CLIC·

Circular models Leveraging Investments
in Cultural heritage adaptive reuse

D1.2

Videos online of the HUL workshops

HORIZON 2020
This project has received funding from the European Union's Horizon 2020 research
and innovation programme under grant agreement No 776758
Call H2020-SC5-2017-OneStageB submitted for H2020-SC5-22-2017 / 07 Mar 2017

Deliverable 1.2
Videos online of the HUL workshops

Version 1.0

Due date:	30/09/2020
Submission date:	22/09/2020
Deliverable leader:	TU/e
Type	Report
Author list:	Nadia, Pintossi (TU/e)
	Deniz, Ikiz Kaya (TU/e)

Dissemination Level

☒	**PU:**	Public
☐	**PP:**	Restricted to other programme participants (including the Commission
☐	**RE:**	Restricted to a group specified by the consortium (including the Commission
☐	**CO:**	Confidential, only for members of the consortium (including the Commission Services)

Abstract

Within the CLIC project, a series of 5 HUL workshops (Historic Urban Landscape) was organized. This Deliverable provides an overview of the videos recorded during these stakeholder engagement activities. These video clips are publicly available via the CLIC project YouTube[1] channel. Each pilot partner hosted one of these workshops and the last was held online due to the COVID-19 circumstances.

---

[1] "CLIC Project" at https://www.youtube.com/channel/UC9Alqja1Dblv-aS_veGUGdw

Partners involved in the document

Participant No	Participant organisation name	Short Name	Check if involved
1 Coordinator	CONSIGLIO NAZIONALE DELLE RICERCHE	IRISS CNR	
2	UPPSALA UNIVERSITET	UU	
3	GROUPE ICHEC - ISC SAINT-LOUIS - ISFSC	ICHEC	
4	UNIVERSITY COLLEGE LONDON *(active partner up to January 2020)*	UCL	
5	TECHNISCHE UNIVERSITEIT EINDHOVEN	TU/e	X
6	UNIVERSITY OF PORTSMOUTH HIGHER EDUCATION CORPORATION	UOP	
7	UNIVERZA V NOVI GORICI	ETCAEH	
8	WIRTSCHAFTSUNIVERSITAT WIEN	WU	
9	UNIWERSYTET WARSZAWSKI	UNIWARSAW	
10	ICLEI EUROPEAN SECRETARIAT GMBH	ICLEI	
11	FACILITYLIVE OPCO SRL	FacilityLive	
12	VASTRA GOTALANDS LANS LANDSTING	VGR	
13	GRAD RIJEKA-GRADSKO VIJECE	RIJ	
14	COMUNE DI SALERNO	SA	
15	STICHTING PAKHUIS DE ZWIJGER	PAK	
16	INIZIATIVA CUBE SRL *(entry into force July 2020)*	INI	
17	TECHNOLOGICAL UNIVERSITY DUBLIN *(entry into force July 2020)*	TUDublin	

Table of Contents

Figures Summary

Tables Summary

1 Description of the Project

The overarching goal of CLIC trans-disciplinary research project is to identify evaluation tools to test, implement, validate and share innovative "circular" financing, business and governance models for systemic adaptive reuse of cultural heritage and landscape, demonstrating the economic, social, environmental convenience, in terms of long lasting economic, cultural and environmental wealth.

The characteristics of cultural heritage and landscape pose significant challenges for its governance. Cultural heritage is a "common good", which enjoyment cannot be denied to citizens, although many buildings and landscape structures are privately owned. Furthermore, the large economic resources needed for recovery and maintenance of heritage goods are rarely available to the private owner, often charged of the additional cost of non-use due to limited degree of transformation allowed. The existing governance arrangements currently involve limited stakeholders concerning for the historic, aesthetic or religious sociocultural values, severely restricting the use of the heritage properties, and charge the central government of conservation costs. The approach of regulatory and planning tools throughout European countries has been to preserve cultural heritage by preventing transformation of buildings or areas having historic-cultural significance.

"The current monument-based, full protection, and government-financed approach that restricts the use of protected properties and relies almost entirely on public funds is incapable of tackling the vast urban heritage of most communities and of sustaining conservation efforts in the long term" (Rojas, 2016). To turn cultural heritage and landscape into a resource, instead of a cost for the community, the structures of authority, institutions and financial arrangements should be adjusted to ensure larger stakeholders' involvement in decision-making, attract private investments and facilitate cooperation between community actors, public institutions, property owners, informal users and producers (Rojas, 2016). The risk is that without financing channels the decay of European heritage and landscape will increase, until its irreversible loss.

Flexible, transparent and inclusive tools to manage change are required to leverage the potential of cultural heritage for Europe, fostering adaptive reuse of cultural heritage / landscape. Tools for management of change should consider costs and benefits at the local level and for all stakeholders, including future generations, and should take into account the cultural, social, environmental and economic costs of disrepair through neglect, compared to the benefits obtained through diverse scenarios of transformation / integrated conservation.

Costs and values of cultural heritage adaptive reuse have to be compared in a multidimensional space: the relationship between costs and "complex values" influences the willingness to invest in the functional recovery of cultural heritage and landscape. Therefore, it is necessary to clarify what is intended for the value of cultural heritage. The higher the perceived value for potential actors, the higher the willingness to take the risk of investment. This "complex value" of cultural heritage depends on the intrinsic characteristics, but also from extrinsic (context) characters.

Investment costs are related to the materials, technologies and techniques to be used to preserve the cultural value of the heritage / landscape, and to maintenance / management / operating costs. The willingness to invest, the same value done, increases with the reduction of costs. Then, the social cost of abandonment – and eventual irreversible loss of heritage – must be included in the investment choice.

The investment gap in cultural heritage and landscape regeneration can be addressed through careful evaluation of costs, complex values and impacts of adaptive reuse, providing critical evidence

of the wealth of jobs, social, cultural, environmental and economic returns on the investment in cultural heritage.

1.1   CLIC Specific objectives

The scopes of CLIC project will be achieved through a set of specific, measurable, achievable, realistic and time-constrained (SMART) specific objectives:

Objective 1 - To synthesize existing knowledge on best practices of cultural heritage adaptive reuse making it accessible to researchers, policy makers, entrepreneurs and civil society organizations, also with direct dialogue with their promoters;

Objective 2 - To provide a holistic ex-post evaluation of the economic, social, cultural and environmental impacts of cultural heritage adaptive reuse, stressing on the importance of appropriate conservation and maintenance approaches able to highlight the integrity and authenticity of heritage;

Objective 3 - To provide EU-wide participated policy guidelines to overcome existing cultural, social, economic, institutional, legal, regulatory and administrative barriers and bottlenecks for cultural heritage systemic adaptive reuse;

Objective 4 - To develop and test innovative governance models and a set of evidence-based, participative, usable, scalable and replicable decision support evaluation tools to improve policy and management options/choices on cultural heritage systemic adaptive reuse, in the perspective of the circular economy;

Objective 5 - To analyse hybrid financing and business models that promote circularity through shared value creation, and assess their feasibility, bankability and robustness for cultural heritage adaptive reuse;

Objective 6 - To validate the CLIC circular financing, business and governance practical tools in 4 European cities / territories representative of different geographic, historic, cultural and political contexts;

Objective 7 - To contribute to operationalise the management change of the cultural landscape also in implementing the UNESCO Recommendation on Historic Urban Landscape;

Objective 8 - To re-connect fragmented landscapes, through functions, infrastructures, visual relations at macro and micro scale;

Objective 9 - To design and implement a stakeholders-oriented Knowledge and Information Hub to make tools and information accessible, useful and usable and test them with policy-makers, entrepreneurs, investment funds and civil society organizations;

Objective 10 - To contribute to the creation of new jobs and skills in the circular economy through cultural heritage adaptive reuse, boosting startups and sustainable hybrid businesses and empowering local communities and stakeholders through public-private-social cooperation models.

Objective 11 - To contribute to the monitoring and implementation of SDGs (especially Target 11.4) and the New Urban Agenda, creating operational synergies with global initiatives of UN-Habitat, UNESCO/ICOMOS and the World Urban Campaign.

All partners have wide experience in developing and testing CLIC proposed tools, ensuring the effective and time-constrained achievement of all the above-mentioned specific goals. The integration of sectorial knowledge, tools and methods will be achieved through a trans-disciplinary

2

approach promoting partners and stakeholders' cooperation, co-creation of knowledge and co-delivery of outcomes.

The expected impacts of the project are the following:

- Validation of integrated approaches and strategies for cultural heritage adaptive re-use, comprising innovative finance with high leverage capacity, business models and institutional and governance arrangements that foster multi-stakeholder involvement, citizens' and communities' engagement and empowerment;

- New investments and market opportunities in adaptive re-use of cultural heritage, also stimulating the creation of start-ups;

- An enabling context for the development and wide deployment of new technologies, techniques and expertise enhancing industrial competitiveness and contributing to economic growth, new skills and jobs;

- Innovative adaptive re-use models that are culturally, socially and economically inclusive;

- Contribution to implementing the Sustainable Development Goals (SDGs) (Goals 1, 15, 11 particularly) and the United Nations New Urban Agenda.

2   Introduction

Part of the research within the CLIC project was conducted organizing a series of 5 stakeholder engagement workshops, namely the HUL workshops (Historic Urban Landscape). The first three workshops aimed at identifying the challenges encountered in the adaptive reuse of cultural heritage and solutions to overcome them. These workshops were held in Amsterdam (NL) in May 2018, in Salerno (IT) in November 2018, and in Rijeka (HR) in March 2019. The last two workshops of the series were part of the project-long assessment of the CLIC tools and models. They were held in Västra Götaland in September 2019 and online in September 2020.

This document presents the videos recorded during the HUL workshops and made available through the CLIC project YouTube channel at https://www.youtube.com/channel/UC9Alqja1Dblv-aS_veGUGdw.

Details and results of the series of workshop are reported in the deliverables "D1.1 Reports of HUL workshops", "D1.5 Report on barriers and bottlenecks", and "D1.6 Report on project-long assessment" as well as in the intermediate reports "D1.1a Report of Historic Urban Landscape Workshop I Amsterdam", "D1.1b Report of Historic Urban Landscape Workshop II Salerno", "D1.1c Report of Historic Urban Landscape Workshop III Rijeka", "D1.1d Report of Historic Urban Landscape Workshop IV Västra Götaland", "D1.1e Report of Historic Urban Landscape Workshop V". These documents are already available or will be made available by May 2021 on the project website (see: https://www.clicproject.eu/deliverables/)
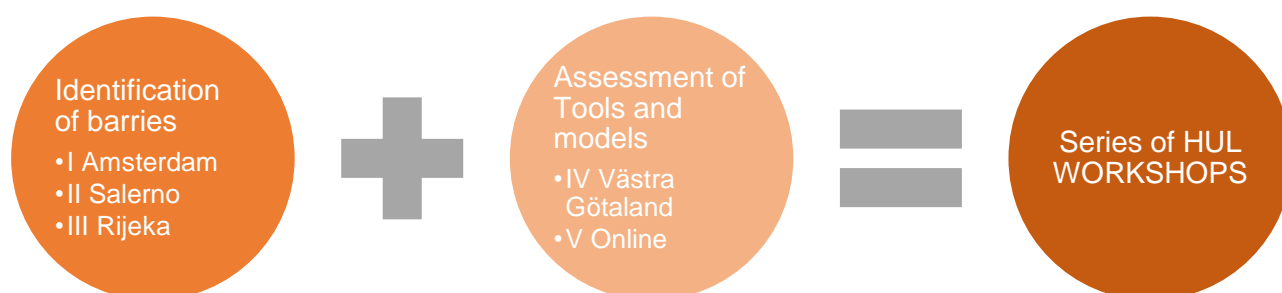

Figure 1 – HUL workshop overview and aims

2.1   Document structure HUL

This document is structured as follows:

- Chapter 1: "Description of the project" – to briefly present the CLIC project;
- Chapter 2: "Introduction" – to introduce the context of the videos of the HUL workshops uploaded online;
- Chapter 3: "HUL workshops" – to provide an overview of the series of HUL workshops.
- Chapter 4: "Videos of the HUL workshops" – to inform on the content and provide the links to the videos of the HUL workshop series.
- Chapter 5: "Acknowledgments"
- Chapter 6: "References"

3   HUL workshops

3.1   Historic Urban Landscape approach

During the General Conference held on the 10th November 2011, UNESCO has adopted the Recommendation on the Historic Urban Landscape (HUL). The Recommendation is meant as an addition to existing conservation approaches (UNESCO, n.d.).

The Historic Urban Landscape is an approach that aims to manage urban heritage conservation and sustainable development in a holistic fashion. "Urban heritage, including its tangible and intangible components, constitutes a key resource in enhancing the liveability of urban areas, and fosters economic development and social cohesion in a changing global environment. As the future of humanity hinges on the effective planning and management of resources, conservation has become a strategy to achieve a balance between urban growth and quality of life on a sustainable basis" (UNESCO, n.d.).

The action plan to implement the HUL approach counts six critical steps (UNESCO, n.d.):

1.   map city's natural, cultural and human resources;

2.   reach consensus on what values and attributes to protect;

3.   assess vulnerability to change and development;

4.   integrate urban heritage values and their vulnerability status into a wider framework of city development;

5.   prioritize actions for conservation and development;

6.   establish partnerships and local management frameworks for each action.

The four tool categories suggested to aid the implementation of the HUL Recommendation are (UNESCO, n.d.):

•   civic engagement tools;

•   knowledge and planning tools;

•   regulatory systems;

•   financial tools.

These tools have to be adapted to local contexts (see UNESCO, 2011, section "VI. Tools" for a description of the HUL tools).

"Circular economy, commons, and hybridization are here connected with the landscape approach. The landscape dimension enables a systemic approach to adaptive reuse, by putting sites, stones, people, and culture in new relationships. The European Landscape Convention (2000) introduces the definition of landscape as "an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors", which emphasizes the systemic approach to landscape management, considering all dynamic tangible and intangible interactions between people and the environment.

The UNESCO Recommendation on Historic Urban Landscape (2011) recognizes the dynamic nature of living cities (and landscapes) and emphasizes the value of creative

hybridization in historic contexts, "culturally" allowing the hybridization of new architecture in historic sites and landscapes. Creative hybridization through quality architecture brings buildings – and landscapes – to a "new life". (…)

Landscape, in which are incorporated all values and interests of a society, offers a unifying / systemic concept / approach. The landscape has thus a particular development potential. It can become key for launching a smart sustainable development model, starting from local cultural resources to activate creative processes of circular economy through a synergistic approach, combining the touristic, economic, local productions activities with cultural heritage regenerations, with the creativity of its inhabitants. Linking with the European Landscape Convention, the 2030 Agenda for Sustainable Development (UN, 2015a) and the United Nations New Urban Agenda 2030 (UN, 2017), the project adopts a systemic perspective, that is the landscape perspective." (CLIC Consortium, 2017, part B pp. 22-23)

3.2   Purpose and scope of the CLIC series of HUL workshops

The CLIC project includes a series of Historic Urban Landscape workshops (HUL workshops) led by the Eindhoven University of Technology team[2]. Throughout the CLIC project, Salerno (IT), Rijeka (HR), and Västra Götaland region (SE) have hosted one workshop each; while the NGO Pakhuis de Zwijger hosted two workshops, one in Amsterdam (NL) and one online due to the circumstances associated to the COVID-19 pandemic. On the one hand, the first three workshops were structured as "stakeholders' involvement processes in which to investigate barriers and bottlenecks, as well as best practices" (Grant Agreement, 2017: ANNEX 1 (part A) p. 12) concerning cultural heritage adaptive reuse, particularly through:

- identifying barriers and challenges to cultural heritage adaptive reuse;
- identifying influencing factors of cultural heritage adaptive reuse;
- brainstorming solutions to overcome the identified barriers and mainstreaming adaptive reuse practices.

The workshops aimed to identify barriers and bottlenecks at city, regional, national, and EU level (Grant Agreement, 2017).

On the other hand, the workshop in Västra Götaland and the last online workshop "in Amsterdam" aimed at providing a "project-long assessment and analysis of barriers to implementation" (Grant Agreement, 2017: ANNEX 1 (part A) p. 12). Particularly, the workshop held in Västra Götaland also concerned with the testing and validating the innovative tools developed as part of the CLIC project, and the workshop in Amsterdam focused on the transfer of knowledge related to these tools and models.

---

[2] Dr. Deniz Ikiz Kaya and Nadia Pintossi

4   Videos of the HUL workshops

The videos recorded during the series of HUL workshop are publicly available online via the CLIC project channel on YouTube. These videos are organized in playlist based on the CLIC pilot hosting the stakeholder engagement activity. Links to these playlists are listed in Table 1.

Table 1 – Playlists of the HUL workshop videos.

No.	Workshop	Link to playlist
1	Amsterdam	https://www.youtube.com/watch?v=l2hZQJm1lgA&list=PLC3G-0JxBzueEiKx0C83Ubi965glSJqeB
2	Salerno	https://www.youtube.com/playlist?list=PLC3G-0JxBzue7FOQfFPRBO7gNXtDoerwt
3	Rijeka	https://www.youtube.com/playlist?list=PLC3G-0JxBzufI-Vl3V4wRSW2aNkkIz-Pv.
4	Västra Götaland	https://www.youtube.com/playlist?list=PLC3G-0JxBzucLXs29QlEvt8omAwfbFK2a
5	Online	https://www.youtube.com/watch?v=vJfkigeWbKQ

Source: Authors

4.1   HUL workshop I Amsterdam

The video recording the HUL workshop held in Amsterdam in May 2018 is available at https://www.youtube.com/watch?v=l2hZQJm1lgA&list=PLC3G-0JxBzueEiKx0C83Ubi965glSJqeB.

This video shows the introduction to the roundtable discussions and, later the wrap up of the results of the workshop and the participants impressions (from 01:02:33).

4.2   HUL workshop II Salerno

The videos recording the HUL workshop held in Salerno in November 2018 are available as a playlist at https://www.youtube.com/playlist?list=PLC3G-0JxBzue7FOQfFPRBO7gNXtDoerwt. This playlist contains:

- The highlights: https://youtu.be/hFJxPR9IkDY
- The presentations to share experiences on adaptive reuse of cultural heritage in Salerno (audio in Italian): https://youtu.be/GwLnmaVoknA
- The introduction to the roundtable discussions in English: https://youtu.be/EyNOYLX8g7o?t=55;
- The introduction to the roundtable discussions in Italian: https://www.youtube.com/watch?v=EyNOYLX8g7o?t=1209

4.3   HUL workshop III Rijeka

The videos recording the HUL workshop held in Rijeka in March 2019 are available as a playlist at   https://www.youtube.com/playlist?list=PLC3G-0JxBzufI-Vl3V4wRSW2aNkkIz-Pv.   This   playlist contains:

- The introduction to the workshop:
  https://www.youtube.com/watch?v=oyLXbe6LiA8&list=PLC3G-0JxBzufI-Vl3V4wRSW2aNkkIz-Pv&index=1
- The participants discussing during the roundtable discussions:
  o   https://www.youtube.com/watch?v=uaIoPBGbX6w&list=PLC3G-0JxBzufI-Vl3V4wRSW2aNkkIz-Pv&index=2,
  o   https://www.youtube.com/watch?v=uaIoPBGbX6w&list=PLC3G-0JxBzufI-Vl3V4wRSW2aNkkIz-Pv&index=3,
  o   https://www.youtube.com/watch?v=uaIoPBGbX6w&list=PLC3G-0JxBzufI-Vl3V4wRSW2aNkkIz-Pv&index=4

4.4   HUL workshop IV Västra Götaland

The videos recording the HUL workshop held in Västra Götaland in September 2019 are available as a playlist at https://www.youtube.com/playlist?list=PLC3G-0JxBzucLXs29QlEvt8omAwfbFK2a. This playlist contains:

- The introduction with the description of the tools and the questionnaire about barriers identified for the development of the CLIC Action Plan for Adaptive Reuse:
  https://www.youtube.com/watch?v=TIfhSN9cK_M&list=PLC3G-0JxBzucLXs29QlEvt8omAwfbFK2a&index=2&t=0s
- The participants presenting the results of the tool assessment on usefulness and feasibility: https://www.youtube.com/watch?v=RkXXtQBQNt4&list=PLC3G-0JxBzucLXs29QlEvt8omAwfbFK2a&index=2

4.5   HUL workshop V Online

The videos recording the HUL workshop held Online in September 2020 are available as a playlist at https://www.youtube.com/watch?v=vJfkigeWbKQ. This playlist contains:

- The introduction to the workshop and the wrap-up of the round table discussions presented by the rapporteur of each CLIC pilot (from 0:12:58):
  https://www.youtube.com/watch?v=vJfkigeWbKQ
- The presentations introducing the tools and models to be assessed:
  https://www.youtube.com/channel/UC9Alqja1Dblv-aS_veGUGdw/videos.
  Per each tool and model, Table 2 provides a link to the video introducing it and a brief description.

8

Table 2 – Links to the videos introducing the tools and models assessed during the HUL workshop V.

Tool/Model name	Description	Link to the tool/ model introduction
Circular business model	Co-design ideas/solutions for adaptive reuse of cultural heritage that could make a sound and sustainable business model: starting from a unique value proposition and considering the available resources and identified needs; testing desirability; identifying partnerships, users, and beneficiaries; and ensuring sustainable impacts	https://youtu.be/8AYSkiuKhLw
Circular economy strategies for adaptive reuse of cultural heritage buildings to reduce environmental impacts	Guide the stakeholders of the adaptive reuse of cultural heritage building through each lifecycle stage providing strategies to assess the level of circularity that a project reaches and to reduce environmental impacts from the reuse	https://youtu.be/_feQv8TAOys
CLIC evaluation tool	A conceptual framework defining the objectives of a circular human-centred adaptive reuse of cultural heritage, and a set of evaluation tools to assess the circularity and impacts of cultural heritage adaptive reuse projects	https://youtu.be/SbruSkdG8ZY
CLIC financial instruments	Project development assistance facility, hybrid circular impact fund and a hybrid approach to PPP (public-private partnership)	https://youtu.be/LmCoMLqC4Hc
Decisions support system	Support the decision-making to aid the development of sustainable and circular strategies for the reuse of cultural heritage: identifying a set of actions and taking into consideration constraints and potential synergies among these actions	https://youtu.be/Wua8RDHZwak
Economic landscape	Identify and map cultural capital and the spatial integration of cultural capital with urban economic functions, as part of the Historic Urban Landscape.	https://youtu.be/I88aXtg6690
Perception mapping	Map-as a participatory documentation-perceptions, feelings, and opinions about cultural heritage and its spatial integration within the lived environment	https://youtu.be/3gC_eSjQ5Sk

9

Self-assessment survey of CLIC case study project managers measuring environmental impact of adaptive reuse of cultural heritage buildings	Survey to self-assess proficiency with and access to environmental impact tools and concepts, or self-assess the perception of potential barriers to circularity	https://youtu.be/yDqaZyPemLU
Social network analysis	Map interactions among people and organization in the adaptive reuse of cultural heritage to identify the existing relations and evaluate the networking initiatives	https://youtu.be/8gd_X1Kr27U
Urban Seeds	Co-planning and co-implementing planning tool to generate shared low-cost replicable interventions for urban regeneration	https://youtu.be/t7TOfJ6dEYU
Cultural Corridor	Integrated urban spatial system designed for mapping of assets and their prioritization	https://youtu.be/rLBGnjYGjxo

Source: Authors

5   Acknowledgments

6   References

CLIC Consortium. (2017). *GRANT AGREEMENT NUMBER — 776758 — CLIC*.

UNESCO. (n.d.). UNESCO Recommendation on the Historic Urban Landscape. Retrieved June 26, 2018, from https://whc.unesco.org/en/hul/

UNESCO. (2011). Recommendation on the Historic Urban Landscape, including a glossary of definitions. Retrieved June 26, 2018, from http://portal.unesco.org/en/ev.php-URL_ID=48857&URL_DO=DO_TOPIC&URL_SECTION=201.html

7   Acronyms

[HUL]   [Historic Urban Landscape]