



KEEP ON

Interreg Europe

**KEEP ON: Effective policies for
durable and self-sustainable projects
in the cultural heritage sector**

POLICY SUMMIT

**15-17 October 2019,
Kielce (POLAND)**



KEEP ON: Effective policies for durable and self-sustainable projects in the cultural heritage sector

OBJECTIVES

The main aim of the KEEP ON project is to improve public policies in the cultural heritage sector in terms of delivering high quality projects that allow results to remain sustainable with reasonable public funding and have long-lasting impact on regional development. Both policy organisations and cultural institutions should plan for sustainability long before the project start date. In total 6 policy instruments (3 structural funds programmes, 3 local/regional strategies) will be improved through inter regional learning process. The KEEP ON project intends to provide a valuable input to all EU stakeholders with special focus on the forthcoming post-2020 cohesion policy.

PARTNERS

The KEEP ON project brings together partners from Southern Europe countries having extremely rich cultural heritage, accompanied by Central Europe countries with solid experience in cultural policies.



LEAD PARTNER:

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AGENDA
Day 2
16th of October 2019
Keep On Policy Summit

- 10:00 Travel to the conference in Kielce (Hotel Binkowski Kielce)
Registration of Participants
Welcome coffee
A press conference
- 11:00 **Conference / Policy Summit**
- 11:00 **Ceremonial start of the meeting and welcoming guests by Marshal of the Świętokrzyskie Voivodship – Mr. Andrzej Bętkowski**
- 11:15 **Familiarizing the participants of the meeting with the assumptions of the project Keep On – Mr Tomasz Janusz Deputy Director of the Investment and Development Department**
- 11:45 **Cohesion policy beyond 2020 and sustainability of cultural heritage projects – Ms Sanja Maleković, Institute for Development and International Relations, Croatia**
- 12:00 **A sustainability good practice – Mr Ioannis Tsoukalidis Municipality of Paggaio, Greece**
- 12:15 **How heritage can contribute to the clean energy transition – Mr Rob Zakee, Municipality of 's - Hertogenbosch, Netherlands**
- 12:30 **Presentation of INORDE - Institute for Economic Development of Ourense Province** regarding good practices in their region (approximately 15 minutes for each presentation)
- 12:45 **Presentation of ADRAT - Development Association of Alto Tâmega's** Region regarding good practices in their region (approximately 15 minutes for each presentation)
- 13:00 **Presentations of Langhe Monferrato and Roero Development Agency** regarding good practices in their region (approximately 15 minutes for each presentation)
- 13:15 **Discussion**



Świętokrzyskie Voivodeship - Marshal Office of Świętokrzyskie Region

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SUMMARY OF THE REGIONAL OPERATIONAL PROGRAM OF THE ŚWIĘTOKRZYSKIE VOIVODSHIP FOR 2014-2020

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ABSTRACT

In Poland, the policy instrument that recognizes importance of the cultural heritage, The Regional Operational Program of the Świętokrzyskie Voivodeship for 2014-2020 (ROP), is a response to the diagnosed regional needs, taking into account the desired directions of intervention, defined in EU, national and regional strategic documents. As part of the Regional Operational Program of the Świętokrzyskie Voivodeship, activities aimed at preserving, protecting, promoting and developing the natural and cultural heritage activity have been planned for the implementation of the strategic objectives of the area of cultural heritage.

Świętokrzyskie Voivodeship is a region in which the cultural heritage is regarded as an important factor influencing the socio-economic development as well as in the area of building cultural identity. The implementation of the investment under the measure contributes to the preservation of cultural heritage, stimulation of the economic activity of the Voivodeship and increasing the access of the region's inhabitants to cultural goods. The intervention is directed to the protection, promotion and development of cultural heritage and monuments in order to improve the technical condition of these facilities, to adapt these facilities to tourist or cultural functions and to increase the tourist potential of the region.

Polish good practice examples developed and financed in the framework of the policy instrument are "Expansion of the Museum of the Kielce Village - Ethnographic Park in Tokarnia in order to preserve the cultural heritage", "The Royal Castle in Chęciny" and „Thermomodernization of public utilities in the Świętokrzyskie Voivodeship with locations in Kielce, Czarniecka Góra and Morawica”.

KEYWORDS: regional economy, Interreg program possibilities, sustainability of projects, good practice examples



COHESION POLICY BEYOND 2020 AND SUSTAINABILITY OF CULTURAL HERITAGE PROJECTS

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ABSTRACT

The presentation will reflect on the main features of the new Cohesion Policy framework, including the main objective which will drive investments in the 2021-2027. Particular attention will be given to a number of foreseen novelties which concern all development segments, including culture. Some of these relate to better performance, simplification, governance, capacity building issues and similar. The presentation will also provide a view on some key obstacles for effective participation in Cohesion Policy and particularly on a number of pertaining challenges facing cultural policy makers, stakeholders, actors and practitioners on all levels, including the local level - all the more important when discussing cultural heritage. From this point of view, focus will be on the most serious challenge, that of achieving and further sustaining the achieved results of projects in the segment of cultural heritage, with several provided examples. The presentation will also look at novelties related to financial instruments aimed at financing projects related to culture. Concluding remarks will provide an overview of the most relevant issues from the presentation as well as several recommendations for policy makers and stakeholders.

KEYWORDS: Cohesion Policy, cultural heritage, project sustainability, local and regional development, governance





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CONFERENCE ON THE LOCAL HISTORY OF PAGGAIO: A sustainability good practice

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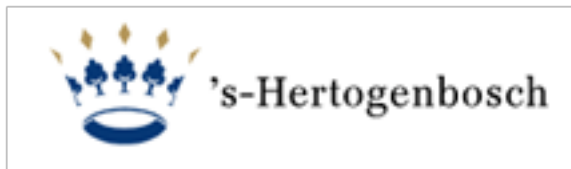
ABSTRACT

A key factor for sustainability of cultural projects, either tangible or intangible, is to manage their financial dependence in public funding to be relatively small and realistic. In this paper we examine a good practice on sustainable cultural projects, performed in the Municipality of Paggaio, Greece. Although the area of Paggaio has an extremely large number of precious tangible cultural assets, the selected practice is the institution of the conference on the local history of Paggaio, which is implemented since 2016, gathering scientists from different places and enlighten aspects of the past of the Paggaio, from the prehistoric times to the 20th century. The factors of success and sustainability are identified and examined in order to get a better understanding on how intangible cultural projects could be viable and also contribute to local development.

KEYWORDS: Sustainability, Local Cultural Assets, Conference, Networking, Local Development

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HOW HERITAGE CAN CONTRIBUTE TO THE CLEAN ENERGY TRANSITION

Mr Rob Zakee,
Consultant for the Cultural Heritage Agency in The Netherlands

ABSTRACT

Our landscape has changed regularly over the centuries, because we had new needs and desires. At the moment we are once again facing a major transition: how do we carefully facilitate sustainable energy sources in our living environment. Whereas in the past we were spoiled because energy sources were underground or behind the horizon, now our energy consumption will be visible to everyone. Heritage will be affected, but how bad is that actually? A glimpse into the Dutch practice.

KEYWORDS: Energytransition, (Inter)national discussion on effects, culture and setting, Financial and Social sustainability, acting with change of function, landscape and ecology



CULTURAL POLICIES AND REGIONAL DEVELOPMENT IN SPAIN

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ABSTRACT

Development policies at national, local and regional level provide a framework for investment in different areas/sectors to ensure the well-being of the people. Investing in the restoration, preservation and sustainable use of cultural heritage has been recognized in the EU as one of the major pillars of sustainable development.

In Spain, cultural heritage is emphasized in policy instrument Cross-border Cooperation Program Spain-Portugal (POCTEP). The vision of the policy instrument is a reference framework on the basis of new period of Program. Thematic objective related to the cultural heritage is TO 6: Preserving and Protecting the environment and promoting resource efficiency, in more detail, 6c – Protect and valorise the cultural and natural patrimony as support of the economic basis of the cross-border regions.

There are three projects identified as past good practices financed under this Policy instrument related to cultural heritage in Spain – Raigame Pilgrimage project, Parador de Santo Estevo, Estaciones – Railway Stations. Each one of these examples have shown to adhere both to the three general criterion of the sustainability, cultural value's increase and the transferability.

KEYWORDS: regional development, cultural heritage projects, cross-border cooperation, sustainability of cultural projects





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ITALIAN CASE: THE REGIONAL OPERATIONAL PROGRAM ROP ERDF 2014-2020 OF PIEDMONT

Valentina Curato

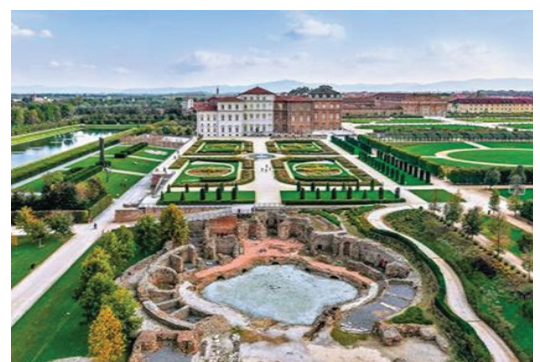
ABSTRACT

In Italy, The Regional Operational Program (ROP) ERDF 2014-2020 of Piedmont has a specific Axis dedicated to the valorisation of the natural and cultural heritage: Axis 5: Protection of the environment and enhancement of the cultural and environmental resources.

At the moment, there are 2 calls for cultural projects and they are dedicated to specific regional cultural poles. The first one is "Valorisation of environmental and natural resources within the Piedmont Region", which aims at enhancing the natural/environmental potential within four areas of attraction. The valorisation action will consist of recovery and requalification of the natural poles in order to promote the relaunch of competitiveness and sustainable development. The second one is "Operational planning and implementation of the enhancement interventions of the cultural centres of the Piedmont Region in the context of Royal Residences and UNESCO sites".

Past good practice examples in Italy related to the ROP analysed are Stupinigi – Natural Park, which has been inscribed in the World Heritage List since 1997 whose goal was to recover its hunting routes and the crossroads. The other good practice example is the Asti Museum Foundation, which was initiated in October 2018 in order to manage the network of five museums in the city of Asti, taking over management from the Municipality of Asti.

KEYWORDS: regional development planning in Piedmont region, economic viability of the project, sustainability of the cultural projects, public and private sector involvement





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CULTURAL POLICIES AND REGIONAL DEVELOPMENT IN PORTUGAL

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ABSTRACT

Cultural heritage related policy instrument in Portugal is Integrated Territorial Development Strategy of the Alto Tâmega (2014-2020). The vision of the strategy is to make Alto Tâmega an integrated territory, capable to invert the current demographic trends, by promoting social cohesion and boost the local economy, based on the use of the location and recovery of endogenous resources, especially water.

The Strategy is organized into Strategic Axis, Strategic Objectives and Measures. Strategic Axis related to cultural heritage is Strategic Axis 2 – Promotion of the Efficient and Sustainable Use of Resources, which is divided into three Strategic Objectives. The cultural heritage related Strategic Objective is OE4. Protect, promote and monetize the natural and cultural heritage as a distinctive element.

Under the Operational Programme of the North Region, under measure 4.3. Integrated management of cultural heritage there are four projects related to natural and cultural heritage with the total investment of 1,963,102.71 EUR. Also, the existence of the public-private initiative Romanesque-Atlantic Intervention Plan should be mentioned, since the initiative’s intervention, with overall investments of 4.5 million EUR, is responsible for recovering of cultural, natural and social heritage of the region.

There are three projects evaluated as post good practice examples related to cultural heritage – “Rock Wine Mills”, “Centre of Interpretation-Museum of Flax” and “Interpretative Centre of Tresminas”, which were planned through this policy instrument.

KEYWORDS: integrated development planning, cross-border development, nature and culture heritage, sustainability and durability of projects

