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# **Corona Heritage: Cultural Heritage Funding, Management and Sustainability in the Times of COVID-19**

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# Some statistics on COVID-19 impacts (1)

- more than **80%** of UNESCO World Heritage properties closed down (UNWTO 2020).
- Louvre, the most visited museum in the world with 10.2 million visitors in 2019, after re-opening at the beginning of July 2020 records a decrease in visitors of **80 percent**
- **a rise in streaming and online services** - digital consumption of “music, films, television and other art forms for entertainment, education and cultural enrichment” sought for (ILO 2020)
- **a boom in reading** - “in the UK, fiction sales climbed by a third and children’s educational titles went up **234%** ... Similarly, in the US there was a 66% lift in sales of children’s non-fiction books (Charlton 2020)

## Some statistics on COVID-19 impacts (2)

- a substantial **increase in gaming** (22% in the US and 20% in the UK) as well as **TV** (85% increase in the US) and **video streaming** (524% rise in the video sharing platform Twitch, specifically their Music and Performance Arts Category) (Westcott Grant 2020)
- virtual travel opportunities (augmented reality and other 4.0 technological developments) increased alongside virtual destination marketing (Bhattacharyya 2020)

# Hard times for culture

- Cultural sector worldwide - job losses equally in the public and private sector as well as for freelance cultural operators and independent artists
- Adaptation to the new reality - ad hoc measures introduced in many countries worldwide - necessary to enable the **survival**
- Responses of national/regional/local governments and social partners - quick and include diverse specific measures securing employment and ensuring job retention and maintaining infrastructures
- Most governments - emergency rescue packages - economic recovery measures (maintaining liquidity and ensuring employment and benefits)
- Other mechanisms - strong push towards digitalization and changes in working practices

# Usual COVID-19 response measures for culture (1)

TYPE OF MEASURE	MEASURE
LIQUIDITY	<ul style="list-style-type: none"><li>• Exemption, reduction and/or deferrals of taxes and other contributions</li><li>• State financed emergency, compensation and/or bridging funds</li><li>• Temporary solidarity grants for self-employed and very small businesses</li><li>• Government loans to local governments for supporting local cultural scenes</li><li>• Special credit lines with low interest rate for cultural entrepreneurs</li><li>• Relief measures for loans from the National Bank</li><li>• Stimulation fees for (cultural) businesses</li><li>• Redeployment (e.g. film constructor workers redeployed to build hospitals)</li><li>• Acceleration of payments</li><li>• Additional funds for supporting cultural and artistic projects (European Commission, e.g. Temporary Framework for state aid measures, Coronavirus Response Investment Initiative, Support to mitigate Unemployment Risks in an Emergency, European Guarantee Fund)</li><li>• Reduction and deferral of social security contributions</li></ul>

# Usual COVID-19 response measures for culture (2)

TYPE OF MEASURE	MEASURE
SOCIAL	<ul style="list-style-type: none"><li>• Funds supporting cooperation projects between social and cultural sectors</li></ul>
PROGRAMME MEASURES	<ul style="list-style-type: none"><li>• Extension of grant deadlines</li><li>• Adjustment of selection criteria for the national and international calls for grant proposals</li><li>• Launching new Calls for grants, supporting digital projects in arts and culture</li></ul>



# Usual COVID-19 response measures for culture (3)

TYPE OF MEASURE	MEASURE
RESTARTING CULTURAL LIFE	<ul style="list-style-type: none"><li>• Creation of interdisciplinary expert working groups/task forces for developing long-term strategies for supporting cultural sector</li><li>• Creation of coalitions of artists to negotiate joint strategies with the government for relief measures</li><li>• Establishing cultural helpdesks/information points providing support and advice to municipal cultural fabric</li></ul>
EPIDEMIOLOGIC	<ul style="list-style-type: none"><li>• Limited numbers of visitors per square meters</li><li>• Wearing masks in indoor spaces</li><li>• Disinfection of audio-guides</li><li>• Respecting required distance</li><li>• Installation of floor signs in museums for social distancing</li></ul>

# Initiatives by the cultural sector (1)

- ***economic initiatives***

- shorter working hours of the cultural institutions to keep cultural workers employed
- adjustments of the activities such as the costume-makers making face masks
- focus on maintenance and conservation activities
- shifting to the online sales

- ***initiatives ensuring liquidity***

- social media campaigns (#norefund) - encouraging people who bought tickets for cultural events not to ask for a refund
- online streaming supported by donations
- digital databases intended for online sales of the local artistic, cultural and design products



# Initiatives by the cultural sector (2)

- ***public-private cooperation***
  - cooperation networks among cultural and heritage institutions with private sector such as IT, tourism, etc.
  - collaborative platforms to match private companies with artists and cultural agents, enhancing the cultural offer and promoting direct and immediate investment in the cultural sector
- ***skills enhancement initiatives***
  - free access to online trainings, mentors and workshops

# Initiatives by the cultural sector (3)

- ***digital shift initiatives***
  - online rehearsals
  - guided tours and performances' streaming
  - digital platforms linking different actors in culture, art and heritage, encouraging joint online cultural and artistic projects
  - audience development activities

# Initiatives by the cultural sector (4)

- ***epidemiologic initiatives***
  - preparation of comprehensive guides on the reopening of cultural institutions
  - putting in place a one-way system for museum and site visits
  - replacing audio guides with alternative smartphone applications
  - online trainings for cultural and heritage workers, with guidelines and recommendations for reopening institutions
  - guided tours e.g. exclusively for elders

# Evaluation of measures

- Cultural sector mostly relies on the **public sector - indispensable source in the critical situations**
- Transitional nature of measures - short-term support to the sector
- Too early to say if any of the mentioned measures and/or initiatives will have a lasting effect on the cultural sector offering more than a straw of salvation
- A number of cultural resources, and especially **heritage** relied on tourism – success of measures also depends on COVID-19-related **tourism measures**

# Initiatives by the tourism sector affecting culture/heritage (1)

- ***marketing activities***

- recovery campaigns to promote (especially domestic) tourism
- development of integrated marketing platforms around a unique story
- specific marketing campaigns for “Post-Corona” era

- ***restarting tourism***

- health and safety standards certifications and labels in tourism establishments
- discounts of entrance fees to tourist sites and attractions
- changes or restructuring of the destination offer

# Initiatives by the tourism sector affecting culture/heritage (2)

- ***digital shift***

- virtual visits to cities, museums, sites and attractions
- “shopping tourism” - online platform for the acquisition of products with cultural identity by tourists

- ***skills enhancement***

- online training programmes, workshops, webinars and networking meet-ups

# Evaluation of measures

- Measures aiming at restarting tourism - **partially successful** for some destinations, especially destinations reachable by road
- E.g. tourist arrivals to Croatia in July 2020 accounted for 53 percent of arrivals in the same time last year (Croatian National Tourism Board 2020)
- Analyses of other measures - not available yet
- Uncertainty if this is the result of measures or tourists' desire to travel in spite of pandemic insecurity



# **Innovative examples of coping with the situation**



# *Changing the target market and providing well-being*

- Italian Association of Old Games (Associazione Giochi Antichi Verona)
  - engaged in the safeguarding of traditional games and sports for new generations to learn about them
- Organizes the Tocati Festival in the streets of Verona where both community and tourists meet
- Responding to the COVID-19 pandemic, the Association proposed to various Italian communities to adapt some traditional games to play at home, thus providing well-being for citizens while preserving and reviving authentic intangible cultural heritage
- Potential impact on **new audience development**

# *Changing the topic, promoting solidarity and providing well-being*

- A number of museums (e.g. **Victoria and Albert Museum** in London) - different initiatives of collecting life during the pandemic
- **COVID-19 in the focus** of their exhibitions - exploring different pandemic objects or documenting solidarity among citizens through a series of online exhibitions
- **House of European History's** project documenting different responses to the crisis - involving rainbow banners decorating European towns with positive messages in different languages showing Europeans' true colors

see your true colours shining through



# *Changing the way of consumption and providing experiences*

- **Faroe islands** - virtual exploration of the islands through the eyes of a local
- Using a new remote tourism tool, the virtual visitor can experience the Faroes' via a mobile, tablet or PC - live interaction with a local Faroese
- The local is equipped with a live video camera and acts as a virtual visitor's eyes and body
- The visitor can control his moves so that different perspectives are offered (not only exploring locations on foot, but also taking a bird's eye view from helicopter)



London  
01:38



Faroe Islands

# Agile interpretation

- New templates with QR code and simple text (*Watch, Listen, Family Fun, Look Inside, Explore the Collection, and Find Out More*)
- part of the Dynamic Visitor Route programme - to help bridge gaps in on-site storytelling or give digital access to restricted areas
- Bring your own device (BYOD) audio guides
- **Innovative interpretation**



MEET PEOPLE FROM THE PAST

Scan the code with your phone camera to learn more about the people who lived here.\*

ENGLISH HERITAGE

\* Your service provider may charge for the data used.  
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# Heritage and creative tourism examples

- small scale initiatives preferred
- creative tourism programs in a better position – do not rely on large number of visitors and offer activities impacting well-being
- Loulé and Barcelos; Portugal – small scale creative tourism workshops - easy reactivation respecting the health protocol and relying on staycation
- Empordanet, Catalonia - targets the locals who spend their summer holidays in their holiday homes offering ceramic courses, crafts and agrotourism activities (e.g. cheese making)
- Biot and Perpignan-Méditerranée - new creative tourism programs and the pandemic actually is in favour for their implementation for national visitors

# Loulé creativo, Portugal

TURISMO  
CRIATIVO

≡  
MENU

EM PORTUGUÊS



## *Animalarium - shaping the clay*

*creative experience*

SEE EXPERIENCE



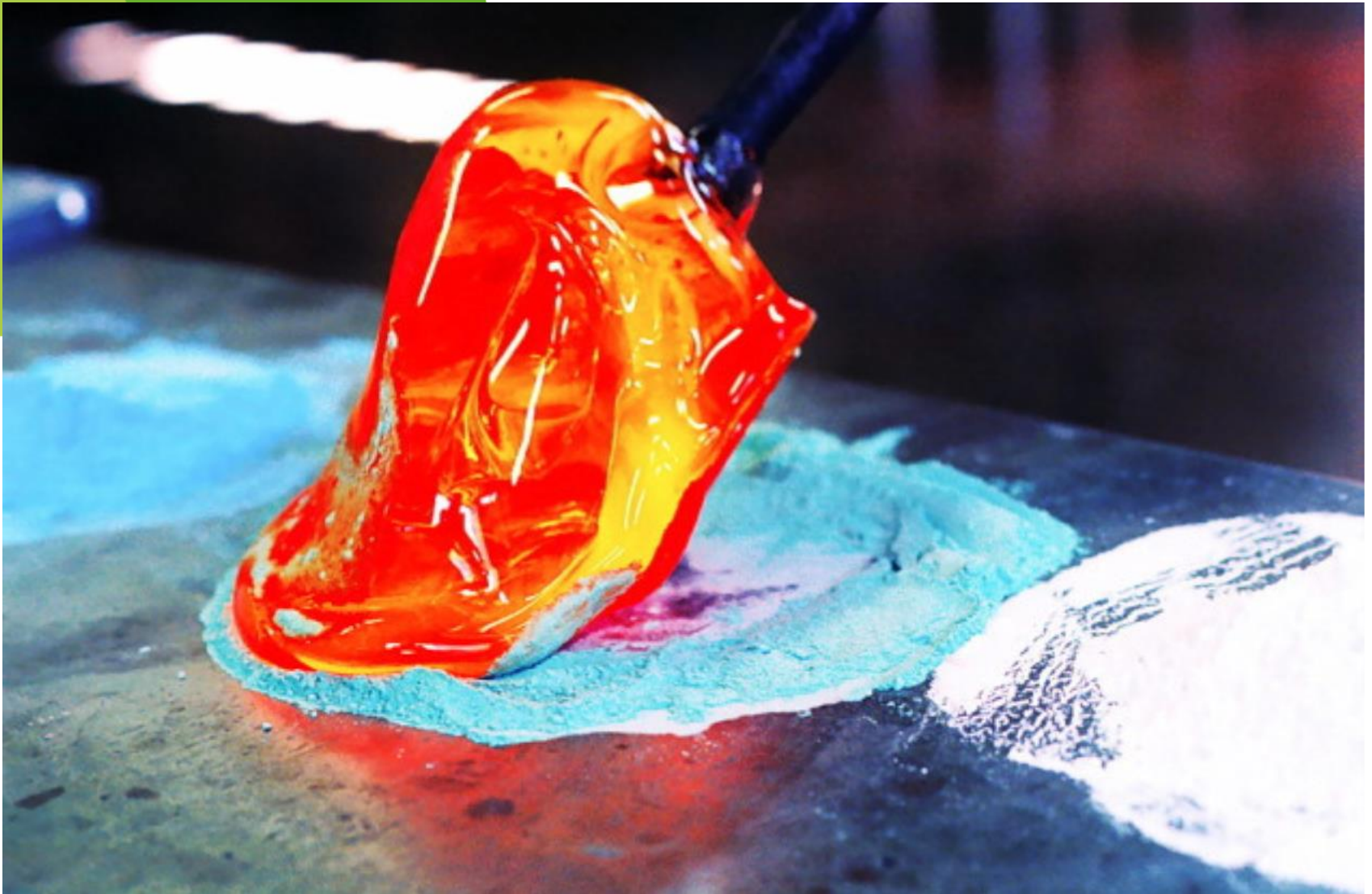


# Empordanet, Catalonia

*Escapada creativa al més autèntic Empordà*

A close-up photograph of a person's hands shaping a piece of light-colored clay on a pottery wheel. The person is wearing a white t-shirt. In the background, there are other pottery items, including a bowl on a wooden stand and some tools. The scene is set in a workshop or studio.

# Biot, France



# Conclusion: Corona heritage, changes and trends

- **changing the market / changing the product / changing consumption**
- soft tourism: creative tourism, nature tourism, experience tourism and remote tourism (tourism performed without a physical travel) – greater resilience
- Market: staycation
- Product: well-being
- Consumption: de-seasoning (avoiding masses)



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## **New normal?**

While we are all waiting for good  
ol' times, no real changes can  
occur!



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# Thank you!

Questions welcome



*Project smedia*