

# Online Workshop on Heritage Conservation in Gwalior

15 & 16 February 2021

9:30-12:00 CET / 14.00-16.30 IST

CULTURAL  
HERITAGE  
POINTS





# Theoretical Framework: Contribution of Cultural Heritage to Sustainable Development

(Dimensions of “Input/Output” from/for the different Stakeholders)

## The relevance of cultural heritage for sustainable development

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# Items

- 1: PRECOM<sup>3</sup>OS: Preventive conservation in COVID times: let's not wait until it's gone or damaged but let's make a healthy environment and context.
- 2: "Places that make us": Heritage places are anchors for society in place and time > contributing to well-being.
- 3 "Cultural Heritage Counts for Europe" so it counts for Gwalior.

# Culture (heritage), health and wellbeing



PRECOM<sup>3</sup>OS  
UNESCO  
Chair

## Preventive conservation in COVID-19 times:

- let's not wait until it's gone or damaged but let's make a healthy environment and context.
- We learned over 10+ years: Prevention requires an integrated and holistic, systemic approach



PRECOM<sup>3</sup>OS  
START  
2008-2009



Meeting of UNESCO chairs @ UNESCO

## Mission

to contribute to the development of a more sustainable way of preserving the built (World) heritage, based on preventive conservation, monitoring and maintenance as it is better for preserving authenticity, as it is cost-effective, as it empowers people in dealing with heritage.



PRECOM<sup>3</sup>OS UNESCO Chair



- **Primary prevention:** actions to stop the causes of the unwanted effect (loss of heritage values / damage);
- **Secondary prevention:** actions of monitoring that allow an early detection of the symptoms of the unwanted effects (loss of ...);
- **Tertiary prevention:** actions that stop the further spreading of the unwanted effect (damage) or the generation of new unwanted effects (loss of ...).

# Monitoring: (role of monumentenwacht)

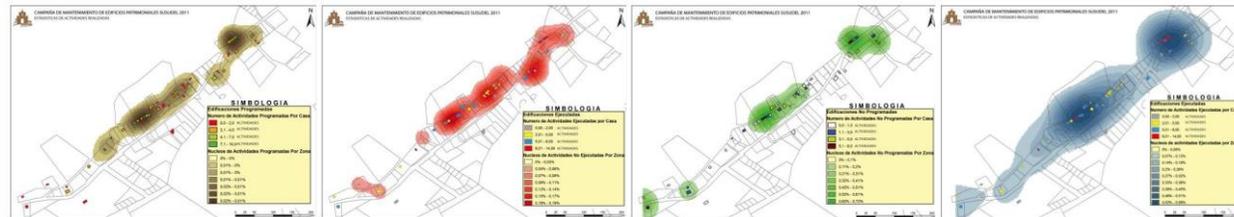
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- A supporting agent for the owner
- distinct from the authority
- ! A **governance** aspect!





# Monitoring heritage values, state of preservation and actions



# Insights gained over 10 years

- Clarified and redefined the concept of preventive conservation in cultural heritage:
  - >< museum, archaeology
  - system thinking holistic and integrated
  - “Preventive conservation” inspired by “public health”
- Through Collaboration with U Cuenca in Ecuador: Susudel & Cuenca (VLIR-UOS)
  - “Living Labs” and experimentation
  - Systematic development of methods
  - Increasing complexity
  - Integrated in societal debates with outreach to the public and to authorities



Places that  
make us!

Heritage places are anchors for society  
in place and time > contributing to well-  
being.





# Places that make us (national trust, UK)

Places that  
make us

Research report

Cultural Heritage  
for well-being: the  
proven  
importance of  
place and  
memory

People  
acknowledge the  
contribution of  
Cultural Heritage  
to quality of life



Special Eurobarometer 466

Report

Cultural Heritage

Fieldwork  
September-October 2017  
Publication  
December 2017

Survey requested by the European Commission,  
Directorate-General for Education, Youth, Sport and Culture  
and co-ordinated by the Directorate-General for Communication

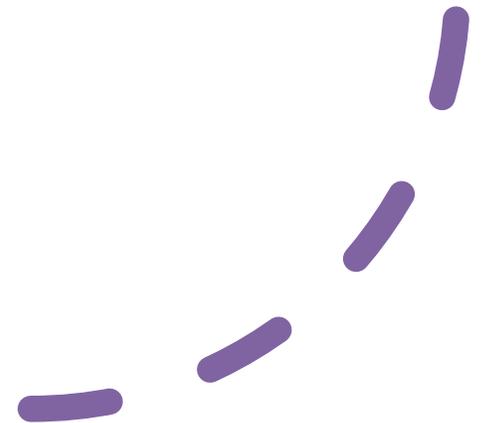
This document does not represent the point of view of the European Commission.  
The interpretations and opinions contained in it are solely those of the authors.

Special Eurobarometer 466 – Wave EB88.1 – TNS opinion & social

A large, solid red circle is positioned on the left side of the slide, partially cut off by the edge.

# Cultural Heritage Counts for Europe

“Cultural Heritage Counts for Europe”  
so it counts for Gwalior.



# Aims of the project

- to collect and analyse existing and accessible evidence-based research and case studies regarding the economic, social, cultural and environmental impacts of cultural heritage;
- to identify gaps in information and areas of possible future research; and
- to develop policy recommendations for tapping into the full potential of cultural heritage.



This project is co-funded  
by the Culture Programme of  
the European Union

Available online  
<http://www.encatc.org/culturalheritagecountsforeurope/outcomes/>

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# 4 pillars approach of sustainable development



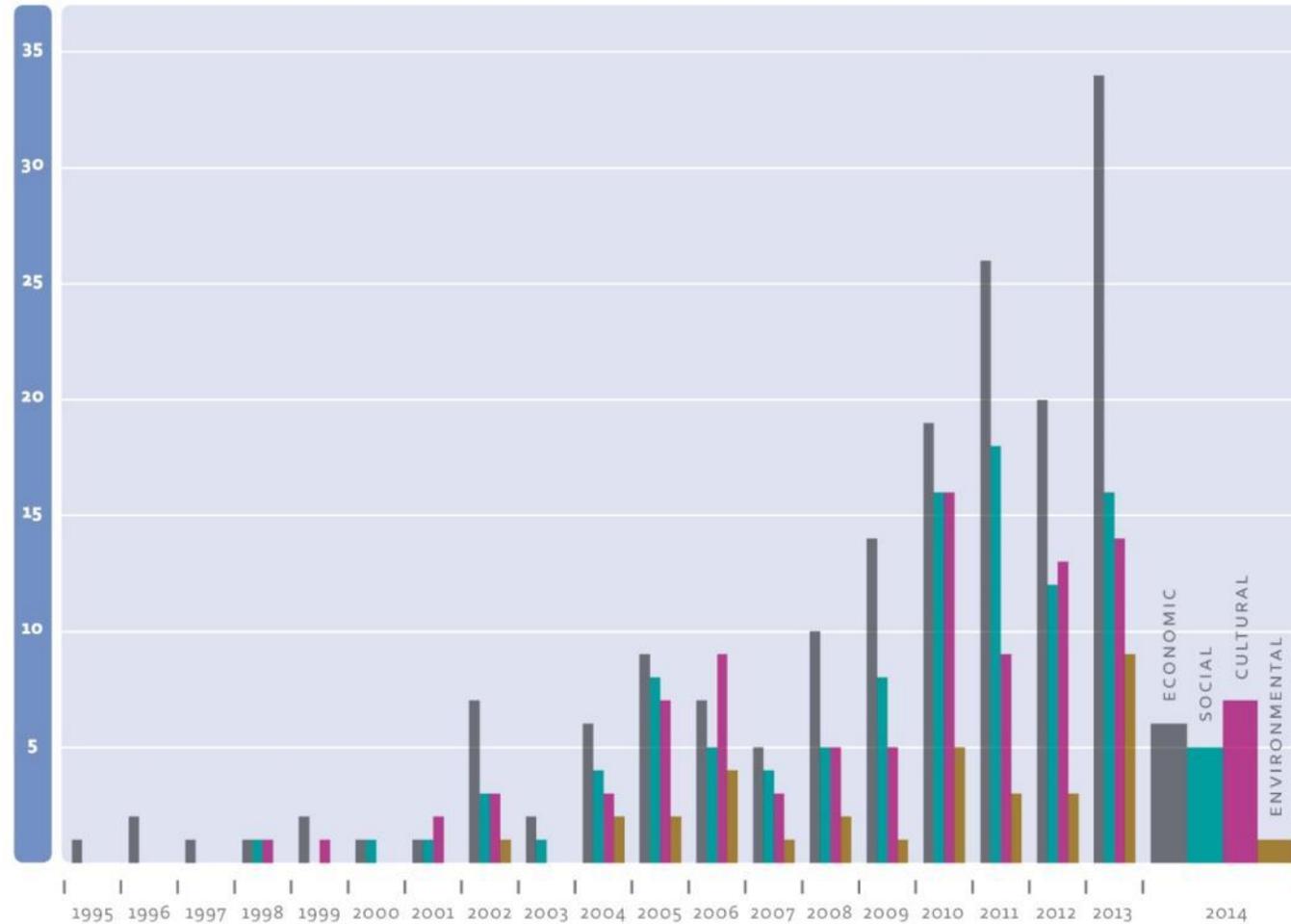
Based on UNESCO's Hangzhou declaration on **Sustainable Development**

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# Growing interest in cultural heritage impact research



**FIGURE A.** CHRONOLOGICAL EVOLUTION OF THE IMPACT DOMAINS AS REPRESENTED BY THE SUBMITTED STUDIES

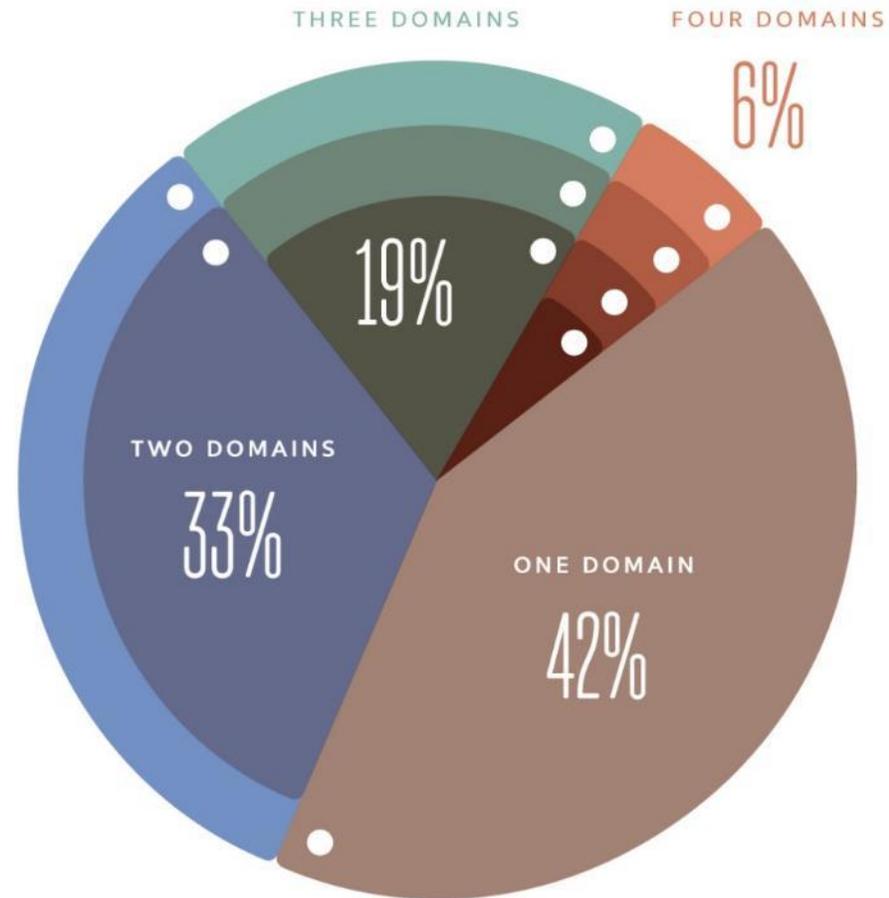
SOURCE: own, based on the survey results.

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# Towards a Holistic Approach to Cultural Heritage Impact Research



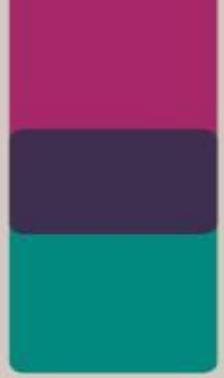
**FIGURE B.** THE INTERRELATION OF ALL FOUR IMPACT DOMAINS AS IDENTIFIED IN THE COLLECTED STUDIES

SOURCE: own, based on the survey results.

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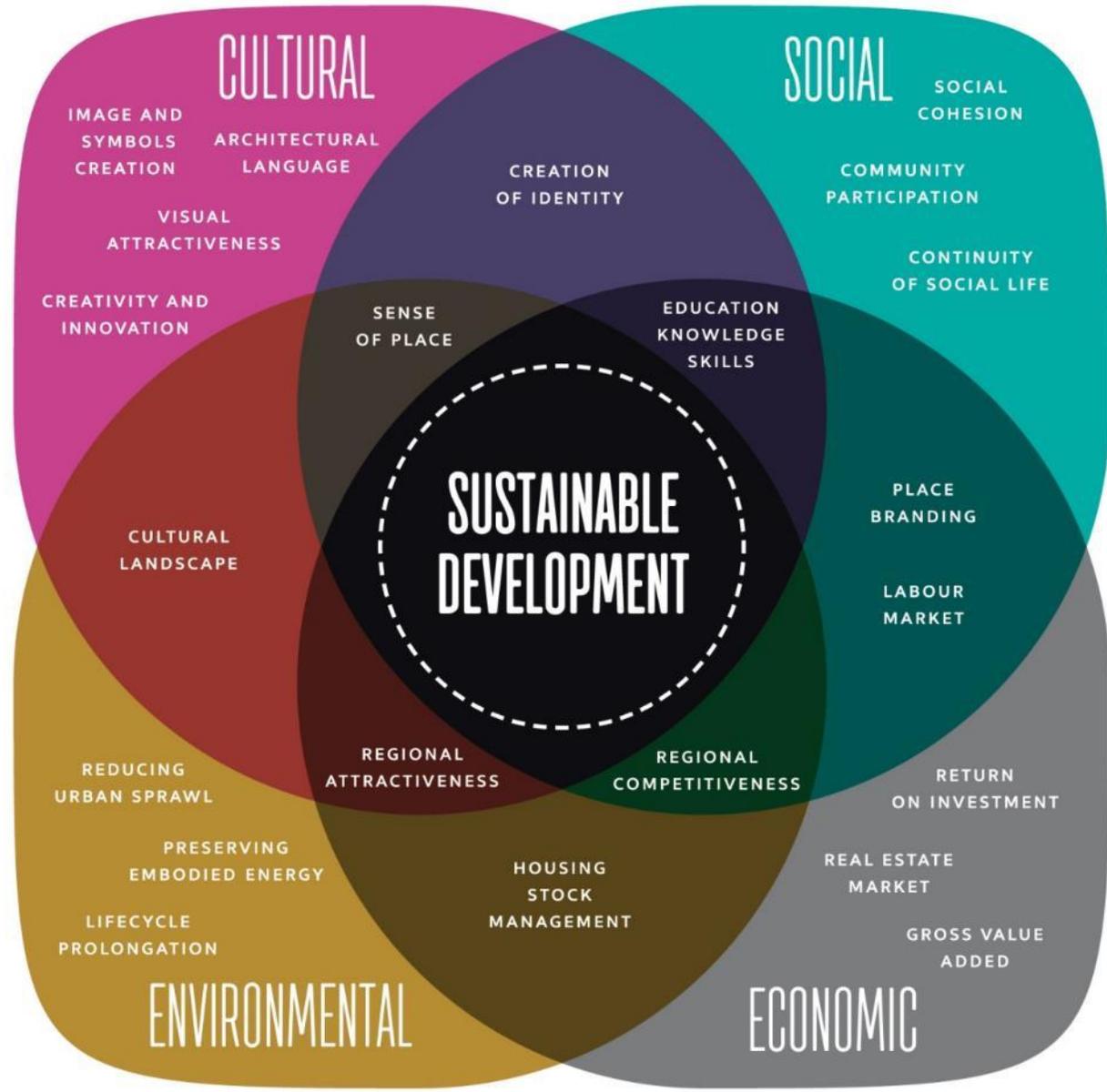
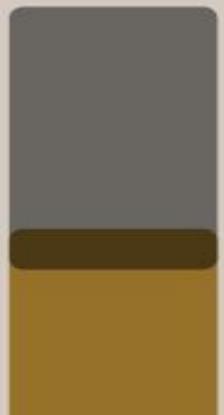
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**FIGURE C.** THE DIFFERENT SUBDOMAINS IDENTIFIED IN THE COLLECTED STUDIES MAPPED IN THE HOLISTIC FOUR DOMAIN APPROACH DIAGRAM

SOURCE: OWN.



# The 10 Key Findings

- 1. Cultural heritage is a key contributor to the attractiveness of Europe's regions, cities, towns and rural areas**
- in terms of private sector inward investment
  - developing cultural creative quarters
  - attracting talents and footloose businesses
- enhancing regional competitiveness both within Europe and globally.**

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# Temple Bar in Dublin, Ireland



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# The 10 Key Findings

## 2. Cultural heritage provides European countries and regions with a unique identity

- creates compelling city narratives providing the basis for effective marketing strategies aimed at developing cultural tourism and attracting investment.



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# Museo Ferrari near Modena in Italy



Photo: Cento29.it

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# The 10 Key Findings

**3. Cultural heritage is a significant creator of jobs across Europe, covering a wide range of types of job and skill levels:**

- **conservation-related construction, repair and maintenance**
- **cultural tourism**
- **small and medium-sized enterprises and start-ups - often in the creative industries.**



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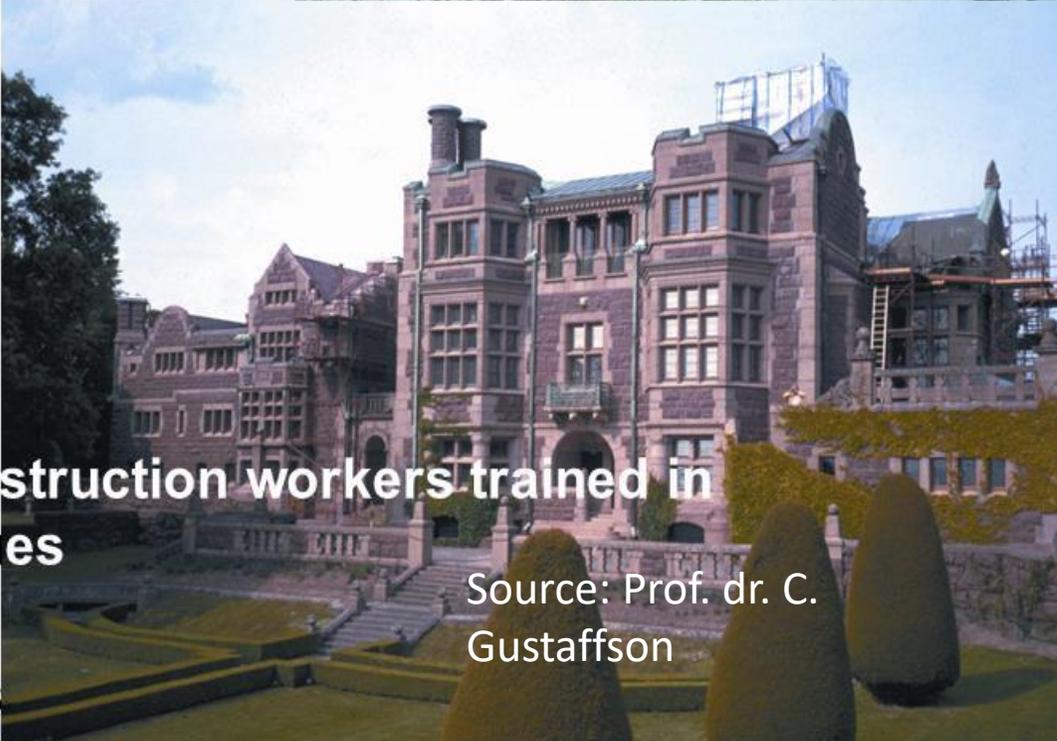
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## The Halland Model

- 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



Source: Prof. dr. C.  
Gustaffson

# The 10 Key Findings

## 4. Cultural heritage is an important source of creativity and innovation:

- generating new ideas and solutions to problems
- creating innovative services - ranging from digitisation of cultural assets to exploiting the cutting-edge virtual reality technologies
- with the aim of interpreting historic environments and buildings and making them accessible to citizens and visitors.



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# Tate Modern in London, UK



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# The 10 Key Findings

## 5. Cultural heritage has a track record:

- in providing a good return on investment
- is a significant generator of tax revenue for public authorities and
- through spill-over from heritage-oriented projects leading to further investment.



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# UNESCO Heritage Site of Pont du Gard in France



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# The 10 Key Findings

6. Cultural heritage is a catalyst for sustainable heritage-led regeneration.



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# Grainger Town in Newcastle, UK

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# The 10 Key Findings

- 7. Cultural heritage is a part of the solution to Europe's climate change challenges**
  - for example through the protection and revitalisation of the huge embedded energy in the historic building stock.**



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# Borgund stave church in Norway



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# The 10 Key Findings

- 8. Cultural heritage contributes to the quality of life, providing character and ambience to neighbourhoods, towns and regions across Europe,**
- **making them popular places to live, work in and visit**
  - **making them attractive to residents, tourists and the representatives of creative class alike.**

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# Jamtli indoor and open-air museum in Sweden

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# The 10 Key Findings

## 9. Cultural heritage provides an essential stimulus to education and lifelong learning

- including a better understanding of history
- as well as feelings of civic pride and belonging, and
- fosters cooperation and personal development.

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# Sint-Ursula-Instituut,

## Onze-Lieve-Vrouw-Waver

Sint-Ursula-Instituut  
Onze-Lieve-Vrouw-Waver

Breng hemelse klanken  
tot leven in de  
pianogalerij!

Je volgt pianoles in een muziekschool  
en wil graag oefenen in een  
authentiek historisch kader.



Dan kan dat tijdens de middagpauze.

# Harry Potter

Positive learning experience for youngsters, in a "special" heritage school  
for which they feel co-responsible.

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# The 10 Key Findings

- 10.** Cultural heritage combines many of the above-mentioned positive impacts to build social capital and help deliver social cohesion in communities across Europe:
- providing a framework for participation and engagement
  - fostering integration.

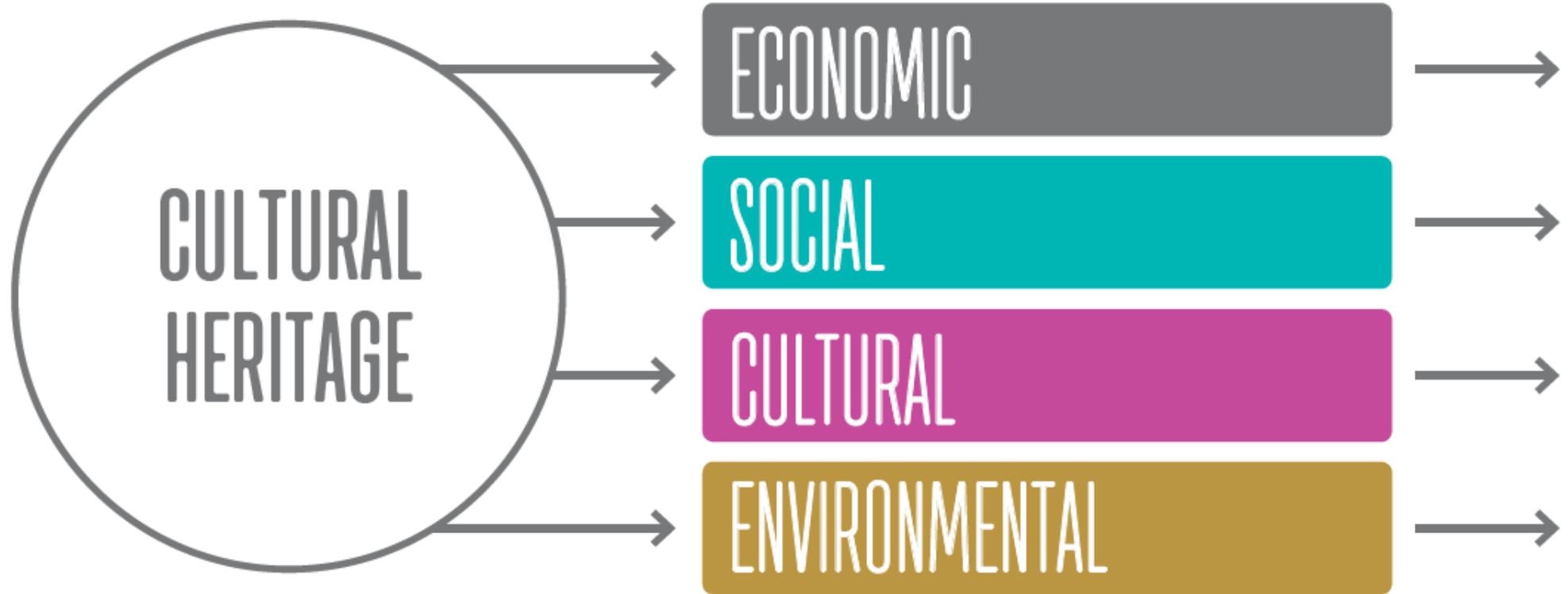


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# Downstream approach



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# Lessons learned

## Obnovme si svoj dom / Let's restore our home



Exhausting removal of the cement mortar  
(Ižvolt and Smatanová 2014)

- Collaboration between the Slovak Republic's Ministry of Culture and Ministry of Labour, Social Affairs and Family, with support of the European Social Fund
- The project operates with unemployed citizens who, together with the active participation of civic associations, restore selected state owned monuments
- Open to civil society organisations, foundations and municipalities in the Bratislava Region.

### Positive effects:

- Decreasing the unemployment rate in regions with low economic productivity
- integrating the long-term unemployed into the heritage conservation sector, through connection with regional traditions and local citizens' cultural values
- Creating more employment in the service sector

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# Upstream approach

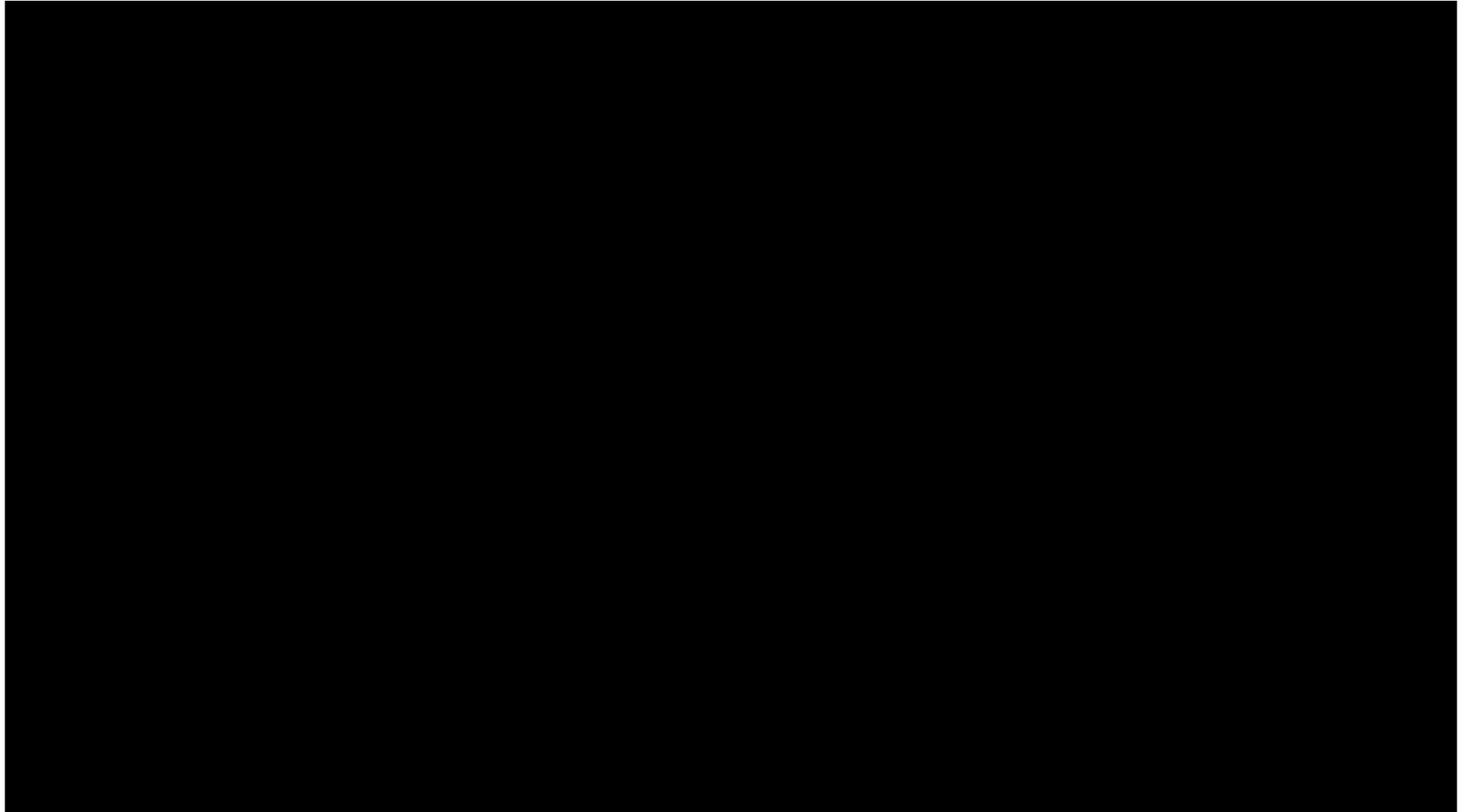


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# De Hoorn, Leuven



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Heritage Award: [www.youtube.com/watch?v=8J3x4Fuh8LQ&feature=youtu.be](http://www.youtube.com/watch?v=8J3x4Fuh8LQ&feature=youtu.be)

# We discovered in De Hoorn



Creative industry

Social economy

Industrial heritage

Environment: reduced energy consumption

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Now up to  
YOU in  
Gwalior

“Cultural Heritage Counts for Gwalior”.



What are the meaningful places with cultural heritage values?

What are the distinct policies that could benefit from integrating cultural heritage in their expected outcomes (based on the concept of the upstream approach)?

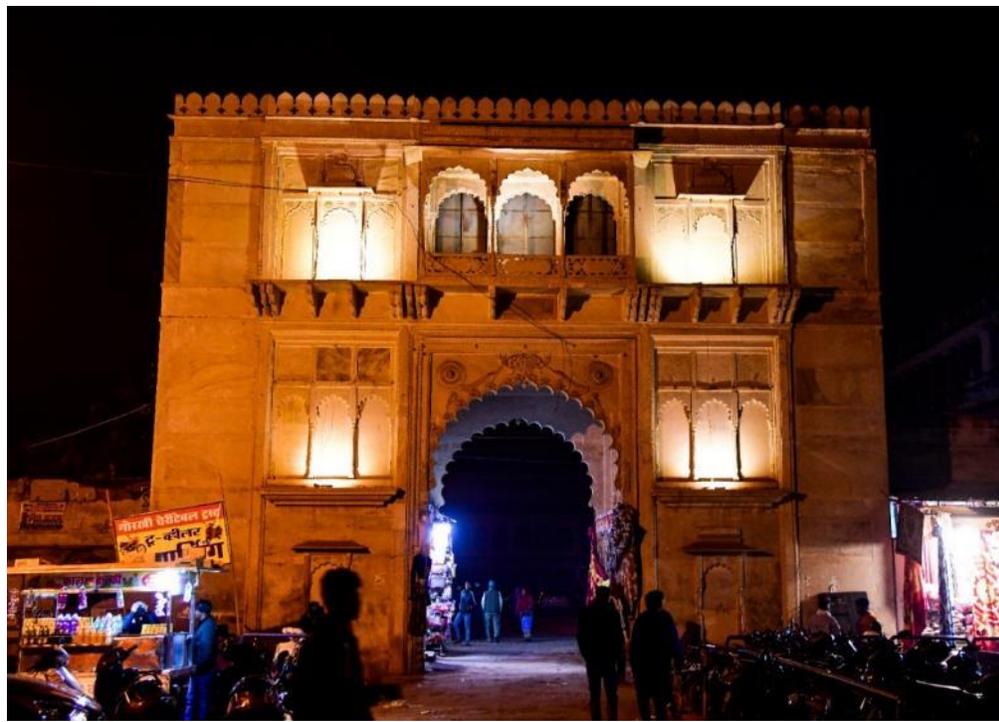
What are the policies and resources that are earmarked for the safeguarding and enhancing of cultural heritage?

What are the policies and resources that are NOT earmarked but can safeguard to enhancing cultural heritage / contribute to objectives that align with safeguarding cultural heritage and meaningful places?



Can you cite and illustrate those?

Do you have information (data?) to monitor those impacts and use of resources?



<https://ILUCIDARE.EU> :



**THANK YOU FOR YOUR  
ATTENTION! Q?**

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Building international connections for heritage-led innovation

**NEXT OPEN HOUSE on the Master  
in Conservation of Monuments and  
Sites:  
MARCH 27, 2021**