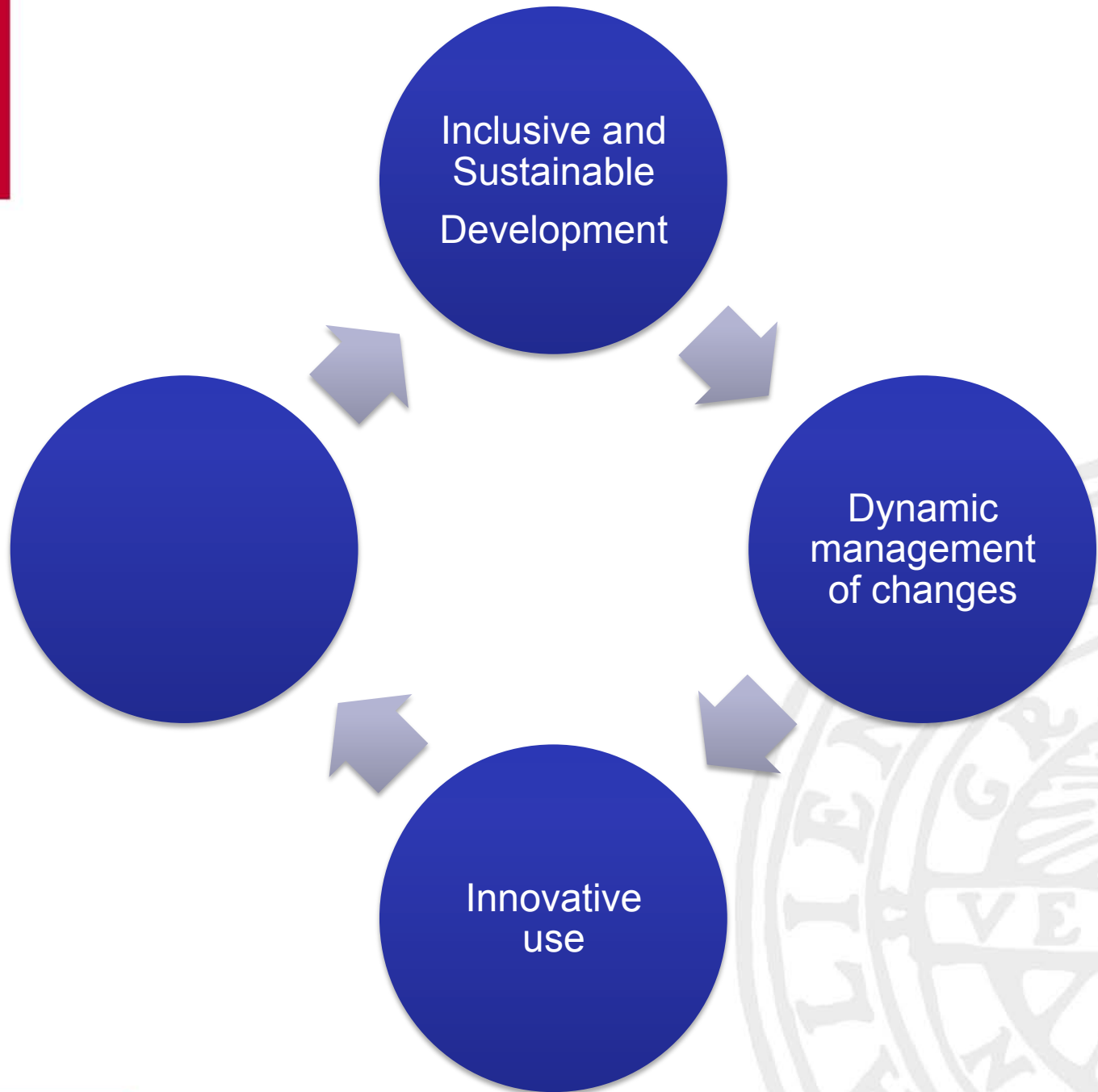


UPPSALA
UNIVERSITET





UPPSALA
UNIVERSITET





UPPSALA
UNIVERSITET

