CHANGES Project
The contribution from Italy

Stefano Della Torre
Changes project has been awarded on JPI-Heritage Plus call.

Partnership includes:
- Politecnico di Milano (I)
- TU Delft (NL)
- KU Leuven (B)
- Uppsala Universitet (S)
- Foppoli e Moretta associati (I)

and 5 associate partners:
- Consorzio Villa Reale e Parco di Monza (I)
- Assimpredil ANCE (I)
- NavarraGestioni (I)
- Monumentenwacht Noord Brabant (NL)
- Monumentenwacht Vlaanderen (B)
CHANGES is the acronym of
Cultural Heritage Activities: New Goals and benefits for Economy and Society

The project recognizes three innovative models of managing conservation activities, and fosters research on comparison and fine tuning, in order to propose new schemes for EU policies on Cultural Heritage.

The models are:
- **Monumentenwacht**, as practiced in the Netherlands (since 1973) and in the Flemish Region of Belgium (since 1991)
- **Halland Model** (Sweden – since 2000)
- **Distretti Culturali** (Italy – since 2005, knowing the other two models)
The comparison among the three models is aimed at highlighting the output of the three different models on the various expected benefits of investments in cultural heritage: that is conservation, but also impacts on economy and society.

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Conservation Quality</th>
<th>Enhancement of Capacity / Skills</th>
<th>People / Community involvement</th>
<th>Impact on the market</th>
<th>Impact on Decision making</th>
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<tbody>
<tr>
<td>Monumentenwacht</td>
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<td>Halland Model</td>
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<td>Distretti Culturali</td>
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Management

Control of:

• Costs
• Occupancy comfort
• Conservation
• Safety/Security
• Energy Efficiency
• ...

Maintenance Prevention
Management

Control of:
• Costs
• Occupancy comfort
• Conservation
• Safety/Security
• Energy Efficiency
• ...

Decision

Program
Quality
Management system
Conservation planning

Design

Works

Maintenance Prevention
Monza – May 26th 2016 – Stefano Della Torre

Monumentenwacht

Conservation

Halland Model

Distretti Culturali

Management

Control of:
- Costs
- Occupancy comfort
- Safety/Security
- Energy Efficiency
- ...

Decision

Program

Quality Management system
Conservation planning

Design

Works

Maintenance Prevention
Cultural Heritage Counts for Europe
Figure 4.2. “Downstream” perspective on cultural heritage impact
Source: own.
EOconomic → Cultural Heritage → Social → Environmental

Figure 4.3. “Upstream” perspective on cultural heritage impact
Source: Own

http://www.encatc.org/culturalheritagecountsforeurope/outcomes/
The project encompasses:

- Comparing the three models
- Action-learning in The Netherlands, Belgium and Lombardy, involving the Associate Partners
- Analyses on the expected benefits
- Proposal of an integrated scheme

Today’s conference is in the frame of a working week spent in Lombardy (Valtellina and Brianza) visiting sites and meeting stakeholders, in order to better understand each other.
**Distretti culturali** ("comprehensive wide area projects") are field tests of a new approach to integrated, planned preventive conservation.

The label is popular in Italy, but the rationale of the program promoted and supported by Fondazione Cariplo is pretty special, as it is centered on **built cultural heritage as a driver for the empowerment of local attitudes to innovation**.

These projects give both grants and rules, and also targets to each player, going beyond the customary borders (dialogues and cooperation among the heritage sector and the supply chains of local economy.

So restorations (what heritage people want) are carefully planned taking into account **quality, planned conservation** after works, improvement or creation of a **management** system, exploitation of **networking** as a tool to enhance **relational and human capital**.
Some figures

37 applicants
6 projects financed, including 123 actions (45 on tangible heritage, 78 on intangibles), involving 3,035 suppliers

Grants: € 19,152,968
Matching funds: € 39,139,545
Total amount: € 58,292,513 (100%)

Actions on tangible heritage:
Grants total: € 12,585,399
Matching funds: € 18,724,395
Total amount: € 31,309,794 (53,71%)

Actions on intangibles, education, dissemination:
Grants total: € 6,567,569
Matching funds: € 20,415,150
Total amount: € 26,982,719
Diversity implies customized design for the six projects
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“Distretti Culturali” project makes a lot of people work (3,035 suppliers). Most of them are enhancing their skills.

The challenge for everybody is to enhance skills and to change mind about the link Economy-Culture.

We are going beyond the vision that the problem is just to collect money to pay conservation costs, and that Heritage makes money directly, through tickets and merchandising.

We try to learn lessons about the way Heritage sector can empower Regional Economy
CHANGES research explores the thesis that Heritage preservation activities, provided they are carried on with the aim at opening minds, can empower the economy of a region.

In other words, Heritage may create the “learning environment” where innovation and creativity can be developed.

It’s a turnover: from an economic empowerment of Culture to a cultural empowerment of Economy.
THANK YOU for your attention!

www.changes-project.eu