

Learning Report

Study Visit Flanders (online)

2020



Overview of the Study Visit

The last study visit of Innocastle was planned to take place in Flanders, Belgium in May 2020. However, due to the Corona pandemic it has taken place online, divided across three dates.

On the 14th of May 2020, an online webinar was organized about good practices from Flanders. This webinar was open to everyone and it included three presentations. This webinar gave more information on the regional / landscape approach to heritage and thus replaced the thematic seminar initially planned.

On the 3rd of November 2020, a digital hackathon was organized in the form of a design sprint, supporting partners in finding solutions for specific issues of learning cases in each region.

Afterwards, a partner meeting was organized where partners discussed management issues and future continuation of Innocastle.

Finally, on the 5th of November 2020, an online stakeholder meeting was organized where the action plan of University College Ghent was discussed further with a wide range of stakeholders.

The booklet for this study visit can be found under appendix A1.

Table of Contents

<i>Overview of the Study Visit</i>	2
Thematic webinar on good practices – May 14th.....	4
Key Takeaways from Flanders – Video	8
Design sprint (hackathon) – November 3 rd	12
Partner meeting – November 3 rd	15
Colloquium – November 5 th	16
<i>Analysis of the policy instrument</i>	21
General information	21
Challenges as defined by the stakeholders	23
Swot of the policy instrument	25
Proposed interventions through the action plans	26
Summary Table - good practices identified so far	30
<i>Appendixes</i>	1
A1 – Study visit booklet.	2
A2. Design sprint - presentation.....	3
A3. Design sprint - country sheets	4

Thematic webinar on good practices – May 14th

The thematic seminar approached the theme of a landscape approach to heritage and presented three good practices as described below. Thirty participants from the different partner regions joined this webinar and discussion.

Marc De Bie: The Integration of Landscape in the Flanders Heritage Agency

The Immovable Heritage Master Plan is an instrument inscribed in the heritage policy of the Flanders Heritage Agency and it is a process oriented participative instrument intended to create an integrated approach towards specific heritage challenges.

Implementation of the master plan is a mixture of commitment and action. The Flemish government together with other governmental levels, local and private initiatives all contribute together to develop and safeguard the specific heritage. The instrument has a large potential for rural estates. A first pilot project with this instrument is being executed and can be accessed [here](#).

A slide show presented during the webinar can be accessed [here](#).



A IHMP for historic castles, manors and estates?

- ▶ Broad participation of stakeholders, public-private coöperation
- ▶ Long-term vision, future-proof
- ▶ Taking into account the dynamics of castles, manors and estates (use of architecture-design-research to conceive meeting various needs).
- ▶ Action programme applying appropriate instruments and innovative strategies
- ▶ Improving existing or developing new policy instruments

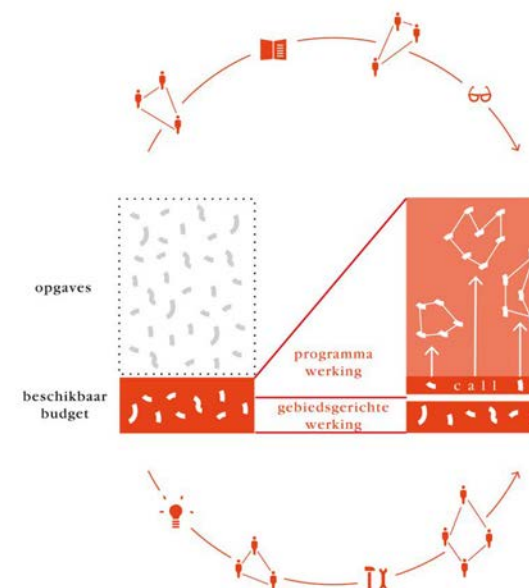


Griet Celen: ‘Open Ruimte Werken’. A thematic cross-sectoral approach towards regional development

‘‘The Open Space Movement’’ (‘Open Ruimte Werken’) is a programmatic approach to the open space in Flanders. It connects people working together on different levels and this in relation to specific recurring challenges. One of the recurring challenges is called ‘valued landscapes’ and this is directly linked to rural estates. By grouping multiple projects all facing a similar challenge, a collective learning experience is realised. The coordination, support and funding by different Flemish agencies further helps each group to overcome their obstacles. It is an efficient way to create an integrated approach towards the open space.

The Open Space Movement wants to bring together the knowledge, experience, tools and capacity of various governments, civil society organizations and local initiators to develop new and already existing methods for open space and for open space policy. More information [here](#). This practice has also been submitted as good practice to the Interreg Europe database and can be consulted [here](#).

A slide show presented during the webinar can be accessed [here](#).



Paul Lambrechts: Redeveloping Rural Estate Heers

A 16th-century castle at Heers, Belgium is a great example of community engagement and programming, where +100 volunteers have become involved to draw more attention to the precarious state of the rural estate. Through a pragmatic focus on the landscape of the estate, the group increased the meaning of the domain for the local community, the heritage sector and the regional and national government.

Feasible actions for a small group of volunteers such as clearing the landscaped garden, organising outdoor events, activating the bread mill and so on is slowly leading to the needed interest and funding to safeguard the estate in its totality. This step by step redevelopment process gives time to develop and explore innovative ways to use the estate in the future. This practice has also been submitted as good practice to the Interreg Europe database and can be consulted [here](#).

A slide show presented during the webinar can be accessed [here](#).

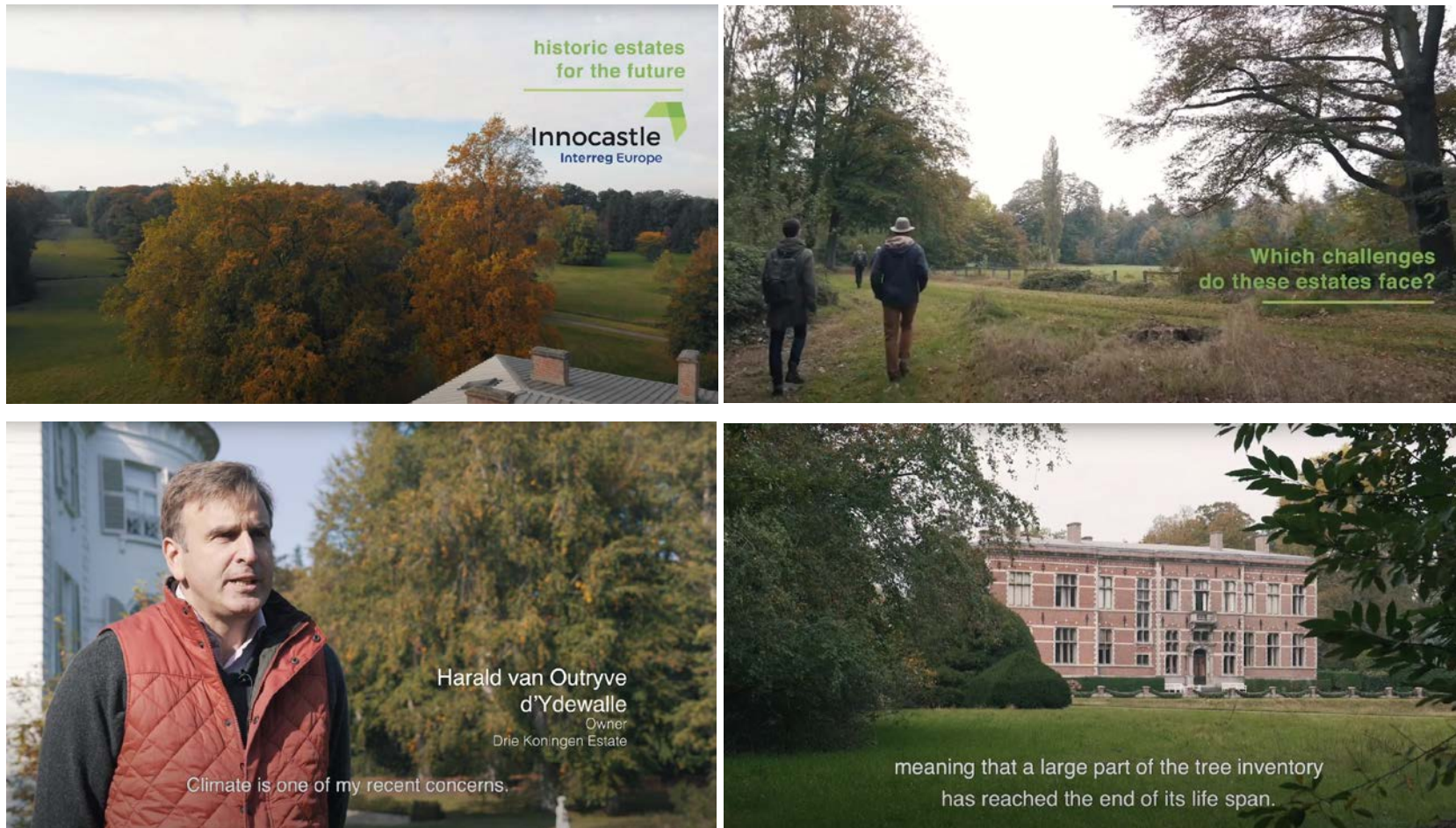


Partners also discussed here some relevant practices which could connect to the initiative from Heers castle and the general issues from Flanders:

- An interesting example of a restoration school at the Bontida Castle in Romania which could be inspiring for the Heers estate: www.europeanheritageawards.eu/winners/international-built-heritage-conservation-training-centre-bontida/.
- REMPART project organises annual big restoration projects with strong social, training and participation elements: www.rempart.com
- Funding possibilities for feasibility studies, examples from the Netherlands: www.cultureelerfgoed.nl/onderwerpen/subsidie-herbestemming-monumenten; english.cultureelerfgoed.nl
- The UK Heritage Lottery to address issues and benefits of feasibility studies: www.heritagefund.org.uk/our-work/making-it-happen-feasibility-study-making-us-resilient-long-term #;
- A collaboration of the National Lottery Heritage Fund: www.interregeurope.eu/policylearning/good-practices/item/3897/collaboration-with-the-national-lottery-heritage-fund/
- The Ambulance for Monuments project was launched in 2016 to rescue hundreds of heritage-listed buildings in Romania through a large network of active heritage organizations: www.europeanheritageawards.eu/winners/the-ambulance-for-monuments/

Key Takeaways from Flanders – Video

Even though partners could not join the Flemish study visit, a video was made to show some of the challenges in Flanders. The region visits some estates in the region of Bulskampveld landscape park and explains the ideas for the Local Action Plan.



The video can be found here: https://www.youtube.com/watch?v=MUj2a0KTD8Y&feature=emb_logo&ab_channel=Innocastle
The three topics approached in the video are:

Introduction

“We take a very specific approach to rural estates and this from a landscape perspective... What these estates represent as landscapes is very important.”

Sylvie Van Damme – Lecturer and researcher, HOGENT-KASK

The landscape park Bulskampveld is found in between Bruges and Ghent. Within the Bulskampveld area a high density of rural estates has tremendously influenced the landscape. In so much it is possible to describe the landscape as an estate landscape. This brings potential as well as specific challenges for the region. To activate the potential of these sites for the future development of the landscape, the nature in the region and the recreational possibilities cooperation is needed between the different estates and the different regional and local stakeholders.

Management challenges

“Many of these park structures date from the 19th century. This means that a large part of the trees have reached the end of their life span. We need to think about their replacement... you need a certain continuity as a park is in constant evolution .”

Koen Himpe – Heritage researcher landscape, Flanders Heritage Agency

“The pond’s water level has dropped tremendously and the trees are affected tremendously by drought.”

Harald van Outryve d’Ydewalle – Owner, ‘Drie Koningen estate’

“One of the problems in the park is the heavy footfall on the ground surrounding the trees. We need to adapt mowing or shield specific trees from visitors.”

Tom De Visschere – Deputy advisor parks and public gardens, Province of West Flanders.

“The building must adapt to people’s lives, not vice versa....The use of the estate by people is important to me. I don’t think you can say today: I own 150 Ha of land, it is mine, stay away.”

Etienne d’Ursel – Owner, Gruuthuyse estate

“The park was protected as a heritage site in 2010 and, at the same time, a part of the park is protected as nature. This creates certain conflicts. In nature areas for example it is the intention to get rid of exotic tree species while the parks origin exactly lies in that collection of exotic tree species.”

Koen Himpe – Heritage researcher landscape, Flanders Heritage Agency

“The fragmented nature of the various estates makes it difficult to develop them together... you have to engage with many different owners who all have their own ideas, views, needs and interests.”

Harald van Outryve d’Ydewalle – Owner, ‘Drie Koningen estate’

The different rural estates in the region are faced with similar challenges which hinder their management or endangers their future existence. In the video different owners managers and researchers give an insight in some of the challenges on the specific sites:

- The many valued natural elements within the parks and forests on these sites are slowly evolving towards the end of their life. How to rejuvenate these sites respectfully and connected to the needs of today?
- Climate is a recent challenge that is becoming more influential for the preservation and development of these sites. How to cope with water issues in historical ponds. Is it possible to keep the historical landscape as it is or do we need to make certain changes against normal heritage preservation logics?
- As recreation is becoming more important, the impact of that recreation is so as well. How to adapt historic landscapes to the recreational needs without losing the heritage value of the landscape.
- Balancing the nature and heritage value on these sites is a challenge as they do not always correspond. How to make decisions together to increase both the nature and heritage value?
- Redevelopment of these sites is challenging as preservation costs are high. How to create redevelopment possibilities that benefit both the owners and the wider region and as well respecting the historical narrative of the site.

Local Action Plan

“When I think of the discussions that we had during the project there are a few things that stand out. You have the many challenges, but as well the huge potential that these sites have. Potential that link rural estates to the greater societal challenges we face today... How can we take an integrated approach to this. One thing that I think is vital, is to have the trust to work on this together.”

Bert De Roo – Researcher, HOGENT-KASK

“What we will do in the area of the landscapepark Bulskampveld with the Immovable Heritage Masterplan, we want to be able to implement in other regions in Flanders as well”.

Dries Claeys – Heritage researcher landscape, Flanders Heritage Agency

“With the Immovable Heritage Masterplan...we will as well give rise to a vision how to further perpetuate and develop the landscape and nature values as well as the potential agricultural value in the region.”

Ine Soenen – Regional Coordinator, Regional office North West Flanders.

If we want to find solutions for the described challenges rural estates are faced with we need to activate their potential to positively influence the present day challenges the landscape is faced with. Challenges such as climate change, food production, energy production, tourism and so forth. To do so there is a need for cooperation, an integrated approach and the possibility to experiment.

The Local Action Plan which will aim to create that cooperation and integrated approach. A process will be initiated by the Flanders Heritage Agency which will continue on the activities of Innocastle. An Immovable Heritage Masterplan will be developed for rural estates in Flanders. In the next few years the Agency will work together with all involved actors to develop this plan. The province of West Flanders is a primary partner in the development of this plan. This will eventually lead to a development vision for rural estates answering to the many identified challenges.

Design sprint (hackathon) – November 3rd

The scope of the initially planned hackathon had to be adapted to the online format and the changed timing within the project. While initially planned as an inspiring peer review for partners and their action plan, it was transformed into a design sprint relating the challenges encountered through the [learning cases](#).

Together with Giliam Ganzevles, lecturer digital Design and Development, the Flemish Innocastle team developed an inspiring brainstorming session on how digital techniques could possible solve certain challenges. Before the brainstorm session Giliam introduced some inspiring examples fusing digital techniques and heritage challenges. The starting presentation for this design sprint can be found in Appendix A2

Methodology

In four groups, each working on one learning case from a partner region, a three step work-session led to new insights and possible solutions.

- In the first step each group developed ‘how might we (HMW)’ questions to reframe the main challenge of each learning case. These questions helped us to create an approach from 7 possible directions. How might we amp up the good, remove the bad, explore the opposite, question an assumption, identify unexpected resources, create an analogy from need or context, play against the challenge? This created a better understanding of the challenge without directly developing a solution
- In the second step, each group identified possible solutions for the two most promising ‘HMW’ questions. Through a focus on these two questions the abstract level of the main challenge is left in favor of a more practical and feasible level to develop solutions. These solutions do not have to be realistic or cost-efficient. Brainstorm tips were given which helped to find atypical solutions such as solutions can be fun or solutions can target a specific audience. At the end of the second session the most promising ‘HMW’ is selected together with two of its solutions.
- In the third step ideas are developed to realize the two suggested solutions by using digital techniques together with community engagement. Digital applications are not a starting point in the development of a solution. They are not the objective but a supporting element within the solution.

These sessions were intentionally short and dense in order to ensure a vivid brainstorm in which practical issues did not hinder the development of new ideas. The objective of this session was to inspire the participants.

The next pages show the setup of the online whiteboard and a summary of the lessons from this design sprint. The different country sheets can be found in Appendix A3.

INSTRUCTIONS

Instructions

INSTRUCTIONS

Now that you have had some inspiration and possible ideas, think the questions we put you thru on the worksheet to the right. Think it was some time to add how you might use the tips below to brainstorm further.

Steps in this exercise:

1. Write down the two highest ideas you thought of during the presentation in your independent work area.
2. Leave the list below to brainstorm further.
3. Together, group your work to around the same topic.
4. Decide by dot-voting the items(s) you want to work on (max 2).

BRAINSTORM TIPS

Expand yourself, working in the abstract is a good exercise!

1. Ask set the goal with use the list strategy to understand before proceeding.
2. Remove the best ideas separate the rest from those that are good.
3. Explain the approach with the others and the best way of thinking this out.
4. Discuss or persuade, while equally convincing with the rest of the group.
5. All important elements while using the rest of the group to expand this out.
6. Discuss an already have used or similar with the rest of the group.
7. Play against the challenge some how the idea could be used for the second goal.

Instructions W2

INSTRUCTIONS

Now you are going to brainstorm around your two highest ideas. This does not have to be related or past efforts, please.

Steps in this exercise:

1. Everyone work independently add solutions.
2. Take a moment to review the solutions and clarify.
3. Decide by dot-voting the most interesting solutions.

BRAINSTORM TIPS

These techniques and strategies help you to brainstorm the best.

Marie Curie, Dr. Queen, Sigmund Freud, JFK, ML (Martin Luther King),

US President Obama, David, Marilyn, Greg Giraldo, Bill Gates,

Inventing Great Minds, Experiment with a Different Gender, Digital without internet,

Teach English Spanish, learn it all!

Instructions W3

INSTRUCTIONS

This is the hardest! Did you already think about how community or technology can play a role in the solution? Brainstorm together and try to add some elements.

Steps in this exercise:

1. Add your final notes to the left side of the worksheet.
2. Use post-its to write down your additional thoughts on how community or technology can play a role in the solution.
3. Summarize your best solution in the sentence in the bottom.

BRAINSTORM TIPS

These techniques and strategies help you to brainstorm the best.

Marie Curie, Dr. Queen, Sigmund Freud, JFK, ML (Martin Luther King),

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WORKSHEET 1

Group 2 - Worksheet 1

Brainstorm How Might We's 15 min.

Our challenge: Many trees in the park of the private estate Groenhuize are at the end of their lifecycle. A great challenge lies in how to responsibly regenerate the park and tree-lined alleys.

The most important factors influencing a solution are the costs, the possibility of damaging the healthy younger trees, the aesthetic & ecological quality of an intervention and the impact of climate change on the park & green heritage.

Writing: drag to yellow post-its that you like the best!

BEST presented: ALEXANDEE, ADONIA, EUIZE, BOOSA, PERSONE.

Independent Work Area

Workshop BEST presented

Workshop ALEXANDEE

Workshop EUIZE

Workshop BOOSA

Workshop PERSONE

WORKSHEET 2

Worksheet 2

Solutions Brainstorm 15 min.

Our challenge: Many trees in the park of the private estate Groenhuize are at the end of their lifecycle. A great challenge lies in how to responsibly regenerate the park and tree-lined alleys.

The most important factors influencing a solution are the costs, the possibility of damaging the healthy younger trees, the aesthetic & ecological quality of an intervention and the impact of climate change on the park & green heritage.

Writing: drag to yellow post-its that you like the best!

BEST presented: ALEXANDEE, ADONIA, EUIZE, BOOSA, PERSONE.

Brainstorm Solutions Area

WORKSHEET 3

Worksheet 3

Solutions Brainstorm 15 min.

Our challenge: Many trees in the park of the private estate Groenhuize are at the end of their lifecycle. A great challenge lies in how to responsibly regenerate the park and tree-lined alleys.

The most important factors influencing a solution are the costs, the possibility of damaging the healthy younger trees, the aesthetic & ecological quality of an intervention and the impact of climate change on the park & green heritage.

Our How Might We: Add your final How might we question here. One one with the most dots for interesting solutions might solve the best!

HMO get people to participate in the conservation?
 Ask the public to adopt a tree and come and help plant a tree.
 Send info to people who are changing a tree. E.g. HMO...

Brainstorm Community and Technology

Write down here in 1/2 sentences what potential solution you have for (a part of) your challenge.

Some insights from this session:

- Such a hands-on brainstorm session can energize the participants and the approach of the challenge at hand.
- The session succeeded in stimulating a debate about the challenges of each learning case approached. Some groups debated more, however the time was quite limited for the assignment and the use of a new tool required a bit of getting used to. Although the debate gave new insights, these insights were not all captured through the process. Recording the sessions or asking every participant to write down 5 insights could increase tremendously the result for the future.
- Digital applications can facilitate certain challenges without being the goal in itself. They need to fit within a larger plan to approach a certain challenge.
- Most digital applications proposed had multiple purposes. This in contrast to day to day practice in which applications often have one purpose.

Example: the challenge in the Netherlands centered around the monitoring of the green heritage on rural estates. One of the solutions suggested to use the help of visitors of that site. A treasure hunt could be developed in which visitors were asked to identify ill trees, unhealthy soil conditions and so forth. Through an app the visitors could be informed on how to identify these unhealthy situations. In the app they could as well mark the area's they think need to be checked by professionals and post photos. This could be connected to a point system or reward. This application combines a certain educational element with a game element for the visitors and at the same time collects information in order to more efficiently monitor the condition of the natural heritage.

- The solutions for the challenges which needed a certain engagement all propose, within the different groups, to share new information on the estate. This could be for example from estate to stakeholders (share unique and specific information about each tree on the site to the stakeholders taking care of the trees), from neighborhood to visitors (by collecting the narratives of the different neighbors to create content for visitors relating disappeared items on the estate, the neighbors their relationship with the estate increases) and from visitors to visitors (collect visitors social media content relating their recent visit to create a richer experience for future visitors and an increased engagement from past visitors)

Partner meeting – November 3rd

During the partner meeting, partners discussed the finalization of phase 1 as well as the adaptation of the workplan for phase 2. In phase 2, partners will start implementing and monitoring their action plans. The discussion was centered on the finalization of action plans and the possible addition of other activities in phase 2 such as pilot actions or capacity building workshops.

Lastly, partners discussed possible follow up ideas of the Innocastle project in the next programming period. Some topics discussed were digitization, cultural programming, climate adaptation and inclusive heritage management.

Colloquium – November 5th

During the study visit a colloquium was organized in which the different stakeholders in Flanders participated as well as some of the international partners. More than 60 people joined the colloquium which functioned as bridge between phase one and phase two of Innocastle. It officially started the Local Action Plan for Flanders in the form of the Immoveable Heritage Masterplan.

The event was divided into a plenary part and a break-out session. In the plenary part we presented the learnings from Innocastle and introduced the structure of the LAP to the stakeholders. In the 6 break-out sessions all the participants discussed the needs and hopes for the action plan as proposed. The quotes below are collected during one of the six break-out sessions of the colloquium. Both needs and hopes for the action plan are grouped in 4 themes.

A full report of the event can be found [here](#) (Dutch).

Expressed needs

- Economical value

“We often talk about subsidies and premium systems. Although this is important for rural estate management, it remains of marginal importance in relation to the economic viability of the site. We do not need to focus on more subsidies, they are welcome, but the main question remains: How will we realise new economic functions on these sites which significantly support the self-sufficiency of these sites?”

Philippe Casier – Landelijk Vlaanderen

A rural estate is in the first place an economic entity. They were historically self-sufficient mainly because of their agricultural or forest activities. As these traditional resources partly disappeared new sources of revenue need to be found to maintain the site. The historical multifunctionality of rural estates, which enables revenue from a wide range of activities, is not recognized by current policy. This complicates the economic reorientation of these sites. Many stakeholders explicitly ask for a recognition of their multifunctional land-use and economic importance.

- Tension between private and societal value

“We need to create the fertile ground for people to get inspired and take action to develop these sites... It is an illusion to believe the government will take over the care of all these places.”

Peter De Wilde – Visit Flanders

The societal value of rural estates is a collection of different values and this amongst others relating heritage, nature, recreation, culture and ecosystem services. Because of the importance of these values for society, we expect a certain right of say in relation to the development and safeguarding of them. As such the government protects and set limits to what is possible. All involved stakeholders understand and acknowledge at the same time the value and need for private entrepreneurship, creativity and experiment. The government cannot take care or develop these sites in the same manner. The tension between societal interests and private interests remains difficult to resolve.

- Spatial unity

“It is something that happens a lot. Private owners are no longer capable of keeping the estate economically viable and as a result the domain fragments. Everyone regrets this later on, municipalities and provinces often first.”

Joep de Roo – Eurodite

One of the core qualities of rural estates is their spatial unity. The central management, so typical for historical rural estates, ensured an interaction between the park, buildings, forests, agricultural grounds and so forth eventually leading to a spatial whole greater than its parts. Within Innocastle, spatial fragmentation is acknowledged as one of the core challenges to ensure a sustainable future for these sites. How can we resolve the fragmentation resulting from contemporary spatial and economic processes? Informing local and regional governments on the societal importance of that unity is a first step.

- Administrative simplifications

“I hope there will be attention to align the multitude and often complex regulations. Rural estates are large and multifunctional entities and the many regulations impacting these sites is unbelievable. Sometimes regulations contradict each other.”

Edith Vermeiren – Erfgoed en Visie

“There is a need for some sort of ‘estate office’ in which all the challenges for rural estates come together and are solved”

Serge Defresne – Flanders Heritage Agency

The multifunctionality of rural estates is one of their core qualities and as well largest challenge. Managers of rural estates are confronted with a multitude of sectors, laws and administrations. Developing a rural estates means to balance the requirements of the different sectors to find a solution. It is believed a certain flexibility and cooperation is required to overcome this challenge.

Expressed hopes

- Work together to share knowledge

“We have gained a lot of experience the last 2 years with the management of our site in Laarne, and can give a lot of input. We of course hope to learn from other people’s experiences as well.”

Veronique Lambert – Historische Woonsteden en Tuinen

“We understand the local context. We understand the possible partners and needs on a local scale. This is something we could share.”

Conny Lambert – Municipality of Beernem

All involved stakeholders have a certain specific knowledge regarding rural estates. Sharing that knowledge however, in between all stakeholders, only occasionally happens as there is no network on a local or regional scale. The stakeholder meetings of Innocastle have proven their value. Finding a sustainable solution to keep sharing that diverse and dispersed knowledge will be crucial for rural estates.

- Develop a shared vision

“We could for example think of a standard for rural estates within spatial planning processes on all administrative levels. What does a rural estate spatially need to survive and how can these functions be developed.”

Alec Van Havre – Landelijk Vlaanderen

Many of the challenges identified within Innocastle are valid for a large part of the rural estates. Although each site is context specific, a shared vision on how to solve these challenges will have its value. How can we for example solve the administrative challenges for rural estates across Flanders? How do we create the fertile ground for entrepreneurship on these sites?

- Take action

“I would like to advise to aim as well for quick wins. What is possible to realize in the next couple of years. Can we solve smaller challenges while slowly working towards the larger ones.”

Philippe Casier – Landelijk Vlaanderen

“On the basis of concrete cases it is possible to activate other sites and stakeholders. If we remain to try to find solutions within the theoretical framework, this will be very difficult. I advise to aim for realistic and practical examples to inform people how something can or needs to change.”

Philippe De Backer – Kempens Landschap

Many people indicate the acuteness of the challenges for specific sites. There is an urgent need for solutions for those cases. At the same time it will be necessary to avoid ad hoc solutions. Fundamental change is needed. Working towards that fundamental change can go hand in hand with quick wins and realistic experiments and examples.

- Be courageous

“We hope to better valorise existing systems. It is often possible to realise something, but the courage is missing to actually approve or support proposals that go beyond the regular. We hope to change this.”

Dries Van Den Broucke – Flanders Heritage Agency

“Let us explore things beyond the strict regulations. This not only relevant for the local governments. All policy levels should explore the possibilities within current legislation.”

Herlinde Trenson – Municipality of Aalter.

All involved stakeholders have a wish to search for solutions together. There is a certain understanding that, although current legislation creates challenges, a lot is possible when tested paths and normal methods of working are left aside. Courage is needed to question your own methods and opinions, to find possibilities outside your own expertise, to explore and to allow that exploration in development. To have courage together can only happen within a climate of trust and respect. Innocastle proved valuable to create such a climate and the action plan needs to continue this.

Analysis of the policy instrument

General information

The Flemish Decree of Immovable Heritage is upheld by the Flanders Heritage Agency. Heritage is a regional competence in Belgium and as such the decree is the highest policy instrument relating immovable heritage in the region. Lower bodies such as the provinces and municipalities are free to develop supplementary heritage policies. These must fit within the binding stipulations of the overarching policy instrument.

Organization structure

The Flemish Decree of Immovable Heritage is the first decree dealing with all types of immovable heritage. As such it replaces the previous, typologically oriented heritage decrees in an attempt to harmonize the existing fragmented laws, fiscal measures and premium systems. From its outset and as the name suggests, the agency and its decree do not deal with movable or intangible heritage. This falls within the policy domain ‘culture, youth, sport and media’ (CJSM).

The Flanders Heritage Agency is part of the policy domain Environment and Spatial Development. It is an independent agency advising the minister on the development of the government’s five-year policy program on immovable heritage. Moreover, it is responsible for the execution of the program and for the implementation of the Decree of Immovable Heritage. The agency itself is connected to several advisory bodies of which the SARO (Strategische Adviesraad Ruimtelijke Planning) and VCOE (Vlaamse Commissie Onroerend Erfgoed) are the most relevant in the Innocastle context. SARO is the strategical advisory board on spatial planning and heritage advising the minister on strategical matters on policy execution and development. The VCOE is the Flemish commission on immovable heritage, advising on matters such as the inventory and protection dossiers. The members of the two bodies are experts and civil society organizations.

Three Approaches to heritage

The introductory chapters to the Flemish Decree of Immovable Heritage, the explanatory notes, the policy notes, the decree itself, the decrees resolution and several other publications reveal three approaches towards heritage.

- Holistic approach

First a holistic approach to heritage is being promoted, with a focus on the context and the surrounding landscapes. Several elements within the decree initiate and stimulate this holistic approach, with a resurgent interest in the landscapes of Flanders as a consequence. The landscape policy of the Flanders Heritage Agency ranges from the identification of unique ‘cultural historical landscapes’ to the search how to identify the characteristics of different Flemish landscapes. While the first is a typical heritage-oriented approach, the latter is a qualitative oriented approach which includes contemporary or everyday landscapes. The instrument of ‘heritage landscape’, moreover positions heritage elements within an ever evolving spatial context. The responsibility of the Flanders Heritage Agency for the implementation of the ‘European Landscape Convention’ certainly gives a boost to this evolution.

- Cross-sectoral approach

Understanding heritage holistically automatically results in the need for a cross-sectoral approach. The decree explicitly pleads for cross-sectoral connections between the heritage policy and other policy domains. For example, in order to increase development possibilities for protected heritage, they can be excluded from specific spatial planning rules if this is supported by the Flanders Heritage Agency. Spatial implementation plans (RUP) can impose specific stipulations to preserve heritage values within a specific area (for both protected and unprotected elements) or can indicate protected ‘heritage landscapes’. Also, the Flanders Heritage Agency together with the Nature and Forest Agency developed the possibility for owners to create an integrated management plan. It aligns the goals and premiums set for a specific site in relation to heritage, nature and its forests. Although thorough interaction is still a work in progress, these transverse alignments are proving very important for rural estates. As these are characterized by their diversity and complexity, rural estates benefit from harmonizing different policy sectors.

- Participative approach

The participative approach is the third approach towards heritage in the decree. It is believed that a shared responsibility towards heritage within a community will increase the general engagement towards heritage. As such the Flanders Heritage Agency is actively stimulating a strong heritage community in which the Flanders Heritage Agency engage as a steadfast partner. Within the decree structural funding is, for example, made available for heritage organizations, municipalities can demand a heritage label giving them a certain autonomy, and the possibility for ‘Intercommunal Immovable Heritage Offices’ is created. Most significant is the shift of the responsibility for the development of an inventory from the Flemish to the local level giving the different local communities a certain autonomy about the identification of their heritage. It is obvious that these three approaches intertwine within the decree and that efforts to approach heritage holistically are not possible without creating cross-sectoral connections or understanding how all the stakeholders approach heritage. The ‘Immovable Heritage Master Plan’ is a newly introduced instrument within the decree and can be understood as the instrument that most internalizes

the three different approaches towards heritage. It is a holistic and cross-sectoral debated plan on a specific region or heritage topic. Its goal is to create an agreed vision and action plan between all stakeholders in the approach towards a specific heritage challenge. The actions can be directly connected to the different instruments within the heritage policy as well as to other policy domains. As such it is intended to activate the instruments of the different policy domains participating in the plan to solve a certain heritage related challenge. It is a process-oriented instrument with a strong participatory element bringing together the different levels and organizations.

Challenges as defined by the stakeholders

		WHAT
General Challenges		There is no clear understanding or definition of what a rural estate is.
		Succession laws make it difficult to keep the rural estate unified.
		The different stakeholders are often focused on their specific sector and not on the interaction of it with other sectors
		The spatial context of rural estates is changing fast due to urban pressure. This can damage the different values of the estate.
		There is a lack of a connection between the indirect benefits rural estates generate and the direct costs they have.
		The societal value / potential of rural estates is not always understood and the perception of these estates is strongly connected to the role they had in the past. This can hinder innovative and participative development.
		The potential of rural estates is rarely connected to larger developments or networks of estates.
		The green heritage connected to the rural estates is under pressure due to changing context, intensive farming, nature development efforts, climate changes, urban pressure and so forth.

Challenges related to the Decree of Immovable Heritage.	Structural	The split between immovable, movable and intangible heritage creates challenges.
		The premium system of the Flanders Heritage Agency focuses on the heritage related works and not on the quality of the whole project. As such rural estates are not always approached holistically.
		The premium rate is not connected to the objectives set by the owner or the capacities of the owner.
		The strong difference in the approach towards protected or 'consolidated' heritage and their context, hinders the holistic approach towards the landscape.
	Operational	The holistic potential of e.g. the ELC, heritage management plans and heritage landscapes can be activated more.
		Heritage laws underwent numerous changes. This caused confusion.
		The legislation is perceived as complex.
		The assigned heritage agent works closely together with the owner of a protected site. If this cooperation is not working well, the owner cannot ask for a second opinion or mediator.
		The heritage management plan is a good instrument but it does not always fit the management logic of rural estates.
		The special premium (restoration) has waiting lists of several years.
		Lack of publicly communicated assessment guidelines and assessment frameworks. As such not always clear how a proposal will be evaluated.

Swot of the policy instrument

STRENGTH	WEAKNESS	OPPORTUNITY	THREAT
A holistic understanding of heritage with a specific sensitivity towards landscape and context.	The holistic potential of e.g. the ELC, Heritage direction plans and Heritage landscapes can be further activated.	Society and the government in general have a growing interest in a holistic and cross-sectoral approach	Budget restrictions in all departments cause a refocus towards the core tasks and this hampers cross sectoral cooperation.
A scientific inventory as solid base for the heritage policy.	The strong difference in the approach towards protected or 'consolidated' heritage can damage the holistic approach towards the landscape.	The Flemish government is working towards a cultural shift in all departments.	The trust between different stakeholders can still increase.
Connections to other policy domains are formally imbedded in the decree	The participative intentions and possibilities of the decree are not always / not yet activated.	A general understanding of the potential role of heritage in solving the large societal challenges of today is growing.	The dominance of the conservative view towards heritage can block inventiveness, experiment and development.
A diversified financing system	The premium system of the AOE focuses on the heritage related works and not the quality of the whole project.	The holistic approach of the ELC more and more invades in the approach of the AOE	Heritage is still mainly understood as limiting towards the possibilities within a landscape already under pressure.
Heritage responsibilities are distributed to different governmental levels and external ngo's	Heritage laws underwent numerous changes. This has caused confusion.	Rural estates are understood as important heritage and are specifically mentioned in the Flemish Coalition agreement.	The transition of certain competences from regional to local level may cause loss of expertise

Proposed interventions through the action plans

In order to make a success of the action plan it is important to set specific objectives. What do we exactly want to realise with the Local Action Plan? During the project several challenges have been identified relating the preservation, transformation and exploitation possibilities of rural estates in general as well as in relation to the Decree of Immovable Heritage. They are described above and more in detail in the baseline survey (see [Innocastle Baseline Survey](#) chapter 1, 2, 6 and more specifically p. 51, p. 187 and 209). It is not possible to address all challenges identified and in order to avoid ad hoc choices we need to set specific objectives in order to make a success of phase 2 of Innocastle.

Taking into account all the challenges we set three overarching objectives for the Local Action Plan.

OBJECTIVE 1: Create a better understanding of rural estates

Phase one of the project has made clear that the notion ‘rural estate’ remains fairly unknown or misunderstood. The well-known term ‘castle’, ‘castle park’ or ‘castle site’ focuses on the buildings and park. This interpretation ignores seeing these sites as historical, spatial and economical unities. Elements such as the agricultural land and forests, as well as their spatial impact on the wider region remain unnoticed. This lack of understanding is widespread both in the general public as well as in the different sectoral expertises engaged in the preservation, transformation and exploitation of rural estates. Moreover, within the inventory linked to the Decree of Immovable Heritage, rural estates are not specifically mentioned and often only a part of a rural estate is mentioned (e.g. a castle without the park or agricultural land). As such the Decree does not actively promote knowledge about this type of heritage.

Because of this we are often unable to understand the core characteristics of these sites. These characteristics, which we have described in chapter three of the baseline survey, reveal the potential of these sites for us today. It will thus be vital to increase understanding if we want to activate that potential through effective policy measures. Conversely, these policy measures can only target rural estates if we are able to correctly identify these sites as well.

The Flanders Heritage Agency can take on this challenge for example by exploring how to identify rural estates better within the heritage inventory or by stimulating a holistic and transverse approach to rural estates within redevelopment processes.

Possible actions:

- Create a prolonged focus on rural estates imbedded within the Decree of Immovable Heritage.
- Start a process in which rural estates are approached in a holistic and transversal way.

- Continue to explore the knowledge gained within phase one of Innocastle and this by broadening and deepening the knowledge gained through new research.
- Identify rural estates by drafting a definition for rural estates in Flanders.

OBJECTIVE 2: Towards a transverse and participative approach

The Decree of Immovable Heritage commits to a transformation of the heritage sector in Flanders from an expert and sectoral approach towards a more holistic, cross-sectoral and participative approach. This is in line with a shifting international understanding of heritage and its position within society (e.g. 2000 European Landscape Convention, 2005 Faro Convention, 2018 Davos Declaration,...). This participative approach is vital. Rural estates and the cultural landscapes they interact with can only be valued, preserved, transformed and exploited if all sectors and stakeholders involved work together.

However, this transformation process takes time. The different actors involved value rural estates for different reasons. Landowners pass on a rural estate from generation to generation, together with their experiences and their particular view. The same is valid for the different governmental bodies whose officers are trained and used to approach a project a certain way. Also local residents or entrepreneurs have their own point of view. This means that the expectation someone has towards the position and role of the different actors not necessarily coincides with the possibilities and intentions of others. This eventually complicates discussions, and possibly also the wanted transformation. Specifically, stakeholder meeting two and three have made this clear as well as multiple one-on-one conversations during phase one of the project. In stakeholder meeting two, a rural estate owner has for example described the current situation: *‘We are stuck in an adversarial approach too much. This is not good. It is only a small shift towards a partnership approach.... The win-win is important for this. This means to look at what is best for the estate and its surroundings. A holistic approach.’*

To realise this shift exchanges in experiences are needed. The Flanders Heritage Agency has an important role in this as they are in the position to take the initiative. The current implementation of the Decree could be more focused on realising that shift. Initiating networks and open debates on certain heritage topics will for example help to promote a climate of trust and cooperation. In addition, experiments on larger scales with bottom up processes and transverse methods of working or with stimulating a shared ownership and responsibility towards private rural estates will clear the path for initiatives in which the Flanders Heritage Agency does not take the lead role.

Possible actions:

- Actively increase the knowledge on transverse and participative approaches towards rural estates in the different involved institutions such as the Flanders Heritage Agency and the regional development office of West Flanders, as well as with the involved individual owners and managers.
- Unite the different actors in a shared vision for rural estates in order to create understanding and stimulate interaction and cooperation.
- Continue the regional network focused on the rural estate south of Bruges.
- Continue the stakeholder meetings started in Innocastle phase one within the region.

OBJECTIVE 3: Stimulate a future-oriented view towards rural estates.

Rural estates have always been centres of experimentation, of culture and economic development. Their role and function changed throughout history together with the changing of society. At the same time, the nature of their activities has resulted in stable and long term management principles. The investments of one generation often give a return during the following generations. This marriage between experiment, adaptability and long-term management defines one of the core qualities of rural estates.

Heritage and spatial legislation incorporate important flexibilities towards heritage sites, their functions and possible transformations (e.g. heritage sites are allowed to deviate from the function determined within spatial planning policy). However most owners still indicate that legislation is predominantly protective and limiting. This hinders the adaptability of the estate which negatively influences the economic viability of the site. Debates in phase one uncovered several obstacles.

First, the different legislative levels and sectors involved in a redevelopment process of a rural estate need to jointly agree while checking the proposed development to their individual regulations. Hence, finding a redevelopment plan which suits all of these specifications is often not possible. A rural estate owner described the problem as followed: “If four parties need to agree, whatever plan you propose, there is always one party involved that does not agree.”

A second element often limiting the development possibilities is the mono-functional logic of zoning plans. This does not align with the multifunctional land-use which is so typical for rural estates. Moreover, an estate can be confronted with different zoning regulations for different parts of the rural estate resulting in difficulties to manage and develop it as a unity.

Third, the focus of the immovable heritage policy is on the preservation of the material outcome of a certain culture rather than on the culture itself. This implies that the legal protection of a cultural landscape of a rural estate focuses on physical appearance of the landscape, rather than on immaterial heritage (e.g. the horticultural experimentation within the historical parks created important knowledge). The continuation of the historical narrative - often resulting in a change of the physical appearance of the landscape - is not actively stimulated or acknowledged within a normal protection dossier. Eventually, this can lead to the landscape freezing in time.

Current heritage policy acknowledges the necessity of development in order to preserve. Owners are for example stimulated to develop a vision when starting a redevelopment project. Creating a vision which develops, in a balanced way, the different values (economic, social, ecological, heritage) has however proven very challenging for rural estates. Moreover, it is important to understand the regional potential of a site in relation to the larger contemporary challenges. To realize this the knowledge of multiple actors (owner, local, regional) needs to be brought together. Making available the expertise of governments, entrepreneurs and other stakeholders will support this. In particular, it is important to share and align the several sector-oriented types of expertise. Phase one already showed that working with inspiring pilot studies and designing research is very rewarding in this regard.

Possible actions:

- Explore the redevelopment solutions in certain challenging cases through quick wins.
- Connect rural estates to contemporary challenges such as food and energy production.
- Continue the benchmarking started in Innocastle, connected specifically to the challenges within the region.
- Stimulate discussion on the value and need of a design atlas for the region south of Bruges. This atlas could include design proposals for rural estates on a regional scale to inspire and set in motion a discussion on future development possibilities.

Summary Table - good practices identified so far

Organisation in charge/ owner of the good practice	Practice	Geo scope	Short summary of the good practice (including URLs with further information)	Potential for learning or transfer	Evidence of success: What features make it an example of good practice
VLM (Flemish Land Agency)	VLM - landinrichting	BE	<p>The Flemish Land Agency is an independent external agency investing in the rural area's. Their land development division is project oriented. Their unique mix of instruments can be organised in 4 pillars:</p> <ul style="list-style-type: none"> • acquisition, exchange and redistribution • land development • land management • other such as business relocations, land bank,... <p>These instruments result in swift and concrete changes in rural Flanders.</p>		
Agency of Immovable Heritage	Heritage inventory	BE	<p>The immovable heritage inventory lists, describes and catalogues all known immovable heritage items in Flanders (build, archaeology, landscape and floating) resulting in a representative overview. This inventory is the starting point for further research, forms the basis for future protection of certain items and can be used by everyone needing an overview of the heritage items in a certain area. It is consultable in database format as well as in an online GIS platform.</p>	<p>Having information on both listed and unlisted heritage sites is very important for policy makers. Important to gather information also on unlisted / privately owned rural estates.</p>	<p>Highly accessible and complete inventory.</p>
Heers Castle	Rural Estate Heers – community involvement	BE	<p>A 16th-century castle at Heers, Belgium is a great example of community engagement and programming, where +100 volunteers have become involved to draw more attention to the precarious state of the rural estate. Through a pragmatic focus on the landscape</p>	<p>Feasible step by step actions for communities to save heritage sites and uncover their future potential within their local context.</p>	<p>+100 volunteers Great community involvement</p>

			of the estate, the group increased the meaning of the domain for the local community, the heritage sector and the regional and national government.		
Flanders Heritage Agency	The Immovable Heritage Master Plan	BE	The Immovable Heritage Master Plan is an instrument inscribed in the heritage policy of the Flanders Heritage Agency and it is a process oriented participative instrument intended to create an integrated approach towards specific heritage challenges.	Implementation of the master plan is a mixture of commitment and action. The Flemish government together with other governmental levels, local and private initiatives all contribute together to develop and safeguard the specific heritage. The instrument has a large potential for rural estates. A first pilot project with this instrument is being executed and can be accessed here .	Example of quality in regional cooperation, promoting cross-sectoral governance.
Flemish Land Agency (VLM)	'The Open Space Movement' ('Open Ruimte Werken')	BE	"The Open Space Movement" ('Open Ruimte Werken') is a programmatic approach to the open space in Flanders. It connects people working together on different levels and this in relation to specific recurring challenges. One of the recurring challenges is called 'valued landscapes' and this is directly linked to rural estates. By grouping multiple projects all facing a similar challenge, a collective learning experience is realised. The coordination, support and funding by different Flemish agencies further helps each group to overcome their obstacles.	It is an efficient way to create an integrated approach towards the open space.	Example of quality in regional cooperation, promoting cross-sectoral governance.

Appendixes

A1 – Study visit booklet

A2 – Design sprint presentation

A3 – Design sprint country sheets

+

A1 – Study visit booklet.

INNOCASTLE



Online study visit Flanders



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Programme

Day 1 – Thursday, 14-05-2020 – Open to all

- Online webinar on good practices in Flanders (14:00 - 16:30 CET)
**past meeting*

Day 2 - Tuesday, 03.11.2020 - Innocastle partners

- Part 1 - Online Design Sprint / Hackathon (10:00 - 11:30 CET)
- Part 2 - Partner meeting (13:00 - 14:30 CET)

Day 3 - Thursday, 05.11.2020 - Local stakeholders Flanders

- Online Colloquium kastelen, landgoederen en landhuizen
**Dutch language only (13:30 - 16:00 CET)*

Webinar good practices

14.05.2020, 14:00 - 16:30 CET

* *Past meeting*

Moderator

- Sylvie Van Damme – UCG – HOGENT-KASK
- Bert De Roo – UCG – HOGENT-KASK

Goal of the meeting:

- Explore several good practices in Flanders on different topics
- Discuss these good practices, feedback and relevance for other partners.

Agenda

14:00 - 13:15 Introduction

14:15 - 14:55 Landscape integration in the Flanders Heritage Policy

Marc De Bie, directeur onderzoek landschap agentschap Onroerend Erfgoed

14:55 - 15:35 Open Space Movement.

Griet Celen, Head of Department of Land Development of the Flemish Land Agency

15:35 - 16:15 Rural Estate Heers – Support & Significance² = Future

Paul Lambrechts, Master in History and chair of the volunteer organisation Heerlijkheid Heers

16:15 - 16:30 Concluding words.

How to join the meeting

This meeting was organised shortly after the physical study visit was cancelled on May 14th 2020 and was open to the public.

The video of the webinar can be found on

<https://www.facebook.com/watch/?v=2965154526871016>

Online design sprint / Hackathon

03.11.2020, 10:00 - 11:30 CET

Moderator:

- Giliam Ganzevles, teacher and researcher at Devine, the digital design and development department of the School of Arts.
- Bert De Roo – UCG – HOGENT-KASK

Goal of the workshop:

- Explore the added value of digital applications in solving a ‘learning case’ challenge and more specifically in relation to community building.
- We do not want to find a solution to the challenge but develop a better understanding of the possibilities digital applications can generate within a project.

Agenda

10:00 - 10:10 Introduction

10:10 - 10:20 Thematic introduction and inspiration.

10:20 - 10:30 Design sprint introduction

10:30 - 11:10 Design sprint: brainstorm – evaluation – development

11:10 - 11:30 Wrap up presentations by the different groups.

Preparation

Partners NIH, PG, PB, and UCG have communicated a challenge they would like to explore in the workshop. Specificities:

- Connected to a learning case of Innocastle.
- Maximum of 100 words.
- A to the point and easy to understand challenge.
- A challenge valid for multiple rural estates.
- A maximum of 2 pictures may be added to visually explain the challenge.

Question for room 1: Gelderland

A heritage monitor on built heritage exists, resulting on knowledge how well preserved and maintained built heritage is. A heritage monitor for green heritage does not yet exist. How to map the condition of the green heritage of estate De Wierse.

A solution must take into consideration the different elements of the green heritage (park, forests, water elements, agricultural grounds...), the impact of climate change and the natural evolution of green heritage.

Question for room 2: West Flanders

Many trees in the park of the private estate Gruuthuyse are at the end of their lifecycle. A great challenge lies in how to respectfully rejuvenate the park and tree-lined alleys.

The most important factors influencing a solution are the costs, the possibility of damaging the healthy younger trees, the aesthetic & ecological quality of an intervention and the impact of climate change on the park & green heritage

Question for room 3: Romania

The park of many historic sites in Romania have disappeared almost completely. Resulting in a fragmented context for the manor house. How to respectfully restore the park and context without historicizing.

The most important factors influencing a solution are the current fragmentation of the former park grounds, missing knowledge on the original design of the park, lack of interest by the neighboring community.

Question for room 4: Badajoz

The archeologic excavations at the Medellin site have revealed an ancient Roman theatre. These excavations have destroyed a small Almohad quarter which was valuable as well and connected to the fortress still present at the site. How to get people to experience the 'magic' of the elements lost?

Several elements of the Moslim housing are now in a museum or have been digitally scanned. The topography of the location has been heavily altered and on site nothing can be seen of the Almohad quarter.

Participants

Naam	room name	What case
Pedro Luis Moraga González	Room 1	Gelderland
Alina Tomescu	Room 1	Gelderland
Paul Thissen	Room 1	Gelderland
June Taboroff	Room 1	Gelderland
Raluca Barbulescu	Room 1	Gelderland
Roosa Hakkarainen	Room 2	West Flanders
Bert De Roo	Room 2	West Flanders
Elyze Storms	Room 2	West Flanders
Alexander Bishop	Room 2	West Flanders
Adina Dragu	Room 2	West Flanders
Sylvie Van Damme	Room 3	Romania
Monique de Rooij	Room 3	Romania
Alex Mexi	Room 3	Romania
Roberto Ballesteros	Room 3	Romania
Patricia Mora	Room 3	Romania
Joep de Roo	Room 4	Badajoz
Dries Claeys	Room 4	Badajoz
Catherine Leonard	Room 4	Badajoz
Irina Iamandescu	Room 4	Badajoz
Mara Popescu	Room 4	Badajoz
Juan Pablo Martín	Room 4	Badajoz

How to join the meeting

Join Zoom Meeting

<https://us02web.zoom.us/j/89804942252?pwd=MXVaK3oxSFB3RGgvTHlnV0hJY3ROdz09>

Meeting ID: 898 0494 2252

Passcode: 7vyVvd

How to join the online whiteboard.

This will be explained during the design sprint.

Use a google account to login to <https://miro.com>

Use this link to access the whiteboard of the design sprint.

<https://miro.com/welcomeonboard/kMHOLobNriPiEWgKHwnvPFGuCiJTfh3fgJSTsne5XHCHmlMx7x0JPR4k1CyFBDm>

Partner meeting

03.11.2020, 13:00 - 14:30 CET

Organised and moderated by Eurodite

Goal of the meeting:

- Discuss the mid-term review results and upcoming actions
- Discuss status action plans & plan peer reviews
- Open the discussion about the possibilities of a follow-up project on Innocastle

Agenda

13:00 - 13:10 Introduction

13:10 - 13:40 Mid-term review

13:40 - 14:00 Action plans and peer reviews

14:00 - 14:30 Following up on Innocastle

Priority themes at EU level 2021-2027

Discussion about future topics and structures for cooperation

How to join the meeting

Join Zoom Meeting

<https://us02web.zoom.us/j/88619595064?pwd=SEpjeHIvWDZSZ2JkcmVXZEJyTzdKdz09>

Meeting ID: 886 1959 5064

Passcode: 7jfMbS

Online Colloquium kastelen, landgoederen en landhuizen

05.11.2020, 13:30 - 16:00 CET

* *Only in Dutch*

Agenda

13:30 – 13:45 Digitaal onthaal

13:45 – 14:45 Keynotes en plenaire Q&A

13:45 – 13:50 Introductie

Bert De Roo, Onderzoeksmedewerker HOGENT-KASK

13:50 – 13:55 Welkom door Sonja Vanblaere

Administrateur-generaal agentschap Onroerend Erfgoed

13:55 – 14:10 Historische landgoederen als drivers voor landschapsontwikkeling

Sylvie Van Damme, lector en onderzoeker HOGENT-KASK

14:10 – 14:25 Een onroerenderfgoedrichtplan voor historische landgoederen

Marc De Bie, directeur onderzoek landschap agentschap Onroerend Erfgoed

14:25 – 14:30 Slotwoord door Jurgen Vanlerberghe

Gedeputeerde provincie West-Vlaanderen

14:30 – 14:40 Q&A

Ine Soenen, regiocoördinator streekwerking Noord-West-Vlaanderen

14:40 – 14:45 Conclusie en toelichting breakout sessies

Dries Claeys, erfgoedonderzoeker landschap agentschap Onroerend Erfgoed

14:45 – 15:00 Pauze

15:00 – 16:00 Breakout sessies

De breakout sessies nemen de vorm aan van een virtueel rondetafelgesprek. Iedereen krijgt de kans om gedurende enkele minuten in beperkte groep te reflecteren over het plenaire gedeelte en de eigen verwachtingen rond het voorgestelde traject van een onroerenderfgoedrichtplan. Deze input zal gebruikt worden om een visie over het toekomstige beheer en de ontwikkeling van historische landgoederen te vormen.

How to join the central meeting

The meetings is organised in MS teams and the general session can be accessed through this link.

[https://teams.microsoft.com/l/meetup-](https://teams.microsoft.com/l/meetup-join/19%3ameeting_NDkzY2UyNTgtODk4Ni00NGY3LWJkYWMTtNjYyMTI3NWlwMmFj%40thread.v2/0?context=%7b%22Tid%22%3a%225cf7310e-091a-4bc5-acd7-26c721d4cccd%22%2c%22Oid%22%3a%227cdee2fa-5e01-40aa-a1b7-92560407cdbf%22%7d)

[join/19%3ameeting_NDkzY2UyNTgtODk4Ni00NGY3LWJkYWMTtNjYyMTI3NWlwMmFj%40thread.v2/0?context=%7b%22Tid%22%3a%225cf7310e-091a-4bc5-acd7-](https://teams.microsoft.com/l/meetup-join/19%3ameeting_NDkzY2UyNTgtODk4Ni00NGY3LWJkYWMTtNjYyMTI3NWlwMmFj%40thread.v2/0?context=%7b%22Tid%22%3a%225cf7310e-091a-4bc5-acd7-26c721d4cccd%22%2c%22Oid%22%3a%227cdee2fa-5e01-40aa-a1b7-92560407cdbf%22%7d)

[26c721d4cccd%22%2c%22Oid%22%3a%227cdee2fa-5e01-40aa-a1b7-92560407cdbf%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_NDkzY2UyNTgtODk4Ni00NGY3LWJkYWMTtNjYyMTI3NWlwMmFj%40thread.v2/0?context=%7b%22Tid%22%3a%225cf7310e-091a-4bc5-acd7-26c721d4cccd%22%2c%22Oid%22%3a%227cdee2fa-5e01-40aa-a1b7-92560407cdbf%22%7d)



A2. Design sprint - presentation

INNOCASTLE & DEVINE

INNOCASTLE DESIGN SPRINT

November 03, 2020

Agenda

- 1. Introduction** *10 min.*
- 2. Inspiration** *15 min.*
- 3. Design Sprint Intro** *10 min.*
- 4. Design Sprint** *40 min.*
- 5. Wrap-up presentations** *15 min.*



Ine Soenen
Regional coordinator
Regional operations
North-West Flanders

Innocastle Study Visit - West Flanders (BE) - English ...

YouTube

miro

Year	Country	Value
2010	China	1.00
2011	China	1.00
2012	China	1.00
2013	China	1.00
2014	China	1.00
2015	China	1.00
2016	China	1.00
2017	China	1.00
2018	China	1.00
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2049	China	1.00
2050	China	1.00

Giliam Ganzevles

"Digital Designer"

Lecturer and researcher at bachelor
Devine at School of Arts

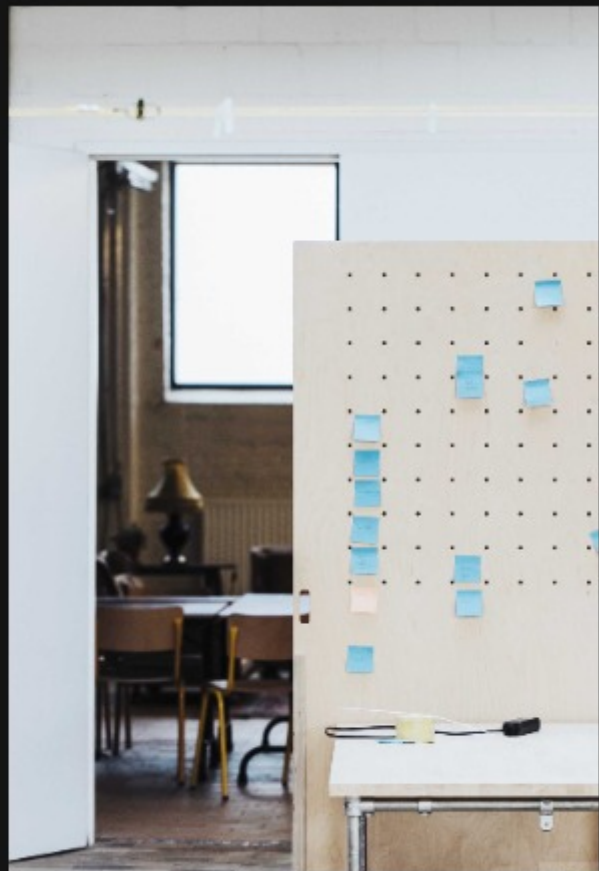
Freelance at Novasaga & Altform



Digital Design and Development (Devine)

3 year bachelor programme

UX Research · Design · Development



Human-Computer Interaction Design

What it isn't:

Solely the digitization of traditional 'communications' (e.g. physical tools, team organisation systems), an after-thought to communicate your findings.

What it is:

HCI design and development research is as much about sociology, design, and understanding problems (and people) as it is about computers.

It is (often) understanding an entire system of interactors as an ecosystem built around experience or challenges, and seeking ways in which digital technologies might provide improvement (or if they cause disruption).

Devine in itself is not centered toward the application of digital technology as a practice (i.e. production of websites etc.).

But is focused toward the **understanding of the value a digital technology can bring to humanity** when it is applied with specific characteristics or features, and/or in a specific setting.

INNOCASTLE & DEVINE

INSPIRATION

November 03, 2020

HMW's - How Might We?

Every problem is an opportunity for design. By framing your challenge as a **How Might We** question, you'll set yourself up for an innovative solution.

How

solutions-oriented

Might

open for discussions

We

a collective effort

Example: Students need... to eat nutritious food... in order to thrive and grow in a healthy way.

- How Might We make healthy eating appealing to students?
- How Might We inspire students towards healthier eating options?
- How Might We make healthy eating something, which students aspire towards?
- How Might We make nutritious food more affordable?

HMW's - How Might We?

1

Remember your challenge/question

The Gruuthuyse estate is several hundreds of hectares large but is spatially fragmented through different infrastructural elements (traintracks, important local road, highway).

This makes the landscape less readable, makes unified management more difficult and complicates possible recreative land use.

2

Reframe it as a How Might We...

How Might We let the landscape inform us as a whole?

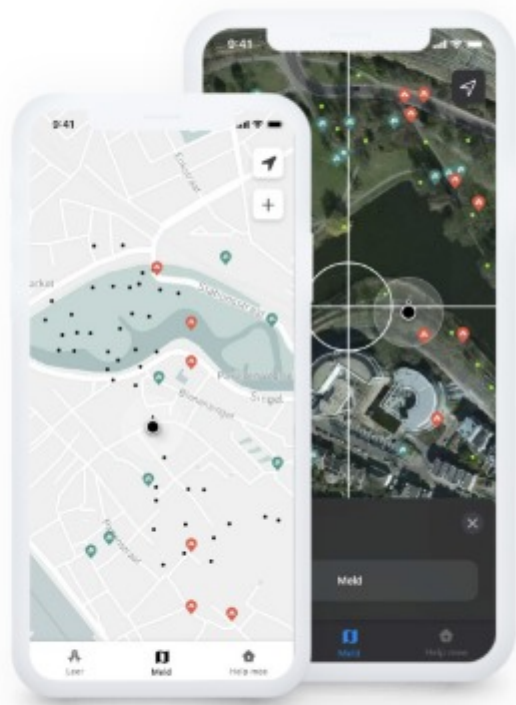
How Might We let people experience the estate as a whole?

How Might We underline the difficulties extending from a fragmented landscape?

How Might We use the infrastructural elements to experience from a different perspective?

Oak Processionary caterpillar spotting app

- Community driven
- Value for community
- Data useful for management of landscape
- Potential for gamification



Battersea Powerstation App

- Location-based info (gps)
- AR to experience locations you can't access
- Gamification for children: help to generate power



Lost Palace

- Architectural installations, interactive technology and immersive audio theatre
- Explore a landscape that isn't there anymore



Mussel Choir

- Non-invasive sensors monitoring mussels' movements
- Light installation communicating water pollution to bystanders



Sensing Clues

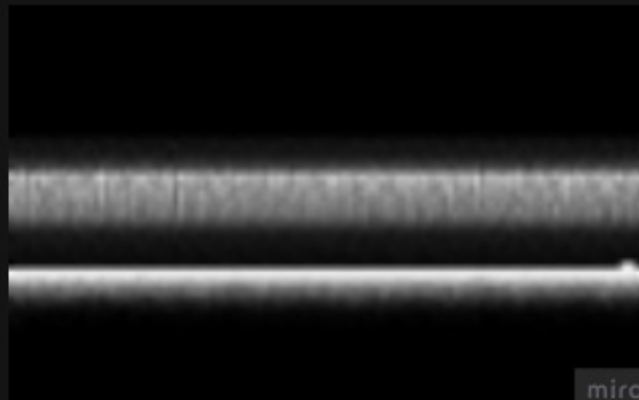
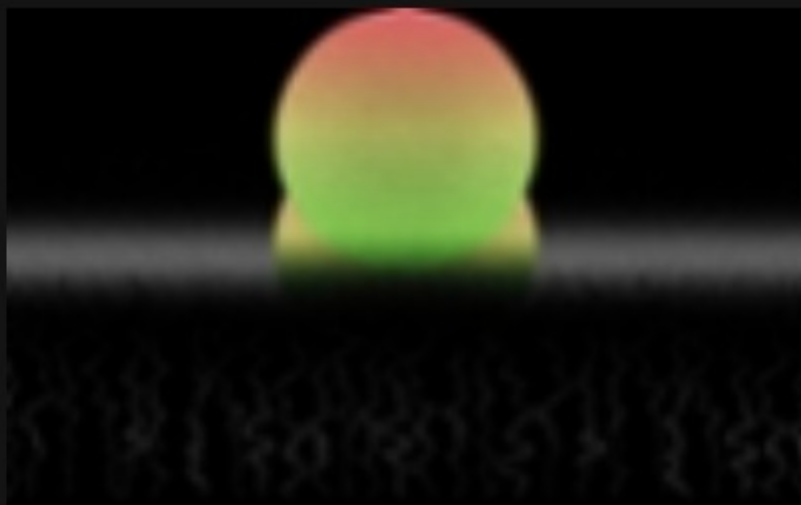
- Microphones distributed in landscape
- Artificial Intelligence to analyse and decode sounds
- Optimal for hands-on management



By the Code of the Soil

Human survival relies on soil health— yet, for many, this vital resource is ‘invisible’. How can art help us reflect on the importance of invisible systems, such as soil ecosystems, to our lives?

- Soil moisture data sensors
- Application on PC
- Satellite Sentinel A1 Location
- Generative Artworks interrupting citizens



A3. Design sprint - country sheets

During the design sprint the online platform MIRO was used.

Each region had prepared one case to work on with the different participants. Within MIRO, each case had its own working area.

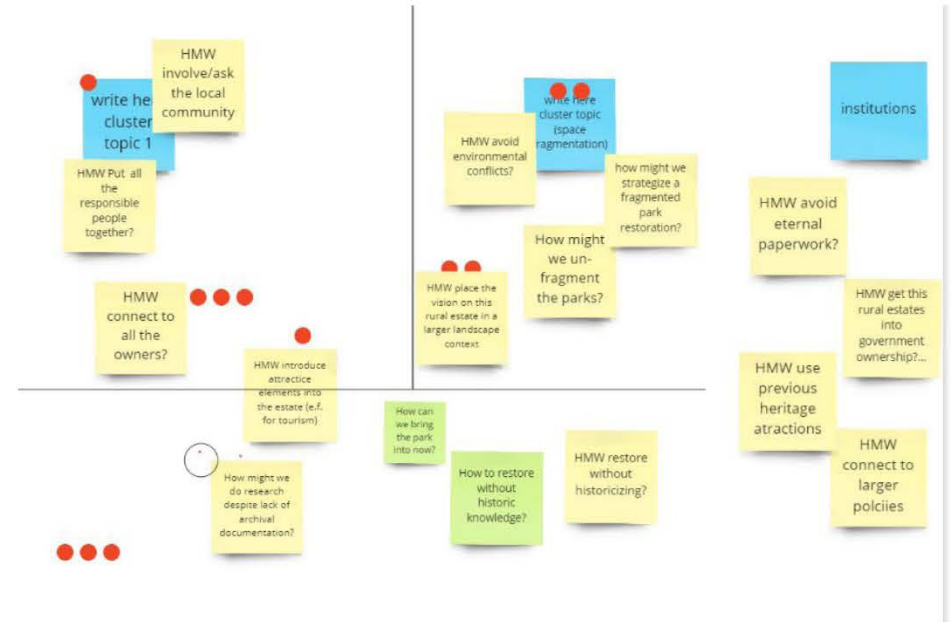
In what follows a collage of those working areas can be found

ROMANIA

Our challenge

The park of many historic sites in Romania have disappeared almost completely. Resulting in a fragmented context for the manor house. How to respectfully restore the park and context without historicizing.

The most important factors influencing a solution are the current fragmentation of the former park grounds, missing knowledge on the original design of the park, lack of interest by the neighboring community.



Our How Might We

Add your final How Might We question here (the one with the most dots for interesting solutions might work the best)

Historic documentation

Try to understand how the local people see the estate



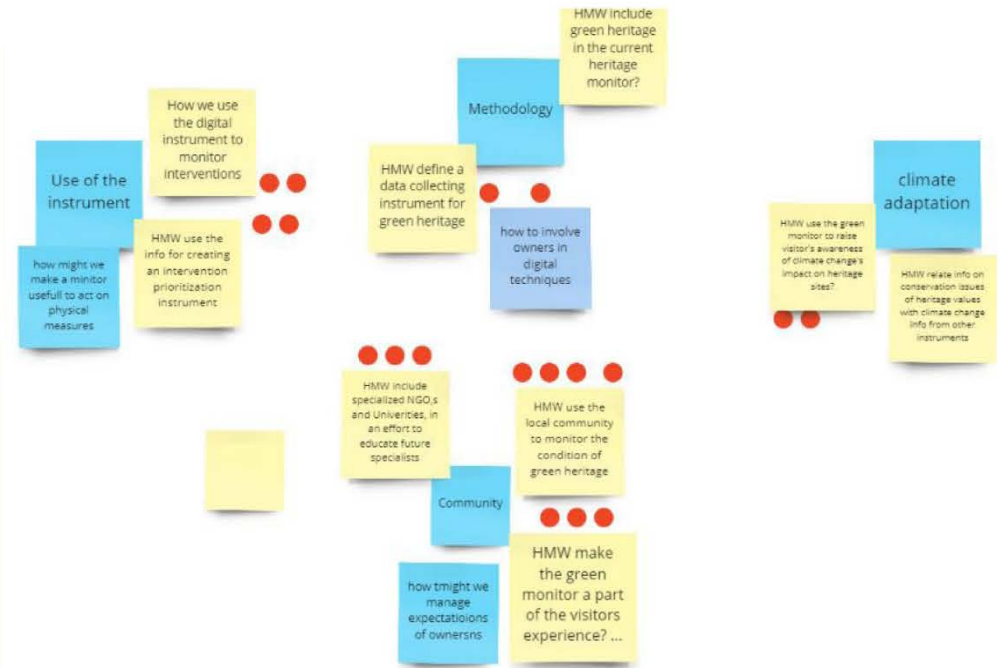
NETHERLANDS

Our challenge

A heritage monitor on built heritage exists, resulting on knowledge how well preserved and maintained built heritage is. A heritage monitor for green heritage does not yet exist. How to map the condition of the green heritage of for example estate De Wierse.

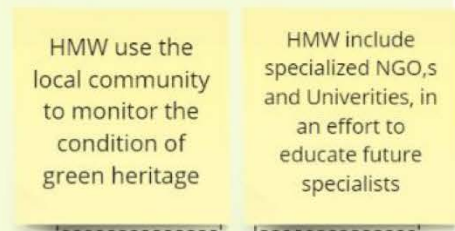
A solution must take into consideration the different elements of the green heritage (park, forests, water elements, agricultural grounds...), the impact of climate change and the natural evolution of green heritage.

Brainstorm Solutions Area



Our How Might We

Add your final How Might We question here (the one with the most dots for interesting solutions might work the best)



Brainstorm Community and Technology



SPAIN

Our challenge

The archeologic excavations at the Medellin site have revealed an ancient Roman theatre. These excavations have destroyed a small Almohad quarter which was valuable as well and historically connected to the fortress still present at the site. How to get people to experience the 'magic' of the elements lost?

Several elements of the Moslim housing are now in a museum or have been digitally scanned. The topography of the location has been heavily altered and on site nothing can be seen of the former Almohad quarter



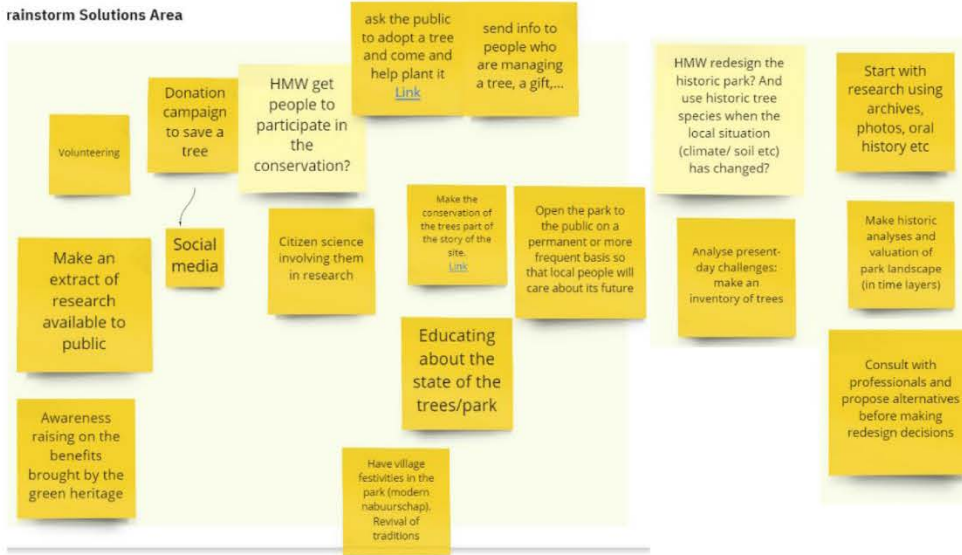
BELGIUM

Our challenge

Many trees in the park of the private estate Gruuthuysse are at the end of their lifecycle. A great challenge lies in how to respectfully rejuvenate the park and tree-lined alleys.

The most important factors influencing a solution are the costs, the possibility of damaging the healthy younger trees, the aesthetic & ecological quality of an intervention and the impact of climate change on the park & green heritage

Brainstorm Solutions Area



Brainstorm Community and Technology

