SoPHIA

Social Platform
for Holistic Heritage
Impact Assessment

SoPHIA STAKEHOLDERS VIRTUAL CONFERENCE,

"Cultural Heritage – Rethinking Impact Assessments"

April 21st–22nd, 2021

D4.6 PROCEEDINGS

PUBLIC

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 870954

EC Grant Agreement number	GA nº870954	Lead beneficiary of this deliverable	IA
Start date of Project	1 January 2020	Due date of deliverable:	31/05/2021
Duration:	24 months	Actual submission date:	22/06/2021
		Version #	R0.3

Project funded by the Program of the European Union for Research and Innovation Horizon 2020		
Type		
R	Document, report excluding the periodic and final reports	X
DEM	Demonstrator, pilot, prototype, plan designs	
DEC	Websites, patents filing, press & media actions, videos etc.	
OTHER	Software, technical diagram, etc.	
Dissemination level		
PU	PUBLIC, fully open, e.g. web	X
CO	CONFIDENTIAL, restricted under conditions set out in Model Grant Agreement	
CI	CLASSIFIED information as referred to the Commission Decision 2001/844/EC	

Revision History

R#	Date	Description / Reason of change	Author
R0.1	28/05/2020	First draft	Interarts
RO.2	22/06/2021	Review	Roma Tre
RO.3	22/06/2021	Final version	Interarts

Table of Content

_____

BACKGROUND

The **SoPHIA Stakeholders' Virtual Conference: Cultural Heritage – Rethinking Impact Assessments** (SVC) was held online on April 21st and 22nd, 2021. It gathered over 240 participants from 50 countries, mainly from Europe but also from beyond: members of the Consortium and of the Advisory Board as well as stakeholders from a wide range of CH-related organisations, both public and private, and higher education institutions. The wider public was invited to attend the first day.

The Conference offered a setting where to exchange knowledge and expertise but also to discuss the main outcomes of the project so far.

Testing SoPHIA's draft impact assessment model on case studies marks an important milestone of the project. In fact, it helped us deepening cross-cutting issues related to heritage interventions as well as the counter-effects that they might generate. Indeed, any intervention on CH produces impacts: when positive, they produce benefits for the whole community (e.g. fostering social cohesion as well as a sense of well-being); when adverse, they not only engender negative perceptions from both experts and citizens but damage irreplaceable historical elements, their environment and related intangible heritage, identities and social practices. Consequently, the need to (re)define impact has taken shape and grown in importance, and the usual single-domain approach has given way to a multidimensional and holistic perspective by which impact assessment requires the input from diverse sets of stakeholders, including citizens. Moreover, it should be implemented not only ex post but also ex ante and during the intervention.

SoPHIA aims at designing a new impact assessment model for interventions on CH that, from a holistic approach, integrates the most effective existing evaluation instruments and tools and establishes shared quality standards. SoPHIA's impact assessment model is based upon three axes that includes the elements that are essential to a holistic approach.

Graphic 1. Axes of the SoPHIA impact assessment draft model.

4

I.   **PEOPLE**: multi-stakeholder perspective.
II.   **DOMAINS**: an inter-dimensional view that considers the positive and negative externalities that occur within and between the four domains, namely the social, cultural, economic and environmental.
III. **TIME**: a longitudinal perspective, which considers the *ex ante*, *in itinere*, and *ex post* impact assessment.

The SoPHIA draft holistic impact assessment model is, as shown in the figure below, structured on **9 themes** and **50 sub-themes**, identified from the initial research and consultations[1], that correspond to relevant and persisting areas of interest albeit not efficiently addressed, or to newly identified elements in tune with contemporary issues. The impact dimensions for each of the sub-themes were validated against a check list to support the logical links between the sub-themes, their indicators and to list the positive and/or negative effects generated.

Graphic 2. Themes and subthemes of the SoPHIA impact assessment draft model.

The SoPHIA draft impact assessment model has been tested through twelve case studies[2]:

1. Officine Culturali in Catania and Polo del '900 in Turin, Italy;

---

[1] See *D1.1 Review of Research Literature, Policy Programmes and (good and bad) Practices*; *D1.2 Concise Essay mapping existing Gaps, Issues and Problems*; *D4.3 The Athens Virtual Workshop: Towards a Holistic Heritage Impact Assessment Model. Proceedings*, available in the website *Archive* section.

[2] The analysis of the case studies *D2.2 Report of the analysis of case studies* is expected to be published in June 2021 and will be available in the website *Archive* section.

2. BLUEMED project in the Mediterranean Sea;
3. Jamtli National Museum in Östersund, Sweden;
4. Filopappou Hill in Athens and the island of Santorini Greece;
5. Temple Bar Cultural Quarter in Dublin;
6. Galway European Capital of Culture 2020, Ireland;
7. Ivana´s House of Fairy Tales in Ogulin and Buzet Historic Town Centre, Croatia.
8. Museumsquartier Wien and the Jewish Cemetery Währing, Austria.

SoPHIA Stakeholders' Virtual Conference: Cultural Heritage – Rethinking Impact Assessments, one of the project's milestones, provided a space to discuss its main results to date and gather comments, feedback and suggestions to advance toward the final version of the **holistic impact assessment model**.

The **first day**, organised in a series of panels, invited representatives from all case studies and other stakeholders to discuss cross-cutting issues identified in the work process so far; the **second day**, organised in a series of stations, focused on these issues connected to the themes, sub-themes and evaluation processes of the SoPHIA draft impact assessment model[3].

Here follows the list of topics that had been discussed in the first / second day:

- Bridging the gap between Culture and Sustainability / Protection – Resource Management and Green Economy in Cultural Heritage;
- Education and Cultural Heritage / Social Capital and Knowledge;
- Public Spaces and Cultural Heritage / Quality of Life and Infrastructure;
- Assessing European Capitals of Culture (ECoCs) / Processes of Cultural Heritage Assessment;
- Placing Dissonant Heritage within European Cultural Heritage Narratives / Sense of Place – Identity, Memory and Narratives
- Over-tourism and the City / Prosperity and Profiting in Cultural Heritage.

The Conference included a cultural programme, with an artistic intervention by Elif Duygu, slam poet, and two virtual guided tours of the MuseumsQuartier Vienna and the Jewish Cemetery Währing, as well as structured networking opportunities.

This document summarises the content addressed at the Conference: the introduction presents the main points of the keynote interventions whereas the following sections present the issues and ideas related to the 6 above-mentioned topics discussed during the first and the second day.

---

[3] The programme is available in Annex 1.

INTRODUCTION

Culture and cultural heritage are of relevance for other sectors and issues that, initially, might seem as unrelated: economic development, well-being, governance, social cohesion, etc. Although the year 2020 was in many ways extraordinary, it is also true that the unexpected situation opens new opportunities also for the cultural and cultural heritage sectors. Digitization, well underway before the pandemic, has offered an area for technological innovation with an incredible acceleration particularly in the CH sector. The trend shows that organizations that have taken up the challenge and have provided for increased digital accessibility have witnessed a boost in their virtual audiences. In the future, virtual visits will not only partially replace physical ones; they will enable audiences to access content *before* a physical visit, radically changing the approach; this could lead to a hybrid model which is both physical and virtual, increasing the sector's capacity to fight the "hit and run" model. Opportunities also arise as regards social innovation, driving the revolution for a different approach to content provision that, in turn, changes people's motivation to access and participate in culture, with clear benefits to, for instance, wellbeing: an informed and meaningful cultural visit can indeed contribute to a person's wellbeing because cognitively and emotionally stimulating visits have a much deeper impact.

Indeed, despite the difficult current situation, there is room for cautious optimism, for experimentation and for increased awareness that heritage is one of the most important innovation pilot sectors.

Although impact has been often solely analyzed from an economic perspective, CH is very much about social behavioral impact, in particular about how it contributes to changing attitudes or conditions that have a societal value. Initiatives linking heritage and innovation can increase people's repositories of knowledge, ideas, aesthetics but also stimulate and familiarize them with the unknown; cultural heritage is something we think we know, and the approach is often self-conforming. It follows that, the more someone is really motivated to explore, discover and understand heritage, whether one's own or another's, the more this someone might realize "there is not one single truth". CH offers a landscape for exploration and can contribute to making people less scared of new ideas, challenges and innovation.

An eco-systemic approach is needed to understand the structural interdependencies between the cultural sector and other sectors with the current pandemic crisis as a worldwide counter-factual exercise generating long-term impact. Behavioral change indicators, based on tools developed by social psychology, must be applied also to CH to understand how change is fostered and its impact in societal terms. The emphasis on the traditional forms of economic impact has stressed the importance of heritage exploitation, in particular for tourism development. There is now a shift towards a better understanding of how the relationship with heritage can improve many other aspects: well-being, social cohesion and empathy, integration of minorities or fragile communities or individuals, individual creativity towards innovation, social responsibility towards environmental challenges. There is a need for shared

to experimentation, but it seems that, unfortunately, society is not yet ready. The same happened at the onset of the green revolution: public opinion must be brought to understand the role of heritage for wellbeing and quality of life.

The pandemic has increased inequalities worldwide. Most of the people who enjoy CH and take part in related activities come from high income and educational backgrounds; therefore, the future challenge will be to capitalize on CH as a resource for inclusion of those less fortunate. Also, the pandemic has drastically decreased the number of visitors to well-known CH sites, monuments and museums: economically this has been a disaster but it has alleviated the pressure from massive and corrosive tourism. In turn, this has put at the forefront the relevance of rural and remote heritage sites and towns for new experiences in CH.

The Faro Convention was visionary in the sense that it highlighted how everyone has a shared responsibility as regards CH and its importance for sustainable development. In this regard, the SoPHIA holistic CH impact assessment model has stressed the importance of the *people* axis, as an exercise to work for a consensus with all stakeholders, the communities and the professionals involved.

1. BRIDGING THE GAP BETWEEN CULTURE & SUSTAINABILITY

The sessions explored the impact of the cultural sector on the environment as well as the relationship between green economy and CH, with a focus on the role those cultural institutions and initiatives play, or have the potential to play, for a sustainable future.

The issue was addressed also by showcasing specific initiatives studied within SoPHIA:

The Jamtli Foundation presented the Jamtli Living University, a network of academia, the Gaaltije indigenous Sámi group, businesses, municipalities, schools and citizens to imagine actions for climate change, from a social, ecological, technical and economic perspective. The Living University offers a radically new way to experience Jamtli as an active stakeholder leading, but also participating in, the process. Indeed, the heritage sector impacts the environment as well as education but it also offers potential to reach out towards marginal societal groups. Still, there is no benchmark for achievements and future actions in these regards. Tapping into their knowledge resources, heritage institutions can illustrate what might happen in an unsustainable world and give examples of what happened through history to focus on the ongoing slow changes (e.g. climate) that will affect the next generations.

The island of Santorini in Greece has an ancient vineyard culture that represents a unique feature of the territory and both the vineyards and wine traditions of Thera-Therassia are now part of Greece's tangible and intangible CH: visitors feel that they are part of a larger culture and landscape, where cultural practices have emerged and are transmitted from generation to generation. The island's wine production sheds enormous economic benefits, in particular

because of enhanced agritourism that provides for professional prospects also for young people.

The BLUEMED project focuses on underwater cultural and natural heritage and its potential for Blue Growth, sustainability and the preservation of underwater archaeological sites. It is funded through the Euro-Mediterranean cooperation programmes and with a partnership of several countries (Cyprus, Croatia, France, Greece, Italy, Malta, Portugal, Slovenia and Spain) and aims to advance a shared vision for a healthier, more productive and resilient Mediterranean ecosystem in particular through awareness-raising activities for visitors on the effect of climate change on the underwater world.

The city of Buzet in Croatia aims, through an Integrated Built Heritage Revitalisation Plan, to ensure the sustainability and attractiveness of the old town by using local resources and by focusing on public-private partnerships models.

Since the 1990s climate change, sustainability and the request for renewable energy sources have taken central stage in public debates and policy making. This has led to a paradigm shift for society and for CH management as well: CH and related policies not only safeguard the past, but also play an important role as a cornerstone on which a sustainable society can be built.

The sessions concluded that culture is part of the solution when it comes to building a sustainable present and future, since it greatly contributes to education and interactions both with the communities and visitors, with the unique perspective that CH provides in the long term.

The following key priorities were identified:

- Measure and mitigate the impact on the environment.
- Identify indicators related to the green economy.
- Educate towards sustainable behaviours, including the sustainable use of resources, through new skills and abilities.
- Integrate CH sites in urban green spaces and recreation policies.
- Sustain the effects of investments in CH.

2. EDUCATION & CULTURAL HERITAGE

These sessions discussed the extent to which education is considered as a fundamental element of the work in the CH sector: museums, for instance, are learning centers that foster community engagement. Also, the challenges in terms of measurement and impact assessment of CH education were addressed.

The issues were illustrated by showcasing specific initiatives studied within SoPHIA:

The Benedictine Monastery of Catania is integrated in the city's university, with thousands of students walking through it every day. Participating in SoPHIA as one of its study cases made the staff analyse their work within a larger context and be aware that when, in 2013, Officine Culturali was entrusted by the University of Catania with the management of the site they engaged in increasing local awareness of the building and its history, promoting a sense of ownership by the community.

Ivana's House of Fairy Tales in Ogulin, Croatia, uses fairy tales as an educational tool relying on traditional regional lore. Both its festival and museum, set in the old Frankopan Castle, contribute to the tourist branding of the city and its educational activities offer visitors the opportunity to interact with the local culture in a creative way.

Other experiences were highlighted as the case of Finland where, although CH education is integrated in the national curricula, setting up and maintaining concrete actions in everyday schoolwork and across compulsory education is a challenge. For this to happen, policy making needs to address the whole education spectrum; it must also be cross-sectoral and CH professionals need to relate with professionals from other backgrounds. The case of Belfast was also brought forward as an example of how education, also in CH, can foster peace processes to create a common ground for conversations and mutual understanding. A challenge for communities and local authorities is how to positively address people's different beliefs as productive forces in lifelong learning, also through collaboration with museums and other heritage sites. It was also underlined that CH professionals must develop competences to address controversial social issues and conflict-resolution.

The following key priorities were identified:

- Implement CH education in the formal curricula to develop specific knowledge, skills and attitudes (cultural competence).
- Foster a sense of belonging through community-building.
- Celebrate and challenge history(ies).
- Design educational programmes for diverse publics, also those that might feel that CH is not relevant to them.
- Acknowledge that cultural skills foster creativity and dialogue.

3. PUBLIC SPACES & CULTURAL HERITAGE

These sessions focused on larger cultural areas and on how to assess their social capital and facilitate access to them. It also stressed the importance of cross-sectoral conversations among stakeholders.

The issues were illustrated by showcasing specific initiatives studied within SoPHIA:

Polo del '900 in Turin is a public-private organization that works together with 22 cultural institutions. It is a positive example of regeneration and negotiation processes with different

target groups and interests. Through its work, it has enhanced values such as citizenship and democracy, and has fostered a sense of community: audience analyses and negotiation processes opened up the possibility for the community to cooperate with the organisation and build a shared sense of belonging. Polo del '900 has demonstrated how a CH site can be both a public space for socialization and democratic dialogue.

The MuseumsQuartier Wien in Austria is a space of experience: it is open to the public but also hosts artistic institutions. Initially, residents around the complex were against the project; now, although constantly evolving, the space combines arts and leisure activities with a mission to provide a place for cultural institutions, an arena for free events and open access to everyone.

Temple Bar in Dublin was initially a 10th century Viking settlement; it became a cultural centre in the 18th century testifying to a historical continuity of the site. In the 1980s, however, the district declined becoming a bus depot. Because of low housing prices, artists took over many of its empty buildings and in 1991, when Dublin became a candidate for the European Capital of Culture, the Temple Bar Quarter became the city's cultural district. In this case, CH was the catalyst for the project that, through an urban regeneration process, led to the refurbishment of heritage buildings as cultural centres and galleries, open to the public. This was followed by commercial and residential development, promoted by tax incentives. Diverse interest groups were involved in the process and a common ground had to be identified: the example sustains the need for a CH impact assessment model that includes aspects of good governance and collaborative leadership.

Filopappou Hill is one of the few green areas of Athens, with historical and archaeological relevance. Still, it is in extreme danger of drought, flooding and heat, being located in the buffer zone of the Acropolis. From the social point of view, Filoppapou is a symbol of the Athenian community and belongs to its urban culture. The hill faces problems of daily maintenance and management as well as of fauna and flora protection, with many actors involved and with a top-down approach. Filopappou Hill has been included in a digital project, Dipylon, an app which involves overlaying old maps to observe the site through time. The site needs a more holistic approach in its management and SoPHIA has offered a valuable tool to address this.

During the pandemic, both Filopappou Hill and QuartierMuseum Wien have proven to be an important resource for their city: since they are open spaces, they have been extremely valued by the community. Indeed, one of the conclusions of the sessions is that the pandemic has made inhabitants appreciate local open public spaces, for both physical and mental wellbeing. Another conclusion is that the right balance must be struck between use of these spaces by local communities and by tourists.

Research has shown that the location and reachability (public transport, accessibility, etc.) of urban CH sites are important prerequisites for their attractiveness and their potential for quality of life: challenges in terms of location, decentralization, reachability and attractiveness to various target groups were discussed during the sessions to define this area of impact in more detail. Indeed, "Quality of services" is an important indicator which reflects many of the

qualities of a site and its social image; it can help estimate whether a given site, and its related services, is functional and safe.

The following key priorities were identified:

- Adapt to the different target groups, for instance, through digital means, older people may get better and enhanced experience.
- Identify uses other than traditional ones to preserve quality of life.
- Focus on CH protection policies that modernize its historical functions.
- Design policies that serve the tourism sector without affecting the quality of life of the inhabitants.
- Provide digital access to ensure more CH-respectful experiences.
- Consider personal, physical and mental issues.

4. ASSESSING EUROPEAN CAPITALS OF CULTURE

These sessions focused on the European Capitals of Culture (ECoCs) as an example of unique ad hoc EU standards for evaluation and monitoring. Several past and designated ECoCs participated, providing direct input, explaining how monitoring and evaluation of an ECoC is conducted both *ex ante* and *ex post*, in space and time as a means to assess the impact of the label, which is of importance for a city, also in terms of its public policies.

One of the main issues that was underlined is the need to use open data sources to strengthen knowledge transfer between cities, both ECoCs and not, and what type of information is relevant and how it may be sought for.

The example of Matera 2019 ECoC was very illustrative as they have many open-source databases: administrative data (i.e. ticketing and contracts with suppliers/artists; data from the events), external data (i.e. evaluation commissioned to experts and universities about co-creation, participation and access to culture) as well as data derived from questionnaires and surveys. However, this generates the issue of how ECoCs must manage this wealth of information for it to be relevant as well as issues of ownership, accessibility, protection of privacy, etc.

The example of Galway 2020 ECoC illustrated how important it is to generate, from the data available, a sensemaking narrative for both policy makers and citizens. To this end, the "mixed method", by which quantitative and qualitative data is collected, has proven very useful. Indeed, evaluating and communicating through and with a "narrative" can change the perception of all the parties involved. In the case of Galway 2020 ECoC the main goal was on the "story" rather and on the "numbers" because the latter alone cannot explain the impact of an ECoC on city and its people nor its legacy.

In the case of Novi Sad ECoC 2021 and in response to the situation generated by the pandemic, an open call was launched to assess the ability of the ECoC to deliver its cultural programme

digitally. The results were quite positive, requiring a redefinition of the assessment methodology with a focus on new formats and methodologies, the digital divide, new forms of cultural consumption, sustainability, people's wellbeing and building of trust to engage again in collective events.

Another issue that was highlighted is that, frequently, local governments carry out a first evaluation when awarded the ECoC title but that, afterwards, evaluation is embedded in the cultural development strategy of the city. In the case of Novi Sad 2021 ECoC, a complex impact assessment model has been designed, rating the results on a 0 to 10 scale, and covering three axes: culture (cultural participation and capacity, audience development, etc.), economy (tourism, creative industries, etc.) and community (social cohesion and social networking, space identity, perception of the city, etc.). This has, for instance, increased participatory planning processes for public spaces.

The following key priorities were identified:

- Improving the capacity of small and medium-sized organisations for holistic evaluation exercises, also through networking and knowledge sharing.
- Defining targets from the start of the planning phase to identify relevant assessment questions for citizens, in particular from marginalised and/or rural areas to foster participation.
- Strengthening citizen's sense of belonging through participatory approaches, also to ensure legacy.
- Ensuring the continuity of impact evaluations from a holistic point of view.

5. PLACING DISONANT HERITAGE WITHIN EUROPEAN CULTURAL HERITAGE NARRATIVES

These sessions explored how Europe´s dissonant or controverted past is taken up in CH-related narratives and what steps can be taken to generate a positive relationship to Europe's history.

The experience of the Institute for Jewish History shows how addressing the Jewish past of Europe also means relating to sites whose inhabitants no longer exist. This poses serious questions regarding relevance, ownership, responsibility for restoration, usage, etc. but also issues of inappropriate appropriation. Europe's colonial heritage was also discussed: Europe must give space to a non-Eurocentric expression of humanity and acknowledge its colonial past.

This led to concluding that identifying the relevant actors to promote heritage narratives is of great importance. Narratives can respond to highly structured political aims leading to exclusion rather than inclusion. When accepted, dissonant legacies, such as in the case of World War II and the Holocaust, often provide for closure and reconciliation. However, it is important to foster active listening and learning of critical approaches to embrace the existing dissonant and/or less prominent voices and include them in a long-term constructive political

process that must also rely on the contribution from cultural heritage organisations that can foster participatory approaches.

The following key priorities were identified:

- Analyse all the elements of a given CH site (e.g. foundation, destruction, commemoration).
- Secure the preservation of a site and ensure that its reuse is respectful of the site's history and dignity.
- Ensure educational programmes / activities.
- Involve minority groups but also young people to learn about history as a paradigm of inclusion and exclusion, cultural transfer and coexistence.
- Involve nearby and distant descendants.

6. OVER-TOURISM AND THE CITY

These sessions addressed the phenomenon of over-tourism and its impact on the urban fabric and heritage of cities. Attention was paid to the issue of the possible strategies to mitigate the negative impacts generated by mass-tourism.

A recent study on possible models for urban post-pandemic recovery provided an interesting backdrop: cities must look for sustainable models that diversify the economic urban tissue and are less dependent on tourism. To this end, it is important to place local communities at the center of new policies, avoiding monofunctional neighborhoods, developing housing and digital innovation and seeking an environmental, social and cultural sustainability. For this, a shift towards long-term strategies and multi-sector interventions that intensify cross-fertilization of policies is necessary. But for this to happen, a structured long-term policy with sufficient financial resources, multilevel governance and a people-centered approach is fundamental.

The case of Venice poses a challenge for the city's future sustainability. Statistics show that the overuse of private accommodation for tourists has meant that local residents have moved out of the city center. The pandemic has fostered a "bounce forward" response leading to a reassessment of the existing regulations that have favored tourism over housing. The case of Dubrovnik, one of the top ten destinations in Europe, shows that local residents have favored tourist accommodation as a primary source of income. As in the case of Venice, the pandemic has provided for a moment to rethink public policies. In Santorini, targeted approaches to the impacts of over-tourism, e.g. traffic, quality of life, etc. are also necessary.

Nevertheless, it must be acknowledged that the negative effects of tourism are also the result of how tourism is managed, and that tourism also provides for positive impacts. In this regard, it is necessary to reframe the approach to the issue problem and reverse the model: cities must be, firstly, sustainable for its residents and tourism, which is an undeniable economic resource, must be the object of targeted policies, sensitive to other issues that are just as important.

Local residents must be actively involved in strategy urban planning, through an empowering process that enables them to make decisions about their future and a rights-based approach.

The following key priorities were identified:

- Shift local public policies from a tourism-oriented to a cross-sectorial model.
- Develop long-term urban development strategies, through multilevel and multistakeholder governance processes and a people-centred approach, with sufficient financial resources.
- Address sustainability from a rights-based approach.
- Diversifying the urban economy.

Annex I: Conference Agenda

Wednesday, April 21st 2021

We invite you to a collective reflection on the diverse impact of cultural heritage and a discussion of our Holistic Heritage Impact Assessment Model developed under the Horizon 2020 funded SoPHIA project.

Time		
9:30 – 9:45	Welcome	
9:45 – 10:30	Keynote Conversation	
		• **Pier Luigi Sacco**	Professor of Cultural Economics IULM University, Italy; OECD • **Ana Schoebel**	Ministry of Education, Culture and Sport of Spain
10:30 – 12:00	Panel 1: **Bridging the Gap between Culture and Sustainability**	
	This session will explore the impact of the culture sector on the environment and analyse the role cultural institutions and initiatives are playing for a sustainable future.	• **Olov Amelin**	National Museum Jamtli, Sweden • **Aggela Veneti**	BLUEMED Project, Region of Thessaly, Greece • **Pat Cooke**	University College Dublin, Ireland • **Vanja Fabijančić**	Buzet old town, Croatia • **Ioanna Vamvakouri**	Santorini, Greece *Moderation*: **Caitlin Southwick**	Ki Culture
10:30 – 12:00	Panel 2: **Education and Cultural Heritage**	
	This session will discuss the extent to which education is seen as a fundamental part of the work in heritage. It also asks what challenges the field faces, and how the impact of education on cultural heritage can be measured.	• **Hanna Lämsä**	Association of Cultural Heritage Education, Finland • **Nicola Caruso**	Officine Culturali Catania, Italy • **Rob Mark**	PASCAL Learning Cities Coordinator • **Tihana Turković**	Ogulin, Croatia *Moderation*: **Nathaniel Prottas**	Wien Museum, Austria
10:30 – 12:00	Panel 3: **Public Spaces and Cultural Heritage**	
	This session will focus on larger cultural areas and how to assess social capital, and access to these areas. The stakeholders and target groups are usually very broad, which also makes it important to ask how negotiation processes can be initiated, the response to different demands, and the inclusion of varying perspectives in impact assessments.	• **Claudia Bianco**	Polo del Novocento Turin, Italy • **Djeiran Malek-Hoffman**	MuseumsQuartier Wien, Austria • **Gabor Sonkoly**	UNCHARTED project, Eötvös-Loránd University, Hungary • **Grainne Millar**	Temple Bar Cultural Quarter Dublin, Ireland • **Elisavet Bargianni**	Filopappou Hill, Athens, Greece *Moderation*: **Theresa Schütz**	Architect, Art in Public Space
12:00 – 12:45	*Break & Virtual Networking Lounge*	
12:45 – 13:00	*Artistic Intervention by Elif Duygu	poetry slam artist*	
13:00 – 14:30	Panel 4: **Assessing European Capitals of Culture**	

	ECOC standards of evaluation and monitoring, defined by the European Union, are sophisticated in nature, with no comparable principles of assessment in cultural programs. The panel in this session will broach the opportunities and challenges of these unique assessments, through discussions with representatives from various former and upcoming ECOCs.	• **Angeliki Lampiri** | Elevsis 2023, Greece • **Lazar Jovanov**| Novi Sad 2021, Serbia • **Penny Mills** | Galway 2020, Ireland • **Rosella Tarantino** | Matera 2019, Italy *Moderation:* **Beatriz Garcia** | University of Liverpool
13:00 – 14:30	**Panel 5**: Placing Dissonant Heritage within European Cultural Heritage Narratives	
	In the recent past, a growing emphasis of EU cultural policy on cultural heritage has been witnessed. This session will explore how Europe's dissonant past is placed within its cultural heritage narratives, and what step can be taken to facilitate Europe's relationship with its uncomfortable history.	• **Martha Keil** | Institute for Jewish History, Austria • **Jan Ifversen** | University of Aarhus, Denmark • **Tuuli Lähdismäki** | University of Jyväskylä, Finland • **Visnja Kisic** | University of Arts, Belgrade, Serbia *Moderation*: **Erminia Sciacchitano** | Cabinet of the Italian Minister of Cultural Heritage
13:00 – 14:30	**Panel 6**: Over-tourism and the City	
	This session aims to deconstruct the phenomenon of over-tourism and its impact on the urban fabric and its heritage value(s). Panelists will also discuss strategies to deal with urban centres affected by the rising traffic of tourists.	• **Eva García Chueca** | Global Cities Programme at the Barcelona Centre for International Affairs, Spain • **Dubravko Bačić** | University of Zagreb, Faculty of Architecture, Croatia • **Giacomo Maria Salerno** | University La Sapienza Rome, Italy • **Ioannis Bitis** | Society for the Environment and Cultural Heritage, Santorini, Greece *Moderation*: **Evinc Dogan** | Bogazici University, Turkey
14:30 – 14:45	*Break & Virtual Networking Lounge*	
14:45 – 16:00	Closing Session	
16:00 – 17:00	*Guided online tour through …*	
	• MuseumsQuartier Wien (Vienna, Austria) • Jewish Cemetery Währing (Vienna, Austria)	

Thursday, April 22nd 2021	
	Based on the discussions of the first conference day, the program of the second day focuses directly on the findings of the SoPHIA case studies and the discussion of the SoPHIA draft model.
	The aim of the second day is to hold detailed discussions on cross-cutting issues and counter-effects of the impact of cultural heritage interventions. The discussion will take place in a virtual world café format, centered on six key topics that have been highlighted as capturing the overarching discrepancies between the social, economic, ecological and cultural impact of cultural heritage.
10:00 – 10:15	Welcome
10:15 – 11:15	**1st and 2nd round of the World Café** (opportunity of rotating participation in 2 stations - 30 min. per station)
	- Station 1: **Protection – Climate, Resource Management and Green Economy in Cultural Heritage** The question of climate change, usage of resources and green economy in cultural heritage interventions is an overarching concern with regards to its ecological, economic, social and cultural aspects. In view of a holistic model for cultural heritage interventions, this issue must be analysed in further detail. Potential ways, mechanisms, and implication of the sustainable usage of resources for cultural heritage sites/interventions will be discussed. - Station 2: **Social Capital and Knowledge in Cultural Heritage** The social capital of cultural heritage strongly depends on who has access and how access is enabled via educational activities, knowledge transfer, and partnerships across disciplines, policies and communities. Challenges and opportunities for cultural heritage in ensuring diversity in social capital and knowledge will be discussed. - Station 3: **Quality of Life and Infrastructure in Cultural Heritage** SoPHIA research has shown that the location and reachability (via public transport, barrier-free access, etc.) of urban cultural heritage sites/interventions is an important prerequisite for the attractiveness of cultural heritage and it's potential with regard to the quality of life. Challenges in terms of location, decentralization, reachability and attractiveness to various target groups will be discussed in order to define this area of impact in more detail. - Station 4: **Processes of Cultural Heritage Assessment** Continuous and longitudinal monitoring and assessment has many advantages for the management of cultural heritage as well as for ensuring participation and a multi-stakeholder perspective. The ECOC examples, however, also show how challenging it is to ensure such an approach of assessment. Furthermore, a multi-stakeholder perspective and longitudinal approach in assessing cultural heritage also depend on the resources available. The possibilities and mechanisms of how such approaches can be ensured despite these challenges will be explored. - Station 5: **Sense of Place – Identity, Memory and Narratives of Cultural Heritage** The narratives projected and told through cultural heritage contribute to identity building, a sense of belonging and community. However, the importance of giving room to different, potentially conflictual narratives from various communities has been underlined often, including in the SoPHIA case studies. Ways of grasping a

18

	variety of narratives, communicating and reflecting them through cultural heritage will be discussed in order to define this area of impact in more detail. ● Station 6: **Prosperity and Profiting in Cultural Heritage** The economic and social impact of cultural heritage interventions often appear to be in conflict with one another. A specific example is the tension between the touristic profitability of cultural heritage and the disadvantages stemming from tourism. In order to grasp this potential dichotomy, the dangers and advantages of economic development for social issues will be discussed, to define this area of impact in more detail.
11:15 – 11:30	*Break & Virtual Networking Lounge*
11:30 – 12:30	**3rd and 4th round of the World Café** (opportunity of rotating participation in 2 stations - 30 min. per station)
12:30 – 13:00	Closing Session

Annex II: Bios of the Panelists

Pier Luigi Sacco is Professor of Cultural Economics, IULM University Milan, Senior Advisor and Head of the Venice Office of the OECD, Senior Researcher at Bruno Kessler Foundation, Trento, and metaLAB (at) Harvard. He has been the Special Adviser of the European Commissioner for Education and Culture. He is member of the Europeana Research Advisory Board, of the Advisory Council for Research & Innovation of the Czech Republic, and of the Advisory Council of Creative Georgia. He works and consults internationally in the fields of culture-led local development, policy design and evaluation, and is often invited as keynote speaker in major cultural policy conferences worldwide.

Ana Schoebel, trained in Textile Conservation, has worked for the Spanish Ministry of Education, Culture and Sports since 1989. From 2005 to 2014 she was appointed as technological expert for the National Qualifications Institute (INCUAL), member of CEDEFOP and consequently applied the updated criteria and methodology of the qualifications at the Royal Manufactory of Tapestries, working as Conservation Manager from 2007 to 2011. Since 2014 she was the national coordinator of the European Heritage Days, a joint program of the European Commission and the Council of Europe, and of the European Landscape Convention. This work led her to become a secondment at the Council in Strasbourg for 2017 and 2018 as Manager of the European Heritage Strategy for the 21st Century. She continues to collaborate with the Culture and Cultural Heritage Division of the CoE as a consultant and project leader of the next online course for the implementation of the European Heritage Strategy. Since her recent retirement, she is also working freelance as lecturer for the Prado Museum and expert adviser for the Sector Skills Alliance CHARTER project.

Olov Amelin holds since 2019 the position as Director of the Jamtli Foundation in Östersund, Sweden. Between 2010 and 2019 he was director of the Nobel Prize Museum in Stockholm. Previously he was head of exhibitions in the same museum, and before that director of Museum Gustavianum, the University Museum of Uppsala University and also responsible for organizing the museum (1996 - 1999). In 1989 - 1996 he worked with the Observatory Museum in Stockholm and was its director from the opening in 1991 until 1996. During this period he also held the position as assistant director at the Center for History of Science at the Swedish Royal Academy of Sciences. 1986 - 1989 he was Curator at the National Museum of Technology, Stockholm. He has a Ph.D. in History of Science and Ideas from Uppsala University (1999). Amelin has written articles and books in the field of history of science and museology. A large number of exhibitions has been curated by Amelin, both in Sweden and internationally.

Aggela Veneti is Rural & Surveying Engineer, with postgraduate studies (MSc) in Urban, Spatial Planning, Urban & Regional Development, and 26 years of professional experience. The last 5 years holds the position of the Director of Industry Energy and Natural Recourses in the Region of Thessaly. She has extensive experience in preparing and evaluating sectoral and regional development plans and operational programs, as well as in the

implementation of Operational Programs and projects co-financed by EU funds, policy analysis and programming interventions in the areas of regional development. Coordinator of the MED project BLUEMED.

Pat Cooke spent two thirds of his career as a museum curator and heritage site manager with the Irish state heritage service, the Office of Public Works. He has written extensively on heritage and museum related issues throughout his career. In 2006 he became director of the MA in Cultural Policy and Arts Management at UCD. From 2002-2006 he was Chairman of the Irish Museums Association. He is currently finalising a monograph, *The Politics and Polemics of Culture in Ireland, 1800-2010*, to be published by Routledge later this year.

Vanja Fabijančić studied economics on Faculty of Economics in Rijeka focused on EU economy and projects. Since graduating, he has been working in City of Buzet as a consultant for projects development, mostly working on EU-funded projects. So far he has participated in numerous projects of the City of Buzet worth more over 5mil. EUR. Some of the projects are RESTAURA, REVITAS II, reconstruction of the Home for elderly people, Business Incubator "VERZI", EAFRD Projects and others. In his free time he is the football coach for kids in the local club called "NK Buzet".

Caitlin Southwick is the Founder and Executive Director of Ki Culture and Sustainability in Conservation. She holds a Professional Doctorate in Conservation and Restoration of Cultural Heritage from the University of Amsterdam. Caitlin worked in the conservation field for nine years in museums and sites around the world, including the Vatican Museums, The Getty Conservation Institute, The Uffizi Gallery and Easter Island. She is the Secretary of the Working Group on Sustainability for the International Council of Museums (ICOM) and a former Professional Member of the American Institute of Conservation (AIC) Sustainability Committee.

Hanna Lämsä is the Executive Director at The Association of Cultural Heritage Education in Finland since 2009. She is professional in cultural heritage education, cultural heritage policies, cultural politics and cultural sustainability in national and international levels. Also, she is professional in management, leadership, finance and financial administration, networking, human resources and media relations. Her academic background is in Social and Moral Philosophy and Political Sciences. During 2018 she was the Project Manager of the European Union wide European Cultural Heritage Year.

Nicola Caruso is a cultural manager of Officine Culturali, that valorises cultural and environmental heritage as well as the landscape through processes aiming at raising knowledge and awareness among the general public. His role in the company is to manage the resources that come from stages and internships, the training of the new guides that "engage" the public of the monuments or museums managed by Officine, and the he is one of the responsible of the Archive of the "Museo della Fabbrica del Monastero dei Benedettini".

Rob Mark is currently PASCAL Learning Cities Project Coordinator and Honorary Senior Research Fellow at the University of Glasgow in Scotland, United Kingdom, and at the Higher Education Research Centre, Dublin City University, Ireland. He is also Vice Chair of the UK University Association of lifelong learning. He has a strong interest in heritage and culture and has championed programmes in this field in his role as Director/Head of Lifelong Learning. Currently he is involved with the development of links between the PASCAL Learning City Project and the European Museum Academy which includes the organisation of joint seminars and the development of professional development programmes for those working in the field of heritage and culture.

Nathaniel Prottas has worked in museum education for over 15 years, beginning as a lecturer at the Cloisters in New York. Since 2017 he has been the Director of Education and Visitor Services at the Wien Museum (the City Museum of Vienna) in Austria. Nathaniel holds Ph.D. in art history from the University of Pennsylvania, as well as an MA in the same subject from University College, London. He has taught both museum education and museum studies as a visiting professor at The Central European University (Austria), The Technical University of Dortmund (Germany), Tulane University (Ferrara, Italy), Masaryk University (Czech Republic), and the University of Vienna (Austria). His publications have appeared in the *Journal of Aesthetic Education*, *Museum Worlds*, and most recently in the edited volume, *Presence in Art and Art in the Present.*

Claudia Bianco (1987) is currently a Monitoring and Marketing Area Manager for "Polo del '900 Foundation" and Project Manager for "Centro studi Piero Gobetti". She has gained experience in the cultural sector for about ten years, collaborating with many organizations. She graduated in Political Philosophy and achieved a Master in General Management at the Department of Economics, Management and Quantitative Methods at the University of Turin. In the last years, she has specialized in marketing information systems for culture and has put in writing the Social Responsibility Report. Furthermore, she has many ongoing projects on preservation and enhancement of cultural heritage and **audience development**.

Grainne Millar founded GM Innovations in 2014. She has over 20 years' experience leading and facilitating collaborative projects and networks across the creative industries, culture, tourism, science and agri-food sectors. She established and developed the hugely successful innovative project Culture Night into an all-island phenomenon in partnership with the Department of Arts, Heritage and Gaeltacht. Gráinne has been invited to speak at conferences in Ireland and Europe on the topic of Innovation and Collaborative Networks. She has had articles published in the media and specialist productions.

Theresa Schütz. After her graduation in Architecture, Schütz was teaching and Assistance at Vienna University of Technology at the Department of Spatial Planning (from 2010-2014). In 2015 she received a fellowship at the Akademie der Künste, Berlin. Since then she is doing art and action research in transdisciplinary projects about urbanism and public spaces. She lives and works in Vienna, is co-founder and curator of T/abor - space for art and transdisciplinary collaboration (since 2015), co-founder of unos – studio for architecture and design (since 2011) and co-founder of treecycle – urban eco-solutions (since 2020).

Penny Mills´ consultancy practice is characterised by working in collaboration with organisations to develop their audiences and public engagement for cultural, social and economic benefit. Her work is evidence and insight driven and enables decision-making, strategy and planning. Recent work includes leading on evaluation for Galway 2020 European Capital of Culture, The Mayor of London's London Borough of Culture and National Lottery Heritage Fund's Great Places. Other work includes evaluating participative projects involving co-creation such as the RSC's Theatre Nation, segmentation work with the National Museums Northern Ireland and audience development strategy for National Trust for Scotland.

Rosella Tarantino, Economist, specialized in the design, implementation and evaluation of public policies, with a focus on culture, creativity and social innovation. She played a key role both in preparation of the bid for the title of the European Capital of Culture in 2019 that Matera won in 2014 and subsequently in the development and delivery of the ECoC year in 2019. She is now the Director of the Foundation Matera-Basilicata. She developed and produced 1/3 of the cultural programme, including the pillar projects I-dea and Open Design School; designed the citizens involvement strategy; took care of the international relations; coordinated the monitoring and evaluation activities and drafted the legacy plan.

Angeliki Lampiri is currently Director of Cultural Strategy of Eleusis 2021 ECoC and responsible for the projects related to capacity building, networking and cultural policy. She has been member of Eleusis 2021 team since the preparation of the bid for the ECoC title that Elefsina won in 2016. She is a cultural manager with professional experience in festivals, contemporary art exhibitions and networking meetings in collaboration with Greek and European organisations and networks.
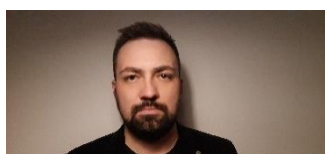
Lazar Jovanov graduated acting from the Academy of Art at the University of Novi Sad. In 2015. he finished PhD studies in a field of Art and Media Management, at the Faculty of Dramatic Arts in Belgrade. Currently, he is Head of the Artistic Curator Team in the "Novi Sad 2021 – European Capital of Culture" Foundation, after being Head of Pariticipation in 2017. From 2012 to 2014 he worked as a Teaching Assistant/Associate on the course Cultural Policy at the Faculty of Dramatic Arts in Belgrade. In 2015 he was a lecturer at the Faculty of Media and Communications, University Singidunum, on the courses Culture management and Cultural policy.

Beatriz García, University of Liverpool. She has been at the forefront of debates about culture-led urban regeneration since 1999. Her pioneering work on the Cultural Impact and Legacy of Mega-Events has informed city strategists around the world, from Sydney to Liverpool and from Taipei to London. García grew up and was educated in Barcelona, specializing in International Communication Policy, City Marketing and then emerging field of Cultural Policy Research. During her studies, she lived in France, Australia, the USA, and the UK, where she now resides. Since 2016, she is a Member of the IOC Culture and Olympic Heritage Commission and in 2017 she has joined the European Capital of Culture Selection Panel, appointed by the European Commission.

Martha Keil studied History and Jewish Studies in Vienna and Berlin, PhD and Habilitation for Austrian History at the University of Vienna. Since 2004 director of the Institute of Jewish History in Austria (St. Pölten), since 2016 Senior Scientist at the University of Vienna (Institute for Austrian Historical Research). Her research focus and activities are: Hebrew sources of premodern times; Jewish Women and Gender history; everyday life of the Jews in Medieval and Early Modern Ashkenaz; cultural exchange between Jews and Non-Jews Publications and exhibitions on Austrian Jewish History, memorial culture and Jewish cultural heritage; educational programs and events in the Former Synagogue of St. Pölten.

Tuuli Lähdesmäki (PhD in Art History; DSocSc in Sociology) is an Associate Professor at the Department of Music, Art and Culture Studies, University of Jyväskylä, Finland. Her research interests and publications focus on intercultural dialogue, cultural identities, belonging, cultural heritage, and heritage, diversity and cultural policies of the European Union. Lähdesmäki is currently leading the HERIDI project (EU Heritage Diplomacy and the Dynamics of Inter-Heritage Dialogue), funded by the Academy of Finland. Moreover, she is the PI for her university's consortium partnership in the DIALLS project (Dialogue and Argumentation for Cultural Literacy Learning in Schools), funded by the Horizon2020 Programme.

Erminia Sciacchitano deals with International and European affairs in the Cabinet of the Italian Minister of Culture. Half of her heart is still in Brussels, in the DG for Education and Culture of the European Commission, where she contributed to the shaping of the EU policy on cultural heritage in general and to the European Year of Cultural Heritage 2018 as Chief Scientific Advisor. Like Alice Through the Looking Glass, in her experience she has crossed many dimensions of cultural policies, exploring artists' mobility and creativity, inclusive access to culture and heritage sites, creative economy and participatory and sustainable management of cultural resources and landscape. Her fil rouge is to promote culture-based regenerative development with a focus on social values. Before that she held a positions of Head of Unit for International Relations and Research in the Italian Ministry for Cultural Heritage. Erminia is graduated in Architecture, and holds a PhD in

Historic Buildings Survey and a Master in European Studies and International Negotiations.

Eva García Chueca is a Senior Research Fellow of the Global Cities Programme at CIDOB (Barcelona Centre for International Affairs). PhD in Postcolonialisms and Global Citizenship at the University of Coimbra (Portugal), Master's Degree in Citizenship and Human Rights at the University of Barcelona (2010) and European Master's Degree in Human Rights and Democratisation at EIUC - Italy (2005). From 2011 to 2018, she was a researcher at the Centre for Social Studies (CES), University of Coimbra. In 2015 - 2016, she took part in HABITAT III Policy Unit on the Right to the City and Cities for all. She served as Executive Coordinator of the Committee on Social Inclusion, Participatory Democracy and Human Rights of the global network United Cities and Local Governments (UCLG) from 2007 to 2014.

Dubravko Bacic is Assistant Professor at the University of Zagreb, Faculty of Architecture. He is a registered architect, also accredited for conservation work on built heritage by the Croatian Ministry of Culture. His professional practice entails mostly small-scale housing, conservation and preservation of architectural heritage, adaptive re-use and heritage consultancy. He was the responsible author of the first fully conducted Heritage Impact Assessment (HIA) for a WH property in Croatia (Dubrovnik, WHL 95ter), positively evaluated by the UNESCO WHC and ICOMOS Intl. He is currently a member of the ICOMOS Croatia Executive Board, and has also previously been on the Executive Board of the Architects' Council of Europe (ACE, Brussels) for three consecutive terms. Mr. Bacic graduated in Architecture and Urban Planning from the University of Zagreb Faculty of Architecture (Dipl.-Ing.), holds a postgraduate Master in Design Studies degree in history and theory of architecture from Harvard University Graduate School of Design, and a PhD degree in Architecture and Urban Planning from University of Zagreb. His research interests are closely interrelated with his academic and professional activities.

Giacomo Maria Salerno is a Postdoctoral Research Fellow at the Department of Civil, Building and Environmental Engineering of the University of Rome La Sapienza. He has a Master degree in Philosophy and holds a PhD in Urban Planning. During his research activity in Venice, Rome and Barcelona, he focused on heritage studies, touristification processes, urban social movements and right to the city. He is a member of OCIO - Osservatorio Civico sulla casa e sull'abitare and of the research network Short Term City – Digital platforms and spatial (in)justice [STCity].

Evinc Dogan has a PhD in Management and Development of Cultural Heritage obtained from IMT school for Advanced Studies Lucca (Italy). She holds MSc in History of Architecture from Istanbul Technical University and BA (Hons) in Tourism Management from Bogazici University. She has been a visiting PhD fellow at Regent's University London, The Regent's Centre for Transnational Studies (RCTS) for a year (2011-2012), doctoral research fellow at Istanbul Studies Centre, Kadir Has University, post-doctoral research fellow at ASK Research Centre, Bocconi University (2015) and University of Belgrade (Urbanism Department) (2015-2016) which is supported by TUBITAK BIDEB 2219 –International Postdoctoral Research Scholarship. She has been Assistant Professor at Okan University and Akdeniz University. Currently, she is an Assistant Professor at Bogazici University, Department of Tourism Administration.