



## **SEMINAR ANNOUNCEMENT**

### **Cultural Heritage as Economic Value: Economic Benefits, Social Opportunities, and Challenges of Cultural Heritage for Sustainable Development**

#### **Date and Place**

May 11-13, 2016, Athens, Greece,

#### **Extended abstract submission Deadline**

**April 1<sup>st</sup>, 2016**

The Department of Economics, University of Athens and the Maniatakeion Foundation, key partners in the ERASMUS + InHERiT Programme, organize an International Seminar titled "Cultural Heritage as Economic Value: Economic Benefits, Social Opportunities, and Challenges of Cultural Heritage for Sustainable Development" in Athens, 12th-13th May, 2016.

InHERiT is a three-years ERASMUS + programme aiming at raising awareness about the economic value of architectural heritage and its crucial role in creating local and regional development, contributing, thus, to building a "smart, sustainable and inclusive economy" in Europe with high levels of employment, productivity and social cohesion. The partners of InHERiT are the School of Architecture, Technical University of Crete, Greece (leader), the Department of Economics, University of Athens, Greece, the Business School, Middlesex University, London, Maniatakeion Foundation, Greece, Neapolis University Pafos, Cyprus, the Center for Mediterranean Architecture (KEPPEDIH-KAM), Chania, Greece and Fondazione Flaminia, Ravenna, Italy.

#### **Background / Scope of the Seminar**

Over the last decades, in an era of holistic and integrative thinking for sustainable development, cultural heritage is gaining attention of scholars and policy makers as an instrument for sustainable development. Critics consider use as a threat to heritage, leading to commercialization, exploitation and destruction. It gains momentum, however, the view that cultural heritage has economic value and that heritage

preservation occurs when heritage elements are in actual use, thus generating revenue to sustain preservation.<sup>1</sup> Further, there are arguments that many if not most of the benefits derived from cultural heritage are realized only in the course of actual use. Among the proponents of heritage use we find not only economists and sociologists but also many who have traditionally opposed the idea, such as archaeologists, anthropologists, legal scientists and even preservationists.<sup>2</sup>

Economic science has recently developed pertinent tools and concepts, initially used for environmental goods and services that are suitable in assessing the economic value of Cultural Heritage. The use of these economic tools in the assessment of the economic value of cultural heritage has been the subject of research in the European Research Framework Programme and has produced very interesting results that can assist in designing public policies for sustainable development and smart growth.<sup>3</sup>

### **Seminar Aim and Topics**

Cultural Heritage is a complex and elusive concept, constantly evolving through time, and combining cultural, aesthetic, symbolic, spiritual, historical and economic values.<sup>4</sup> This Seminar aims to contribute to the design and analysis of cultural heritage public policies by examining the economic value of cultural heritage, its contribution to sustainable development and the financing of investments for heritage enhancement.

The Seminar is essentially an expert conference, with 40 to 50 participants, on the economic value, management and financing of cultural heritage. It will explore various dimensions of the increasingly complex relationship between cultural heritage and sustainable development and will produce material that will be used later on by the InHERiT programme in increasing public awareness. The focus of the Seminar will be on the economic value of cultural heritage, on the reconciliation between positive and negative economic pressures on heritage preservation and on the innovative financing instruments of heritage investments.

The Seminar will look at real world problems and practical solutions through formal presentations, round tables and group discussions addressing questions like the following. How positive and negative economic pressures could be reconciled? Which economic and social strategies are most effective in today's financial environment? What role can and should the public and private sectors play? Both theoretical and empirical contributions that examine relevant issues and policy options are welcome.

Possible topics and research questions include, but are not limited to, the following:

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<sup>1</sup> Council of Europe Framework Convention on the Value of Cultural Heritage for Society, (CETS No. 199)

<sup>2</sup> Dümcke C. and Gnedovsky M. (2013) "The Social and Economic Value of Cultural Heritage: literature review", European Expert Network on Culture (EENC).

<sup>3</sup> EC (2011) "Survey and outcomes of cultural heritage research projects supported in the context of EU environmental research programmes - From 5th to 7th Framework Programme", DG Research – Environment, EUR 24490 EN

<sup>4</sup> Rizzo Ilde and Anna Mignosa (Editors) "Handbook on the Economics of Cultural Heritage" Edward Elgar Publishing.

- Economic value of cultural heritage. The socio-economic impact of built heritage. The nexus between heritage, tourism and sustainable development. Links to urban regeneration and local development. Theoretical and empirical contributions. Case studies.
- Management and enhancement of cultural heritage. Management strategies and tools. Reconciling conflicting objectives. Governance of cultural heritage systems. What role can and should the public and private sectors play? Case studies.
- Investment needs and financing tools. Investment needs for heritage enhancement. Innovative financing instruments of cultural heritage projects. Public Private Partnerships. Finance tools for urban regeneration and local development. Case studies.

Prospective participants are requested to submit an extended Abstract of about 1000 words of their intended contribution by April 1<sup>st</sup>, 2016 **to the following e-mail address: [erasmus.inherit@gmail.com](mailto:erasmus.inherit@gmail.com)** and will be notified by April 15<sup>th</sup> 2016. The Seminar aims to accommodate about 20-25 papers. There is no participation fee but participants are expected to cover their travel and accommodation expenses. The Seminar has a small budget to contribute towards travel and accommodation expenses of young researchers. A selection of papers presented, following standard blind review processes, will be considered for inclusion in the edited volume. The volume will be in English under the title "*Cultural Heritage as Economic Value: Economic Benefits, Social Opportunities, and Challenges of Cultural Heritage for Sustainable Development*" published preferably with an international publisher.

#### Key Note Speaker:

- Dr. Mario Aymerich, Director, Advisor to the Director General, Projects Directorate, European Investment Bank, Luxemburg

#### Invited Speakers (in alphabetical order):

- Dr. Graham Bell, North England Civic Trust and Europa Nostra, UK
- Dr. Guy Clause, Former Dean, European Investment Bank Institute, Luxemburg (to be confirmed)
- Ms. Katerina Daskalaki, former Ambassador of Greece to UNESCO, former Member European Parliament (Committee of Education and Culture), Greece
- Dr. Maria Grazia Marini, Director of MAR Ravenna City Art Museum and Director of Culture Activities, Municipality of Ravenna, Italy
- Dr. Lina Mendoni, Senior Researcher, National Research Foundation, Greece and former Secretary General, Ministry of Culture, Greece

#### Scientific Committee

- Professor George Mergos, Department of Economics, University of Athens, Greece (Chair)
- Professor Dana Arnold, Department of Arts and Design, Middlesex University, London, UK

- Professor Solon Xenopoulos, Dean, School of Architecture, Neapolis University Pafos, Cyprus
- Professor Panagiotis Tournikiotis, School of Architecture, National Technical University of Athens, Greece
- Professor Eygenia Bitsani, Department of Business and Organisation Administration, TEI of Peloponnese, Greece
- Asc. Professor Andrea Nanetti, Department of Arts, Design and Media, Nanyang Technological University, Singapore
- Asst. Professor Iakovos Rigos, School of Architecture, Technical University of Crete, Greece
- Asst. Professor Amalia Kotsaki, School of Architecture, Technical University of Crete and President of KEPPEDIH-Center of Mediterranean Architecture, Greece

### Organising Committee

- Mr. Dimitris Maniatakis, Maniatakeion Foundation, Greece (chair)
- Professor George Mergos, University of Athens, Greece
- Asst. Professor Iakovos Rigos, Technical University of Crete, Greece
- Adj. Lecturer Nikolas Patsavos, School of Architecture, Technical University of Crete, Greece
- Ms. Vicky Inglezou, Maniatakeion Foundation, Greece
- Mrs. Sabrina Mascia, Fondazione Flaminia, Italy
- Dr. Kostas Priporas, Middlesex University, London, UK

### Important dates

Submission of an extended abstract: April 1<sup>st</sup> 2016

Notification of authors for acceptance by April 15<sup>th</sup> 2016

Submission of Draft paper: May 5<sup>th</sup> 2016

Submission of full paper for publication in the edited volume by June 30<sup>th</sup> 2016

Communication of comments by referees July 31<sup>st</sup> 2016

Submission of revised papers for the edited volume October 31<sup>st</sup> 2016

### Hands-on Adjacent Workshop for Students and Young Professionals

The Seminar will be followed by a two days interdisciplinary workshop for students and young professionals organised by the School of Architecture of the Technical University of Crete and the School of Architecture, Land and Environmental Studies of Neapolis University Pafos. The workshop is open to students, young graduates and professionals with a background in architecture, history and archaeology, conservation, heritage management, administration and economics, anthropology and sociology and will focus on issues, tools, methods and approaches in analyzing the economic value of cultural heritage. A second call will follow regarding the further description of the workshop and the relative application procedure.