

THE CULTURAL HERITAGE COUNTS FOR EUROPE PROJECT AND HISTORIC CITIES

Dr Claus-Peter Echter

Secretary General ICOMOS ISC CIVVIH

cpechter@gmx.de

Abstract

The Cultural Heritage Counts for Europe project was carried out between 2013 and 2015 with the support of the European Commission and in response to the position paper 'Towards an EU Strategy for Cultural Heritage - the case for Research' presented in 2012 by the European Heritage Alliance 3.3.

This project comprised collecting, analyzing and consolidating evidence based research and case studies from different EU Member States on the impact of cultural heritage on the economy, society, culture and environment with three aims: to demonstrate the value and potential of cultural heritage as a strategic resource for a sustainable Europe; to raise public awareness of this resource, and to present strategic recommendations to European decision makers. The policy shift that led to the project is today reinforced by an increased recognition of the importance of cultural heritage at both the European and international levels. Cultural heritage is regarded as a driver of development - especially for historic cities - and as a key element of urban sustainability. The key findings of this project demonstrate that cultural heritage counts for Europe. They underpin the policy direction of the European Union, demonstrating the „potential of cultural heritage as a strategic resource for creating a more sustainable and a more prosperous Europe. Special focus and recognition should be given to the positive contribution of heritage to regional and local sustainable development – as a strategic resource for smart, sustainable and inclusive growth and a basis for fostering inclusive, innovative and reflective societies.

Key words:

Cultural Heritage, Europa Nostra, Historic Cities, Sustainable Development, Sustainability, Sustainable Cities, Urban Conservation

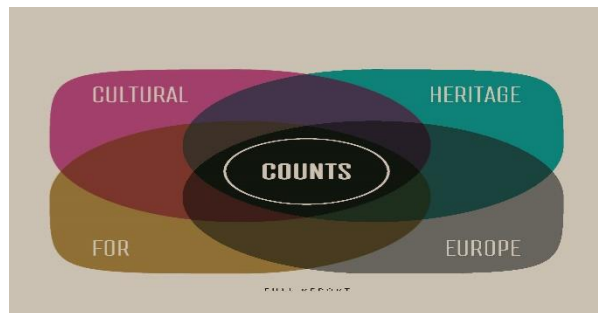


Figure 1: Cover of the Project Publication
© CHCfE Consortium

1. The Project

The Cultural Heritage Counts for Europe (CHCfE) project (Figure 1) was a two-year project launched in 2013 with the support of the European Commission Council and in response to the

position paper “Towards an EU Strategy for Cultural Heritage – the case for Research”¹ presented in 2012 by the European Heritage Alliance 3.3, an informal platform of 32 European/international networks and organizations – including ICOMOS – active in the wider field of cultural heritage. A main goal was to assess the value of cultural heritage which the EU Council recognized in 2014 “as a strategic resource for a sustainable Europe”².

The project “comprised collecting, analyzing and consolidating evidence-based research and case studies from different EU Member States on the impact of cultural heritage on the economy, society, culture and environment with three aims: besides to demonstrate the value and potential of cultural heritage as a strategic resource for a sustainable Europe; to raise public awareness of this resource, and to present strategic recommendations to European decision makers“. (CHCfE Consortium, 2015: spine) “A holistic theoretical framework was developed based on the four pillar principles of sustainable development (economic, social, cultural, environmental) embodied in the Hangzhou Declaration (UNESCO, 2013), in order to fully demonstrate the impact of cultural heritage“ (CHCfE Consortium, 2015: 182) on sustainability of historic cities, towns, villages and cultural landscapes.

2. The conceptual and policy context of the CHCfE project

2.1. Historic cities and sustainability

Changing perceptions in the field of architectural conservation can be observed from a primarily monumental and aesthetic interpretation of “monuments” and “group of buildings” to “inhabited historic towns”. This typifies a broader understanding of historic cities as places of habitation and socio economic activity, in which cultural objects are recognized as components within their wider settings and human context (Figure 2).



Figure 2: Historic Centre of Florence

© Tim Schnarr

1. The position paper can be found online at: <http://www.europanostra.org/UPLOADS/FILS/Towards-an-EU-Strategy-for-Cultural-Heritage-final.pdf> (Accessed 9 December 2016).

2. The EU Council's *Conclusion on Cultural Heritage as a Strategic Resource for a Sustainable Europe* were adopted on May 2014 and are available online at: Council of the European. Available at: <http://eurlex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52014XGo614%2808%29> (Accessed 9 December 2016).

“The historic city is generally built up and closely knit. It is multifunctional, which strong virtues of proximity and accessibility, which limits the need for infrastructure and transport. It is functionally and socially mixed, supporting a wide range of complementary activities. The historic city is vibrant, convivial, and eminently adaptable to incremental and harmonious change. It is human in scale, employs locally sourced materials, and expresses geo - cultural diversity. This provides a strong sense of tangible and intangible identity” (Rodwell, 2009).

There are certain issues relating to historic towns that remain actual such as:

- The impact of deindustrialization
- Globalization and the loss of identity
- Enhancement of interventions in devaluated historic districts and historic centers, resulting in the abandonment of traditional vocational activities, the change in their social and economic basis and the emergence of gentrification,
- The tourist attraction
- The generalized trend of commercialization, through which historic towns are urged to elaborate new policies with a view to become increasingly attractive in order to cope with global competition
- Migration, from and to modern towns and urban areas,
- Reconstruction
- The risks of unexpected natural disasters as well as the negative impact of the financial crisis, social and political conflicts, which intensify in the context of the globalized modern reality.

Modern towns and urban areas are complex phenomena that have resulted from the historical stratification of cultural values imprinted in their wider natural environment (Figure 3).



Figure 3: Old Town Lunenburg
© OUR PLACE The World Heritage Collection

The safeguard of historic towns and urban areas includes the necessary procedures for their protection and rehabilitation, as well as for their coherent development and their harmonious adaptation to contemporary life (ICOMOS, 2011).

Sustainable development is regarded as the most important concept for historic cities nowadays.

ICOMOS ISC CIVVIH approved the Valletta Position Paper on Historic Cities and Sustainable Urban Development Policies during its 2010 annual meeting in Malta) (Figure 4) .

“The document is an attempt to refocus CIVVIH's discourse on urban conservation issues by introducing new contemporary concepts in the debate such as sustainable development“.

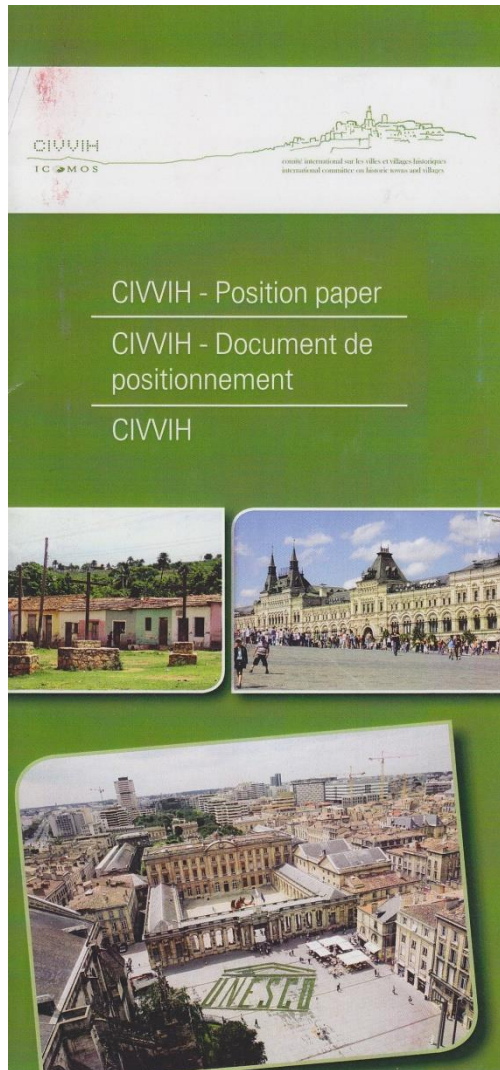


Figure 4: CIVVIH – Position Paper

At the heart of the debate about sustainable development is the question of non-renewable resources. These include the heritage. The fundamental principle of sustainability means that the next generation should receive everything we have inherited from the previous ones (Avgerinou Kolonias: ICOMOS Valletta Principles, 2012: 4).

In a wider view sustainable development is good housekeeping: taking care and developing existing resources in the best way. This makes the heritage a starting point for planning and development in a sustainable society (CIVVIH ICOMOS 2010).

Sustainability encompasses reduce, reuse and recycle: that means minimum intervention, adaptive reuse and recognition of environmental capital. The consequences include that the built environment is valued today as a material, socio-economic and architectural resource.

The concept is considered to have four pillars: environmental protection; economic growth; social equity and cultural continuity. Sustainable development can be regarded as the inter-relationship of environmental, social, economic and cultural issues, in which heritage is recognized as a cumulative material, functional, financial and cultural resource. This interpretation has since strengthened to embrace quality of life, geo-cultural identity and diversity.

The notion of sustainable development nowadays has gained such importance that many directives on architectural planning and interventions are now based on policies designed to limit urban expansion and to preserve urban heritage (Preamble ICOMOS Valletta Principles, 2011). There are certain key issues that help to define the characteristics of the Sustainable city: efficiency in the use of land; renewable sources for materials and energy; limitation of wastes and a focus on recycling and environmental quality. There is a general consensus that the Sustainable City is: compact, dense and mixed in use; daily journeys are limited through the proximity of functions; walking and cycling are prioritized and it is polycentric in its expansion and relationship to other cities.

Also historic cities are considered as a material and socio-economic resource as well as a cultural one, thereby considerably enhancing the reasons for their conservation and adaptive reuse. The key issues and general consensus suggest that the historic city is a model for the Sustainable City.

2.2. Cultural heritage as a driver of development and as a key element of urban sustainability

The 2011 ICOMOS General Assembly in Paris adopted the Paris Declaration „On heritage as a driver of development“, which notes, that the key roles heritage has to play in the context of sustainable development relate to social cohesion, well being, creativity, economic appeal, and promoting understanding between communities. The Hangzhou Declaration, a result of the UNESCO congress in 2013, “calls for an integration of culture into the development agenda and lays out the rationale for culture and heritage to play a more central role in economic development, poverty reduction and community interaction“(ICOMOS Concept Note for the United Nations Post-2015 Agenda and the Third United Nations Conference on Housing and Sustainable Urban Development (Habitat III), 2015: 7). The Habitat III Issue Paper on “Urban culture and Heritage“ published in May 2015, prepared by UNESCO provides another valuable contribution to these questions around culture, heritage and urban sustainability.

The proceedings of major conferences and their outcome documents reflect the prominent place that cultural heritage and historic conservation stakeholders have assigned to the intersection of heritage and social cohesion, equity and liveability of cities. Urban development that integrates cultural heritage is more sustainable, more diverse and more inclusive.

The value of cultural heritage for promoting sustainability of cities includes: **cultural heritage and creativity as a driver for inclusive economic development**. Historic towns, districts and the historic parts of the cities enhance higher real estate values for their uniqueness and 'sense of place', which leads to further improvements to these parts of the towns and cities. “Creativity in historic areas has increasingly become part of culture-led redevelopment of urban areas. Cities have revitalized their economies by promoting intangible heritage for generating livelihoods. Sustainable tourism managed and regulated by local communities can provide jobs and employment to local communities“ (Ibid.: 8).

Cultural Heritage as an enabler for social cohesion, inclusion and equity

Cultural Heritage strengthens communities where citizens associate the historic environment with a shared identity and attachment to place including people who are minorities and disadvantaged or socially excluded. „People are at the heart of heritage conservation policies and projects. Emphasis that ownership of heritage strengthens the social fabric and enhances well-being“ (Ibid.: 9). Traditional settlements raise the awareness and pride of citizens in local history and culture. The mix of public and private spaces found in traditional settlements provides common spaces for diverse groups to interact and so engenders social cohesiveness. Dynamic cultural and creative sectors, including cultural heritage in EU countries can contribute to poverty reduction, as they are important catalyst for growth, employment, social cohesion and local development.

Cultural Heritage and historic quarters of cities can improve livability and sustainability of urban areas

Adaptive re-use of existing built fabric including buildings, historic urban areas and towns can be resource efficient and ecological. Traditional building technologies and materials may still be available and relevant and offer low-energy. “Mixed use and multi-use structures and spaces are an integral part of historic towns and districts“ (Ibid.: 10).

Urban planning aims at making the cities more inclusive, resilient, safe and sustainable. Planning “is the tool to add values to places, transforming them into catalysts for regeneration and laboratories of creativity. In many cities the regeneration process is started from local cultural

heritage and from cultural landscape regeneration. Thus, cultural heritage and cultural landscape“ (Ibid.: 11f.) assume a central role in the city planning. The general goal of planning is to increase the city comprehensive sustainability. The search for maximizing the city productivity through integrated conservation depends on: creative uses attributed to heritage, creative tools for managing heritage - public-private partnership and philanthropic approaches.

Cultural Heritage and the UN Sustainable Development Goals

The Sustainable Development Goals were adopted during the UN summit for the adoption of the post-2015 development agenda in New York on 25 September 2015 and replaced the Millennium Development Goals (MDGs) that were agreed in 2000 and were to be achieved by 2015. The millennium goals did not mention culture, the agreement “Transforming our World: The 2030 Agenda for Sustainable Development“recognizes that we now live in what has been termed the urban century, one in which the sustainability and resilience of cities and towns will be key. Within this framework, the Agenda acknowledges what the members of ICOMOS’s international network of experts have long understood: cultural heritage and urban sustainability are inseparable.

The cultural heritage sector enjoyed a success when a heritage related target was included in the new UN Sustainable Development Goals (SDGs). But the reinforcing of cultural heritage into the SDGs and the New Urban Agenda turned out to be a heavy to task. “Despite an intensive international campaign led by UNESCO and important cultural organizations like ICOMOS culture was not comprehensively incorporated into the SDGs. The key entry point for promoting the role of cultural heritage culture and cultural heritage is Target 11.4 which calls for „making cities and human settlements inclusive, safe, resilient, and sustainable by strengthening efforts to protect and safeguard the world's cultural and natural heritage. ICOMOS advocates:

- Integrating cultural heritage into sustainable urban development
- Adopting policies that recognize that local institutions and traditional knowledge system play a key role as important resources essential for sustainable development.
- Legal frameworks for planning and development management that are transparent, participatory and incorporate the use of heritage and traditional settlements patterns and materials as a key component of livability and sustainability.“ (Ibid.: 13f.)

Indicators to support the Urban SDG

The question is now, how will the target be measured. What will be the “heritage“ indicator? In the case of the urban SDG the agreed-on framework holds that cities are interconnected systems. The proposal to measure Target 11.4 with reference to percent of budgets providing for maintaining cultural and natural heritage seems not to be appropriate. ICOMOS proposes that indicators „should measure improvements in the rate of incorporating cultural and natural heritage considerations into sustainable, metropolitan development plans and policies cities, and attendant funding programs.“ ICOMOS believes the focus should be on the incorporation of cultural and natural heritage into development, planning and development finance governance frameworks at a landscape (regional) scale. ICOMOS is therefore supporting the following indicator for Target 11.4. “the percentage of urban areas supported by development and financing governing

frameworks that include the safeguarding of natural and cultural heritage“ (Andrew Potts, ICOMOS Focal Point for the UN SDG Process)³.

Cultural Heritage and the New Urban Agenda

ICOMOS maintains that cultural heritage and particularly historic cities and settlements are as I mentioned before a reference model for sustainable development. “Historic cities demonstrate mixed uses, human scale, density and vibrancy.“ (Ibid 2015: 16),

Several prerequisites are fundamental to the integration of cultural heritage into urbanization: a formal legal mechanism for registering individual sites, ensembles and cities of cultural and historic value; link this designation to programs and incentives for conservation and redevelopment of urban areas; land use regulations and financial incentives that contain urban sprawl and focus funding on existing infrastructure and regenerating of historic districts. Such regulations may include growth boundaries, tax incentives for density and infill, tax credits for adaptive reuse and design guidelines.

2.3 Conceptual framework and policy developments of the CHCfE project

The policy shift that led to the project is today reinforced by an increased recognition of the importance of cultural heritage at both the European and international levels (See CHCfE Consortium, 2015: 10f.).

Mainly three transformations of the conceptual attitudes towards cultural heritage can be determined:

1. The shift from a conservation-led to a value-led approach to heritage in the 1970s.
2. More recently the perception of the all-inclusive nature of the historic environment. Tangible and intangible are no longer regarded as separate from one another.
3. During the 1990s the principles of „sustainability“ started to be included in policy documents on cultural heritage, mostly combined with the objective of „development“.

The conceptual framework of the CHCfE project was provided by the principles of the Faro convention (Council of Europe, 2005) and the Hangzhou Declaration (UNESCO, 2013). The Faro Convention puts people and human values in the centre of understanding of cultural heritage and links the common heritage of Europe to human rights and fundamental freedoms, whereas the Hangzhou Declaration recognizes – in congruence with the ICOMOS Paris Declaration (2011) the value of cultural heritage as a key driver for sustainable development.

In 2014 a series of far-reaching policy documents were adopted by the EU Council of Ministers, namely the *Conclusions on Cultural Heritage as a Strategic Resource for a Sustainable Europe* (Council of the European Union, 2014a) and the *Communication Towards an Integrated Approach to Cultural Heritage for Europe* (European Commission, 2014).

The conclusions underline that cultural heritage is a major asset for Europe and be it tangible, intangible or digital, is a strategic resource in which Europe should invest to make its social, economic and environmental development more sustainable. Cultural heritage is unique and non-renewable, and „has a social impact, as it is creating a sense of belonging to a community, is a source of identity and values, encouraging cultural participation and social inclusion, and economic impact, which will mainly benefit the local population since heritage, by its very nature, cannot be

3 Andrew Potts : ICOMOS Submission regarding Indicator for the Heritage SDG Target, email from 16 December 2015 (unpublished).

delocalized. It can become a competitive advantage for a given region and be a driver for regional development, local jobs, urban regeneration and cultural tourism. But despite these opportunities the conservation and preservation of cultural heritage is facing challenges. In times of the economic crisis and limited public financing for culture it is often seen as an expensive "extra." Also climate change can lead to cultural assets being irreversibly damaged or lost. Another challenge for heritage is the digital shift. Both at national and European level more resources should be invested in this policy field as a part of sustainable regional strategies. Cultural heritage plays a specific role in achieving the Europe 2020 strategy goals for a „smart, sustainable and inclusive growth“.

According the paper of the European Commission the cultural heritage is a major factor in defining Europe's place in the world and its attractiveness as a place to live, work, and visit. The communication points like the aforementioned conclusions to the great, though still largely underutilized, social and economic value of cultural heritage. The communication explains in detail what an important role cultural heritage has directly and indirectly for economic development, jobs and especially social cohesion. The document also points out the various close ties between cultural heritage, research and development, education, cultural and creative industries, tourism and nature conservation as well as regional and rural development. It also supports the member states to utilize the different resources for cultural heritage available under EU instruments and calls for stronger cooperation at the EU level (CHCfE Consortium: 183)

In addition, the EU *Council's Conclusion on a Work Plan for Culture 2015-2018* (Council of the European Union, 2014b) "identified cultural heritage as one of its four priorities and indicated the need for the EU to invest in cultural statistics as a prerequisite for evidence-policy making with regard to cultural heritage." At the wider European level of the Council of Europe you will find the same momentum of policy for cultural heritage. Its Namur Declaration calls for a „common European strategy for cultural heritage“ defined by the Council of Europe, in close cooperation with the European Union and involvement of civil society organization (Council of Europe, 2015)

Finally the proposal by the EU council, supported by the European Commission and especially by the European Parliament, to organize in 2018 the European Year of Cultural Heritage provides a challenge and framework in Europe to raise awareness for the value and multiple benefits of cultural heritage.

The above mentioned conceptual and policy developments „affirm the importance of cultural heritage as a strategic resource for a sustainable and peaceful Europe“. They also demonstrate the determination of the EU institutions and member states to develop and implement a more integrated policy approach to the preservation and valorisation of cultural heritage.

3. The Consortium

The project was coordinated by Europa Nostra through a Steering Committee composed of all six project partners: Europa Nostra, ENCATC (the European Network on Cultural Management and Cultural Policy Education), Heritage Europe (the European Association of Historic Towns and Regions), The Heritage Alliance (England, UK). Two of them the International Cultural Centre, (Krakow, Poland) and the Raymond Lemaire International Centre for Conservation at the University of Leuven (Belgium), The International Cultural Centre in Krakow and the Raymond Lemaire Centre in Leuven were responsible for conducting the EU-wide survey and analysis of existing research and case studies on cultural heritage impact assessment.

4. The Scope and Scale of the Survey

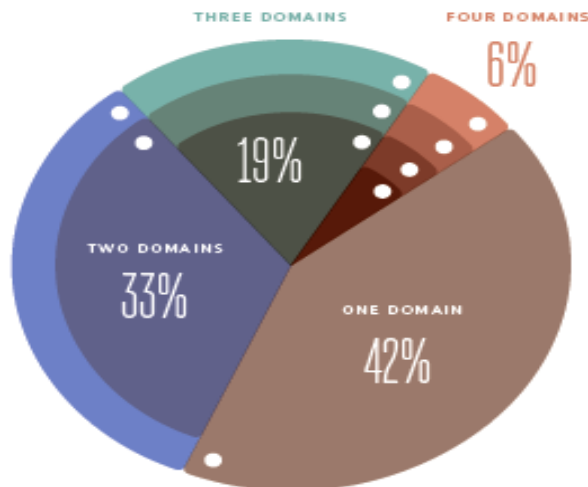
The CHCfE survey was conducted and its results were analyzed during 2014 by the two research centers with the support of the Steering Committee composed of all six project partners. The survey „ focused on cultural heritage research where the used methodologies included evaluation of impact and clear evidence“ (CHCfE Consortium, 2015: 13.) The research output was organized into three levels of analysis: macro, meso and micro. The macro level of the report covers a review of theoretical literature on heritage impact as well on quantitative and qualitative indicators in Europe and in other continents of the world. On the meso level an in-depth analysis of 221 studies has been done across the European Union. This research demonstrated the wide ranging impacts of cultural heritage at local, regional, national, and European levels. 40% of the studies addresses the impact of cultural heritage on the scale of region or city. Three case studies about impact assessment in practice completed the research at the micro level: 1. The impact of immovable heritage in the city of Mechelen, Belgium. 2. Impact of museums in historic buildings in Poland: the case of the Gallery of Polish 19th-Century Art in Krakow and Museum Szuti in Łódź. 3. Laureates of the EU Prize for Cultural Heritage/Europa Nostra Awards - analysis of impact evaluation.

5. Towards a holistic approach to cultural heritage impact research

The evaluation of research carried out at the European level indicated that only 6% of all

Figure 5: The Interrelation of all Four
Impact Domains as Identified in the
Collected Studies
© CHCfE Consortium

identified studies were conceived as holistic studies covering all four economic, social, cultural, and environmental domains (Figure 5), that are fundamentally intertwined (Ibid.: 97).



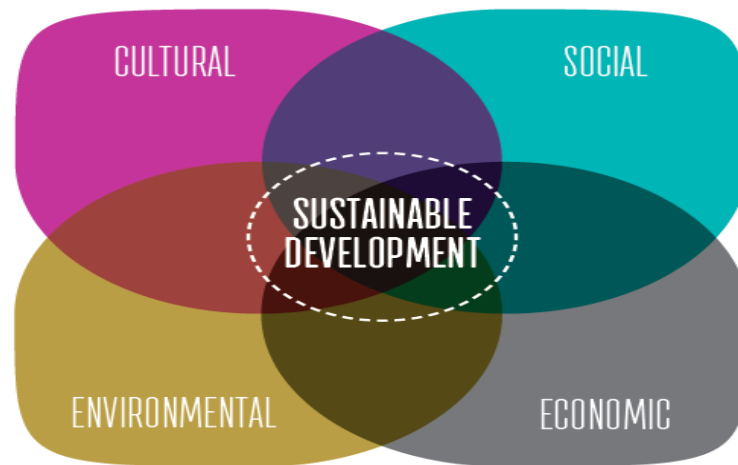


Figure 7: The Different Subdomains Identified in the Collected Studies
Mapped in the Holistic Four Domain Approach
Diagram

© CHCfE Consortium

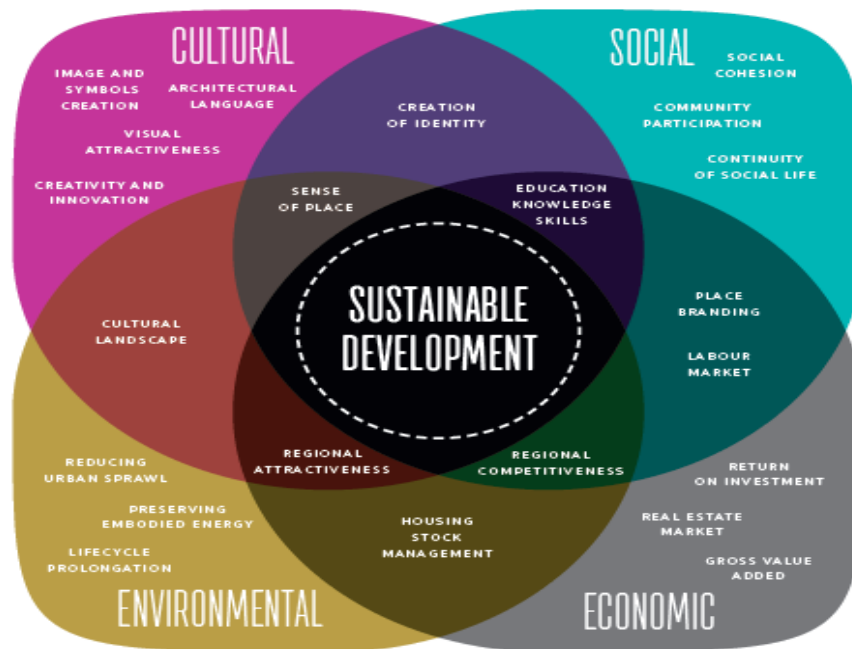


Figure 6: Holistic Four Domain Approach
© CHCfE Consortium

A mapping of these studies „underlines the potential of cultural heritage as a key driver of sustainable development across a wide range of policy areas“ (Figure 6). Safeguarding cultural

heritage „works as a multiplier through which investment can have positive impacts beyond that initially intended, thereby increasing the level of benefit and sustainability of the initial investment.“ (Ibid.: 16) The analysis shows that future investment in cultural heritage can be seen as “upstream investment“ which can deliver significant “downstream benefits“ A holistic approach to cultural heritage impact research „will be essential to support the delivery of an integrated policy approach to heritage in the European Union and guarantee that the multiple benefits of cultural heritage are realized in practice.“ (Ibid.: 17)

The visualization (Figure 7) presents how the different topics discussed in the sub domains relate to the economic, social, cultural and environmental impact of cultural heritage.

The diagram (Figures 8, 9) specifically illustrates the analysis of evidence collected in the European Union. It shows the most recurring cultural heritage impacts identified at the European level. The findings were grouped into nine sub domains, as presented in the diagram.

SUBDOMAIN	SOURCE OF EVIDENCE	POSITIVE IMPACTS	ADVERSE IMPACTS AND CHALLENGES
REGIONAL ATTRACTIVENESS AND COMPETITIVE ADVANTAGE	<ul style="list-style-type: none"> spatial correlation between municipalities, equilibrium sorting models analysis of spatial spillover effects willingness-to-pay for living close to historic city centres macro-economic analysis of clusters 	<ul style="list-style-type: none"> contribution to the neighbourhood's atmosphere, attracting inhabitants (citizens, households, creative class, employees, etc.) creates compelling city narratives for marketing purposes character of cultural heritage buildings attractive for investment (both prestige or affordable space) liveability of the city core and areas attractive to key company personnel 	<ul style="list-style-type: none"> gentrification tourism congestion exclusion of certain social groups McGuggenheimisation (Honigsbaum, 2003)
RETURN ON INVESTMENT, TAX INCOME AND GVA/GDP	<ul style="list-style-type: none"> analysis of public investments cost-benefit analysis multi-criteria analysis impact weighing factors 	<ul style="list-style-type: none"> generator of tax revenue for public authorities, both from the economic activities of heritage-related sectors and indirectly or induced activities spillovers from heritage-oriented projects leading to further investment track record on good return on investment 	<ul style="list-style-type: none"> weak sustainable development when solely economic capital is considered
LABOUR MARKET	<ul style="list-style-type: none"> quantitative data analysis statistical analysis of (in)direct employment rates related to the cultural heritage sector 	<ul style="list-style-type: none"> jobs created during implementation of heritage-oriented projects and in heritage maintenance significant indirect and induced creation of jobs — up to 267 induced jobs to each cultural heritage job highly labour intensive sector social-service spillovers creates demand for specialised workforce and opportunities for skills training 	<ul style="list-style-type: none"> not enough educated or trained workers a number of job posts only of season or part-time character
BUILT HERITAGE AND THE REAL ESTATE MARKET	<ul style="list-style-type: none"> quantitative data based on hedonic pricing and contingent valuation methods comparative research targeting listed buildings and non-listed properties correlation between property prices and historic landmark distance 	<ul style="list-style-type: none"> creates high demand to live in a historical neighbourhood presence of immovable heritage increases property prices private and public owners receive preservation subsidies or tax reductions 	<ul style="list-style-type: none"> heritage status of a building can bring along extra regulations and restrictions which can be difficult to deal with restrictions for owners regarding free use and disposal of heritage buildings local increase in property prices

SOCIAL COHESION AND COMMUNITY PARTICIPATION	qualitative research to capture subjective information surveys narrative arguments and interviews	social inclusion, confidence and well-being sense of ownership, civic pride enables community engagement creates new networks between communities creation of inclusive environments	gentrification disintegration of local communities social exclusion
EDUCATION, SKILLS AND KNOWLEDGE	correlation analysis between heritage-oriented projects and specific age group learning qualitative data based on interviews and questionnaires expert analysis rapid ethnographic assessment participatory mapping	gaining knowledge, (arts and craft) skills, and awareness contribution to body of knowledge on science and humanities providing basis for cooperation and catalyst for creativity change of attitudes and behaviour in terms of personal development	negative experience with a heritage site resulting in discouragement of further learning
AESTHETICS OF A PLACE AND IMAGE CREATION	qualitative data based on interviews and questionnaires expert analysis rapid ethnographic assessment participatory mapping	attractive appearance of the cities attractiveness of buildings positive impact on people's sense of identity provided basis for promotional strategies of cities, regions and countries	disintegration of local communities tourism congestion <i>disneyfication</i> (Bourdin & Mullon, 2013) "Not in My Backyard" attitudes
IDENTITY CREATION	qualitative data based on interviews and questionnaires expert analysis rapid ethnographic assessment participatory mapping	creation of immaterial value: <i>genius loci</i> or atmosphere and ambience symbolic value attractiveness	social exclusion nationalistic exploitation
ENVIRONMENTAL SUSTAINABILITY	Life Cycle Analysis (LCA) Life Cycle Costing (LCC) statistical analyses of housing stock shrinkage comparative analysis between current state of the residential building stock and renovation data (based on characteristics, physical quality and building stock developments) dwelling replacement or life cycle extension decision-making process analysis	preserving embodied energy, reducing churn (demolition and rebuilding) in the built environment reducing urban sprawl prolonging the physical service life of buildings and building parts supporting waste-avoidance sustainable management of building stock	high energy consumption if not properly retrofitted

Figure 8 + 9: Subdomains of Impact of Cultural Heritage
© CHCfE Consortium

All sub domains of impact of cultural heritage are of extreme importance for a sustainable development of historic cities and urban conservation. These findings are well-founded in the study with concise examples mostly from European cities like the followings: a source of evidence of the domain regional attractiveness and competitive advantage:

Willingness-to-pay for living close to historic city centers

The quality of life of an individual is influenced by many factors; feelings of belonging and a sense of identity are among the most important ones. One's psychological stability might also be impacted by familiarity with places and feeling of continuity that are, among other factors, provided especially by historic neighborhoods, which also seem to be better received by city dwellers than modern, ordered, simple spaces in new neighborhoods, due to their human scale, varied and rich architecture and public space (Ibid.: 177). What attracts inhabitants? (Ibid.: 162) Studies about the willingness to pay of different types of households for living in or close to a historic city centre, reveal that more well-off households tend to choose houses in the proximity of a historic city centre. Moreover, there is a heritage effect visible when the historic city centre has the potential to influence the attractiveness of a larger area. The success of a city does not only depend on job opportunities and transport facilities, but also on cultural heritage. The impact of cultural heritage on the attractiveness of the city is a sum total of two effects. On the one hand, areas with historic architecture, especially historic city centres, are seen as more attractive. On the other hand, which is an indirect effect, attractiveness of the historic city centre creates favourable conditions for the emergence of shops, cafes, restaurants and others, which additionally improves the perception of this part of the city.

The Regional attractiveness as sub domain of impact has undoubtedly positive effects: contribution to the neighborhood's atmosphere, attracting inhabitants (citizens, households, creative class, employees), creates compelling city narratives for marketing purposes, character of cultural heritage buildings attractive for investment, liveability of the city core and areas attractive to key company personnel are to be stated. But there are also adverse impacts and challenges like gentrification, tourism congestion, exclusion of certain social groups and "Bilbao effect" or "McGuggenheimisation".

Another sub domain is the built heritage and the real estate market. Built heritage creates high demand to live in a historical neighborhood. The presence of immovable heritage increases property prizes and private and public owners receive preservation subsidies or tax reductions. On the other hand heritage status of a building can bring along extra regulations and restrictions which can be difficult to deal with. There are restrictions for owners regarding free use and disposal of heritage buildings. Eventually leads built heritage to local increase in property prices.

In regard to social cohesion and community participation cultural heritage has undoubtedly positive impacts: social inclusion, confidence and well being, sense of ownership, civic pride. It enables community engagement, creates new networks between communities and inclusive environments. Gentrification, disintegration of local communities and social exclusion are adverse effects.

In view of aesthetics of a place and image creation the following positive impacts of heritage can be observed: attractiveness of buildings, attractive appearance of the cities, an enhanced sense of identity of the people. Important is also another effect: Cultural heritage provides a basis for promotional strategies of cities, regions and countries.

Creation of immaterial value: genius loci or atmosphere and ambience, symbolic value, and attractiveness can be considered as positive impacts of identity creation by built heritage, whereas social exclusion and national exploitation in this context are to be seen as an adverse impact respectively challenges (Ibid.: 186f.)

6. Conclusion

During the late 1970s the built heritage in line with integrated conservation, was already regarded as source for socio-economic development through urban regeneration. But at that time the concept of heritage was still solely based on a conservation-oriented approach, focusing on the physical conservation and cultural value of immovable heritage. From the 1990s onwards the definition of heritage has expanded. Since then the heritage discourse has evolved from an object approach to a more subject or value oriented approach, thereby placing new emphasis on the intangible features. Tangible heritage objects and experiences of intangible cultural heritage are in this holistic approach not separate entities. During the 1990s the word "sustainable" appeared more often in policy documents of cultural heritage, very often combined with "development". This evolution culminated more than 20 years later in the ICOMOS Paris Declaration „On heritage as a driver of development“, and in the Hangzhou Declaration "Placing Culture at the heart of sustainable development policies". In both declarations culture and cultural heritage were considered as a system of values and resources and a framework to promote social and economic development as well as environmental sustainability (Ibid.: 182f.).

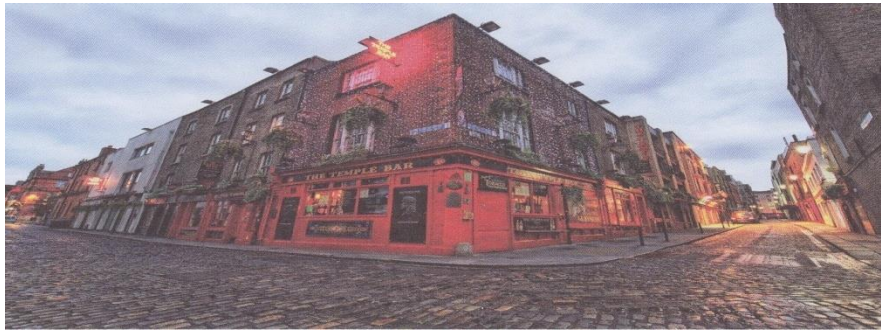
From the 1990s onward a more holistic understanding of cultural heritage impact and a wider contribution of cultural heritage can be seen in Europe. On the one hand cultural heritage became less isolated than diverse, adjacent sectors and topics like social cohesion research, creative industries and entrepreneurship, housing stock management were discussed in relation to this field.

On the other hand the interest on cultural heritage was no longer restricted to government agencies and research institute but gained attention by local governments, civil society and individuals.

The 10 key findings of the project (Ibid.: 19ff.)

Cultural heritage

1. „is a key component and contributor to the attractiveness of Europe's regions, cities and towns and rural areas in terms of private sector inward investment, developing cultural creative quarters and attracting talents and footloose businesses“. Examples: The Zsolnay Cultural Quarter in Pecs (Hungary), the Motor Valley Cluster near Modena (Italy), the Creative Industries Quarter in Sheffield (UK) and the Temple Bar in Dublin (Ireland), Studies on Dublin and its „talent hub“ strategy based on the liveability of the historic city core (Figure 10);



2. provides European countries, regions and cities,, with a unique identity that creates compelling

Figure 10: Temple Bar in Dublin, Ireland

© Jim Nix CC-BY-NC-SA 2.0

city narratives providing the basis for effective marketing strategies aimed at developing cultural tourism and attracting investment“. Examples: The UNESCO World Heritage List, Research conducted in Hamburg (Germany);.

3. is a significant creator of jobs in European cities, covering a wide range of jobs and skills from conservation-related construction, repair and maintenance through cultural tourism to enterprises and start-ups, often in the creative industries. Examples: World Bank study (2001), Tate Modern in London (UK);.

4. „is an important source of creativity and innovation creating innovative services - ranging from digitisation of cultural assets to exploiting the cutting-edge virtual reality industries „with the aim of making historic environments and buildings accessible to citizens and visitors“. Examples: EPOCH Project, Florence Creative Cluster (Italy);.

5. „has a track record on providing a good return on investment and is a significant generator of tax revenues for public authorities“ in European cities. Examples: Analysis of English Heritage (UK), and research conducted in Berlin (Germany), Borgund Stave Church (Norway), Pont du Gard (France);

6. „is a catalyst for sustainable heritage-led regeneration“ in historic cities, Examples: Graiger Town in Newcastle Upon Tyne (England, UK), Initiatives related to historic urban environments of different European cities, such as Krakow (Figure 11), Lille, Liverpool, and Manchester, Cathedral Quarter in Belfast (Northern Ireland, UK);



Figure 11: Sukiennice in Krakow
© National Museum in Krakow

7. is a part of the solution „to the climate change challenges for example through the protection and revitalisation of the huge embedded energy in the historic building stock“;

8. „contributes to the quality of life, providing character and ambience to neighborhoods, towns and regions across Europe and make them popular places to live, work in and visit - attractive to residents, tourists, and the representative of creative classes“. Examples: Research conducted by the Institute for the Urban Development in Krakow (Poland), Case study of the City of Mechelen (Belgium), Study conducted across the UK by the Northwest Regional Development Agency (2009-2010), Research about the creative class in the Netherlands by Marlet and van Woerkens (2005);

9. Provides an essential stimulus „for a better understanding of history as well as feeling of civic pride and belonging, and fosters cooperation and personal development“. Examples: Jamtli Museum in Östersund (Sweden), Castle Museum in Pszczyna (Poland) and finally

10. „combines many of the above-mentioned positive impacts to build social capital and helps deliver social cohesion“ in cities and communities „across Europe, providing a framework for participation and engagement as well as fostering integration“; Example: Heritage Lottery Fund (UK) research.

The ten key findings of this project demonstrate that cultural heritage counts for Europe. They underpin the policy direction of the European Union, demonstrating the „potential of cultural heritage as a strategic resource for creating a more sustainable and a more prosperous Europe“. The CHCfE consortium proposes: „Special focus and recognition should be given to the positive contribution of heritage to regional and local sustainable development – as a strategic resource for „smart, sustainable and inclusive growth“ and a basis for fostering „inclusive, innovative and reflective societies.“ : smart development based on knowledge and innovation, sustainable development promoting a more resource efficient, greener and more competitive economy and inclusive development with a high employment economy delivering social and territorial cohesion. . In addition concerning smart growth there is a demand for new software (digitalisation, easier accessibility) in the field of cultural heritage. Cultural heritage is a source of ideas for new products and services. In regard to sustainable growth a use of virtual reality technologies to interpret historic areas seems to be very useful respectfully preserving. Also important in this case is: Adapting built heritage for contemporary purposes reduces urban sprawl, supports waste-

avoidance and preserves embodied energy. And finally cultural heritage has an impact on inclusive growth by creating jobs, fostering social cohesion and quality of life (Ibid.: 194).

The study demonstrates a great need for further and more „ in-depth, cross-sectorial and interdisciplinary research and analysis that would demonstrate the impact of cultural heritage on various spheres of life and specially on a sustainable development of historic cities and urban conservation (Ibid.: 199).

References

- Avgerinou Kolonias, S., (2012), “From the Valletta Principles towards the Safeguarding and Management of Historic Cities, Towns and Urban Areas, in: The Valletta Principles for the Safeguarding and Management of Historic Cities, Towns and Urban Areas, adopted by CIVVIH, April 10, 2010.
- CHCfE Consortium, (2015), Cultural Heritage Counts for Europe, Published by the International Cultural Centre, Krakow.
- CIVVIH ICOMOS, (2010), Valletta Position Paper on Historic Cities and Sustainable Urban Development Policies, Malta. Available at http://civvih.icomos.org/sites/default/files/CIVVIH_Position_Paper.pdf (Accessed 9 December 2016). http://civvih.icomos.org/sites/default/files/CIVVIH_Position_Paper.pdf civvih.icomos.org.
- Council of Europe, (2005), Framework convention on the value of cultural heritage for society (Faro Convention), CETS 199. [Online] Faro: Council of Europe. Available at: <http://conventions.coe.int/Treaty/EN/Treaties/Html/199.htm> (Accessed: 9 December 2015).
- Council of Europe, (2015), Cultural heritage in the 21st century for living better together. Towards a common strategy for Europe (Namur Declaration). [Online] Namur: Council of Europe. Available at: <https://rm.coe.int/CoERMPublicCommonSearchServices/DisplayDCTMContent?documentId=09000016802f8a59> (Accessed: 9 December 2015)].
- Council of the European Union, (2014a), Council conclusions of 21 May 2014 on cultural heritage as a strategic resource for a sustainable Europe. [Online] Council of the European Union. Available at: <http://eurlex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52014XG0614%2808%29> (Accessed: 9 December 2015).
- Council of the European Union, (2014b), Conclusions of the representatives of the governments of the member states, meeting within the Council, on a work plan for culture (2015-2018). [Online] Council of the European Union. Available at: <http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52014XG1223%2802%29&from=EN> [Accessed: 9 December 2015].
- Echter, C.-P., (2011), “Heritage conservation and the renaissance of the living in the inner city in Germany. Research results of the German Institute of Urban Affairs (Difu)” in: City and Time 5 (1), pp. 19 – 28. Available at: <http://www.ceci-br.org/novo/revista/docs2011/C&T-2011-167.pdf> (Accessed: 9 December 2015).
- European Commission, (2014), Towards an integrated approach to cultural heritage for Europe. (Online)Brussels: European Commission. Available at: http://ec.europa.eu/culture/library/publications/2014-heritage-communication_en.pdf (Accessed: 9 December 2016).
- European Heritage Alliance 3.3, (2012), Towards an EU Strategy for cultural heritage - the case for research. [Online] European Heritage Alliance 3.3. Available at:

- http://www.europanostra.org/UPLOADS/FILS/Towards-an-EU-Strategy-for-Cultural-Heritage_final.pdf (Accessed: 9 December 2015)]
- Jekel, G. et al., (2010), Stadtpolitik und das neue Wohnen in der Innenstadt, Edition Difu, Berlin.
 - ICOMOS, (2011), The Valletta Principles for the Safeguarding and Management of Historic Cities, Towns and Urban Areas, adopted by the 17th ICOMOS General Assembly on 28 November 2011. (Online) Valletta Principles GA 2011_CIVVIH_text_EN_FR_final_20120110.pdf.
 - ICOMOS, The Paris Declaration On heritage as a driver of development, adopted at the 17th General Assembly on 1st December 2011.
 - ICOMOS Concept Note for the United Nations Post-2015 Agenda and the Third United Nations Conference on Housing and Sustainable Urban Development (Habitat III), Cultural Heritage, The UN Sustainable Development Goals, and the New Urban Agenda (November 20, 2015).
 - Rodwell, D., (2007), Conservation and Sustainability in Historic Cities, Blackwell Publishing, Oxford.
 - Rodwell, D., (2009), Sustaining Sustainability. Theory and Practice in Sustainable Urban Development. 10th Cambridge Heritage Seminar, 18-19 April 2009. AonurbaotheoryThe Historic
 - UNESCO, (2013), Hangzhou declaration. Placing culture at the heart of sustainable development policies. Doc. CLT-2013/WS/14. [Online] Paris: UNESCO. Available at:<http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CLT/images/FinalHangzhouDeclaration20130517.pdf> (Accessed: 9 December 2015).