



Circular models Leveraging Investments
in Cultural heritage adaptive reuse



D3.2 Economic landscapes maps of pilot cities



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HORIZON 2020

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Economic landscapes maps of pilot cities

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Author list: Christian, Ost (ICHEC)
Ruba Saleh (ICHEC)

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Abstract

D3.2 Economic Landscapes of pilot cities was produced by ICHEC. In order to do so, ICHEC dedicated M2-5 for defining the methodology and organizing the work with WP3 partners. M6-12 for data collection and processing. M13-M18 to testing the methodology and M19-21 to fine-tuning the visual impact and readability of the maps.

The data was collected by two cities and one region which are partners of H2020 project CLIC, namely: The cities of Salerno (Italy) and Rijeka (Croatia); and the selected four locations in the Region of Västra Götaland (Sweden), namely: Forsviks (Karlsborg municipality), Fengersfors (Åmåls municipality), Gustavsfors (Bengtsfors municipality) and Strömsfors (Svenljunga municipality). The academic partner institutions IRISS-CNR and Nova Gorica facilitated the data collection and contributed proactively in the process. Additional data was collected by ICHEC's interns both in situ and through desk-research.

As a result, ICHEC managed to produce 10 Economic Landscapes maps for Rijeka, 10 Economic Landscapes maps for Salerno and 16 Economic Landscapes maps for the selected four locations in the Region of Västra Götaland (Sweden), namely: Forsviks (Karlsborg municipality) 4 maps, Fengersfors (Åmåls municipality) 4 maps, Gustavsfors (Bengtsfors municipality) 4 maps and Strömsfors (Svenljunga municipality) 4 maps.

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	X
4	UNIVERSITY COLLEGE LONDON	UCL	
5	TECHNISCHE UNIVERSITEIT EINDHOVEN	TU/e	
6	UNIVERSITY OF PORTSMOUTH HIGHER EDUCATION CORPORATION	UOP	
7	UNIVERZA V NOVI GORICI	ETCAEH	
8	WIRTSCHAFTSUNIVERSITAT WIEN	WU	
9	UNIwersytet Warszawski	UNIWARSA W	
10	ICLEI EUROPEAN SECRETARIAT GMBH	ICLEI	
11	FACILITYLIVE OPCO SRL	FacilityLive	
12	VASTRA GÖTALANDS LANS LANDSTING	VGR	
13	GRAD RIJEKA-GRADSKO VIJECE	RIJ	
14	COMUNE DI SALERNO	SA	
15	STICHTING PAKHUIS DE ZWIJGER	PAK	

Table of Contents

1	Description of the Project	1
1.1	CLIC Specific objectives	2
2	Introduction	4
2.1	Document structure	4
3	Guidelines for users	5
3.1	Economic Landscapes: a definition	5
3.2	Methodology	6
4	Presentation the Economic Landscape maps	8
5	References	10
6	Acronyms	11
7	Economic Landscapes Rijeka	12
8	Economic Landscapes Salerno	22
9	Economic Landscapes Forsviks (Karlsborg municipality)	32
10	Economic Landscapes Fengersfors (Åmåls municipality)	36
11	Economic Landscapes Gustavsfors (Bengtsfors municipality)	40
12	Economic Landscapes Strömsfors (Svenljunga municipality)	44

Maps Summary

Rijeka maps.....	12
Map n.1 Urban scale analysis.....	12
Map n.2 Tangible and intangible heritage	13
Map n.3 Urban cultural assets	14
Map n.4 Urban natural assets.....	15
Map n.5 Cultural capital.....	16
Map n.6 Transportation	17
Map n.7 Tourism amenities	18
Map n.8 Cultural capital, transportation and tourism amenities	19
Map n.9 Land use.....	20
Map n.10 Spatial integration of cultural capital.....	21
Salerno maps	22
Map n.1 Urban scale analysis.....	22
Map n.2 Tangible and intangible heritage	23
Map n.3 Urban cultural assets	24
Map n.4 Urban natural assets.....	25
Map n.5 Cultural capital.....	26
Map n.6 Transportation	27
Map n.7 Tourism amenities	28
Map n.8 Cultural capital, transportation and tourism amenities	29
Map n.9 Land use.....	30
Map n.10 Spatial integration of cultural capital.....	31
Forsviks (Karlsborg municipality, Vastra Götaland Region)	32
Map n.1 Cultural capital.....	32
Map n.2 Cultural capital, transportation and tourism amenities	33
Map n.3 Land use.....	34
Map n.4 Spatial integration of cultural capital.....	35
Fengersfors (Åmåls municipality, Vastra Götaland Region)	36
Map n.1 Cultural capital.....	36
Map n.2 Cultural capital, transportation and tourism amenities	37
Map n.3 Land use.....	38
Map n.4 Spatial integration of cultural capital.....	39
Gustavsfors (Bengtsfors municipality, Vastra Götaland Region)	40
Map n.1 Cultural capital.....	40
Map n.2 Cultural capital, transportation and tourism amenities	41
Map n.3 Land use.....	42
Map n.4 Spatial integration of cultural capital.....	43
Strömsfors (Svenljunga municipality, Vastra Götaland Region)	44
Map n.1 Cultural capital.....	44
Map n.2 Cultural capital, transportation and tourism amenities	45
Map n.3 Land use.....	46
Map n.4 Spatial integration of cultural capital.....	47

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

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

The **Economic landscapes** maps were developed thanks to data collected by two cities and one region which are partners of H2020 project CLIC, namely: The cities of Salerno (Italy) and Rijeka (Croatia); and the selected four locations in the Region of Västra Götaland (Sweden), namely: Forsviks (Karlsborg municipality), Fengersfors (Åmåls municipality), Gustavsfors (Bengtsfors municipality) and Strömsfors (Svenljunga municipality). The academic partner institutions IRISS-CNR and Nova Gorica facilitated the data collection and contributed proactively in the process.

For D3.2 Economic Landscapes maps of pilot cities 36 maps were developed as follows:

For the cities of Rijeka and Salerno, the following maps were developed:

Map n.1. Urban scale analysis

Map n.2. Tangible and intangible heritage

Map n.3. Urban cultural assets

Map n.4. Urban natural assets

Map n.5. Cultural capital

Map n.6. Transportation

Map n.7. Tourism amenities

Map n.8. Cultural capital, transportation and tourism amenities

Map n.9 Land use

Map n.10 Spatial integration of cultural capital

While for the selected four locations in the Region of Västra Götaland the following maps were developed for each location (4x4=16 maps):

Map n.1. Cultural capital

Map n.2. Cultural capital, transportation and tourism amenities

Map n.3. Land use

Map n.4. Spatial integration of cultural capital

2.1 Document structure

This document is structured as follows:

First of all, a guideline for users will be provided. Secondly, the mapping methodology will be explained and finally, the maps will be presented.

3 Guidelines for users

3.1 Economic Landscapes: a definition

In urban context, **cultural capital** is made of different categories of urban cultural assets, not just *physical* and *natural assets* (pieces of art, buildings, monuments, museums, libraries, art galleries, public spaces, green areas, riverfront) but also *human and intangible assets* (arts and crafts, festivals, carnivals, street arts, traditions, expressions). A broader definition of cultural capital may also include cultural industries, schools, universities, research, creative, and innovation centers.

Like any form of capital (human, social, technological, financial), **cultural capital** is an asset that embodies or yields economic values, together or in addition to cultural values. Therefore, the **cultural capital** of a place can be considered as a potential asset which needs to be preserved and managed such as to generate a flow of values over time. Economic values of heritage are embedded in a dynamic process related to changes in its lifetime. Thus, heritage conservation is considered as the process of investing new resources in **cultural capital** to keep it generate cultural and economic values in the future.

Since it is in general hard to link specific outcomes to a single cultural asset, it is acknowledged that cultural capital contributes globally (macro-economically) to the area, or to the city as a whole. We can also assume that the propensity of cultural capital to generate outcomes for urban stakeholders is a function of its use, localization, and composition of cultural assets.

The **Economic Landscapes** represent the state-of-the-art of the city's heritage and cultural values. Thus, the supply-side of what the city provides in terms of cultural resources. In this regard, the **Economic Landscapes** are the result of two different layers:

- the cultural layer of all natural, human, and cultural urban assets (**cultural capital**);
- the economic layer of urban infrastructures and economic attributes which interplay with the cultural resources.

For this deliverable, the documentation was carried out in line with the HUL approach thus, through identifying the layering and interconnections between the natural, cultural (tangible and intangible) and human values present in our pilot CLIC cities/region. Moreover, ICHEC developed a methodology for mapping the **cultural capital** and its interplay with the urban mobility (transportation systems), tourism amenities and land uses (urban planning and regulations).

Hence, our definition of **Economic Landscapes** is the following:

Economic landscapes represent the process of identification and mapping of city's **cultural capital**, made of all cultural, natural, and human assets, and of the spatial integration of cultural capital with urban economic functions, as part of the Historic Urban Landscape approach.

3.2 Methodology

Selecting the area is the first step in the process of mapping the **economic landscape**, as it also matters for any urban planning or conservation process. In general, places are identified in terms of three levels: micro, meso, and macro.

1- Micro area: building, site, or city block which is analyzed for conservation or adaptive reuse purpose. The economic landscape and its related cultural capital is not very relevant on micro scale, where the emphasis is more on the description and documenting of the tangible cultural heritage, and the assessment of its cultural significance in terms of intrinsic heritage values (aesthetic, historic, architectural, scientific, social).

2- Meso area: area surrounding the micro area, neither too small, nor too large, considering that the analysis of the meso area aims to provide additional data needed for a better understanding of the urban framework, and to make the adaptive reuse process more efficient. The meso area is the relevant area for cultural capital and economic landscapes, as it includes tangible and intangible heritage, natural and human assets, public spaces and urban infrastructures. It can be a historic center, precinct, district, protected zone, buffer zone, but also any territorial delimitation of a relevant zone.

3- Macro area: largest area to be considered, city, region, country. Some major or iconic cultural assets can be identified in the macro area, with structural connections to what happens inside the meso area. Of course the macro area is not as detailed as the meso area but aims to provide a broad perspective to cultural capital and policies.

Following bilateral meeting in person and via Skype, the following micro, meso and macro areas were identified in each of the partner city/region as follows:

In Rijeka

Micro area = three sites: Galeb, Ri-hub Ex-Bernardi, and Energana;

Meso area = the historic centre of Rijeka;

Macro area = the whole city of Rijeka.

In Salerno

Micro area = three buildings: Conventi di S. Francesco, S. Pietro a Maiella e S. Giacomo, and Palazzo San Massimo;

Meso area = the historic centre of Salerno;

Macro area = the metropolitan area of Salerno.

Västra Götaland

Micro area = the four sites: Forsviks Bruk, Fengersfors Bruk, Gustavsfors, Strömsfors Bruk;

Meso area = Karlsbog municipality, Amal municipality, Bengtsfors municipality, Svenljunga municipality;

Macro area = the Västra Götaland Region.

For this deliverable, ICHEC dedicated M2-5 for defining the methodology and organizing the work with the workpackage partners; M6-12 for data collection and processing M13-M18 to testing the

methodology and M19-21 to fine-tuning the visual impact and readability of the maps. The collected data from CLIC partner cities was not sufficient and additional research and integration was needed. Once this endeavor was completed, a landscape architect was contracted in M15 to design the maps. She was contracted for both D3.2 & D3.3. A weekly meeting was held to go through the progress of the work, the missing data and the way forward. The development of each map was the result of a group reflection and brainstorming. The first step was to define the correct legend according to the existing local assets and make best use of colors and legend symbols to visualize the state of the art.

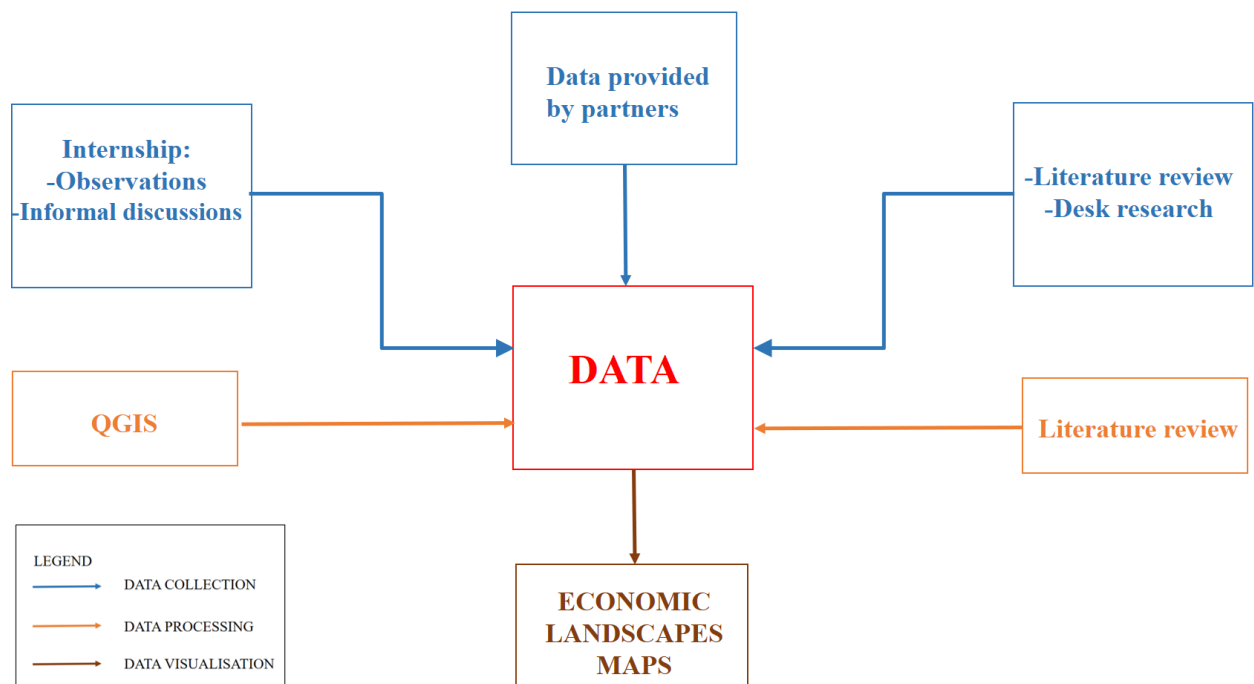


Figure n.1 Economic Landscapes methodology, source: Authors

Data package 1	Data package 2	Data Package 3
I Urban component (Macro level)	II heritage component The historic centre (Meso level)	III sites selected for adaptive reuse (Micro level)
1- Geological and topographic mapping 2- Environmental mapping 3- Regulation mapping 4- Historical and cartographic mapping 5 - Mobility Mapping 6- Current land use mapping	Boundaries and identification of the cultural capital	1-Characteristics of the cultural heritage 2-Economic and management aspects 3-Conservation status, potentials and constraints for its reuse 4-Accessibility/Proximity B. existing ideas of adaptive reuse

Figure n.2 Economic Landscapes data collection, source: Authors

4 Presentation of the Economic Landscape maps

Map n.1 – Urban scale analysis

This map indicates the three levels of analysis: the micro area represents the cultural heritage assets selected by the CLIC cities/region. The meso area which is the most relevant area for our data collection embodies the historic center of the two coastal cities and the four municipalities in the Västra Götaland Region. The macro area corresponds to the entire city area for Rijeka and Salerno and the entire Region for Västra Götaland.

Map n.2 – Tangible and intangible assets (meso area)

This map represents the first layer of cultural capital, made of all listed tangible built heritage, plus intangible heritage. For example: individual artists, cultural routes, carnivals, festivals, cultural events, street mural, etc. A list of other intangible assets is visible on the map (some intangible assets cannot be mapped with accuracy).

Every map was tailored to the existing local cultural assets. The legend was representing the following assets: Museums, festivals, carnivals, cultural events, historic places and routes, tangible sites and monuments, building heritage, intangible arts and crafts activities, exhibition halls, religious and spiritual places, street arts, city gates, places of memory, public markets, public spaces, concert hall, art galleries, movies, theaters, public library, archives.

Note: Intangible are either specific spots, or areas wherein manifestations are held.

Map n.3 – Non listed cultural assets (meso area)

Additional cultural assets to the ones of Map n.2. Other cultural assets may include schools or universities. In fact, there is no strict or common definition of cultural assets. By cultural, we intend where cultural activities are embodied or take place.

Every map was tailored to the existing local urban cultural assets. The legend was representing the following assets: sports facilities, schools, universities, research centers, broadcasting, publishing, film, music, entertainment, tourism facilities, creative, cognitive-cultural industries, music academy, design centers.

Map n.4 – Urban natural assets (meso area)

Every map was tailored to the existing local urban natural assets. The legend was representing the following assets: green areas, parks, riverfront, beachfront, natural landscape, gardens.

Map n.5 – Cultural capital (combined Maps n.2 + n.3 + n.4)

The most indicative map of all combined cultural resources, hence, the potential assets for development.

Map n.6 – Transportation

This map is related to transportation and mobility. Every map was tailored to the existing local urban mobility network. The legend was representing the following functions: public transportation (bus stop, lines and station), parking area, underground garage, pedestrian street, taxi station, bicycle path, main connections, train station, port area, airport, etc

Map n.7 – Tourism amenities

Every map was tailored to the existing local urban tourism infrastructure. The legend was representing the following services: accommodation (hotels, hostels, airbnb, bed&breakfast, etc); Food and beverage services (restaurants, bars, cafés, fast food, bakeries, etc); travel agencies; public tourism information; souvenir shops.

Map n.8 – Cultural capital, transportation and tourism amenities (Map n.5 + n.6+ n.7)

This maps highlights the interconnections between the cultural capital with the transportation network and the tourism amenities.

Map n.9 – Land use

Map of the official land-use of the ground (residential, mixed use, administration, social, health, schools, universities, culture, religious, business-predominantly areas, industrial, commercial, service areas, sport, garden, greenery, playground, public park, cemetery, infrastructure system, river, etc).

Map n.10 Spatial integration of cultural capital (Map n.8 + n.9)

The urban efficiency of the cultural capital is its capacity to produce goods and services (and eventually, economic values) given the urban infrastructures and services (e.g. a museum will have more visitors if it is easily accessible, a historic center will have a bigger impact from tourism if there are accommodations in the area). Accordingly -and in a consistent way to the Historic Urban Landscape approach- the cultural capital may be considered as a layer of cultural landscape which interplay with a layer of economic landscape. The latter being defined by infrastructures, facilities, accommodations, public services that are located in the selected area and that contribute to the flow of goods and services from the cultural heritage.

There are three main categories of economic functions (transportation, land-use, tourism) which can be mapped over the same meso area as the one defined for the cultural capital. Urban efficiency can be completed by checking how transportation, land-use, and tourism match the cultural capital across the area, or by analyzing how such factors are to be considered as support/ opportunities or barriers/threats to the cultural capital.

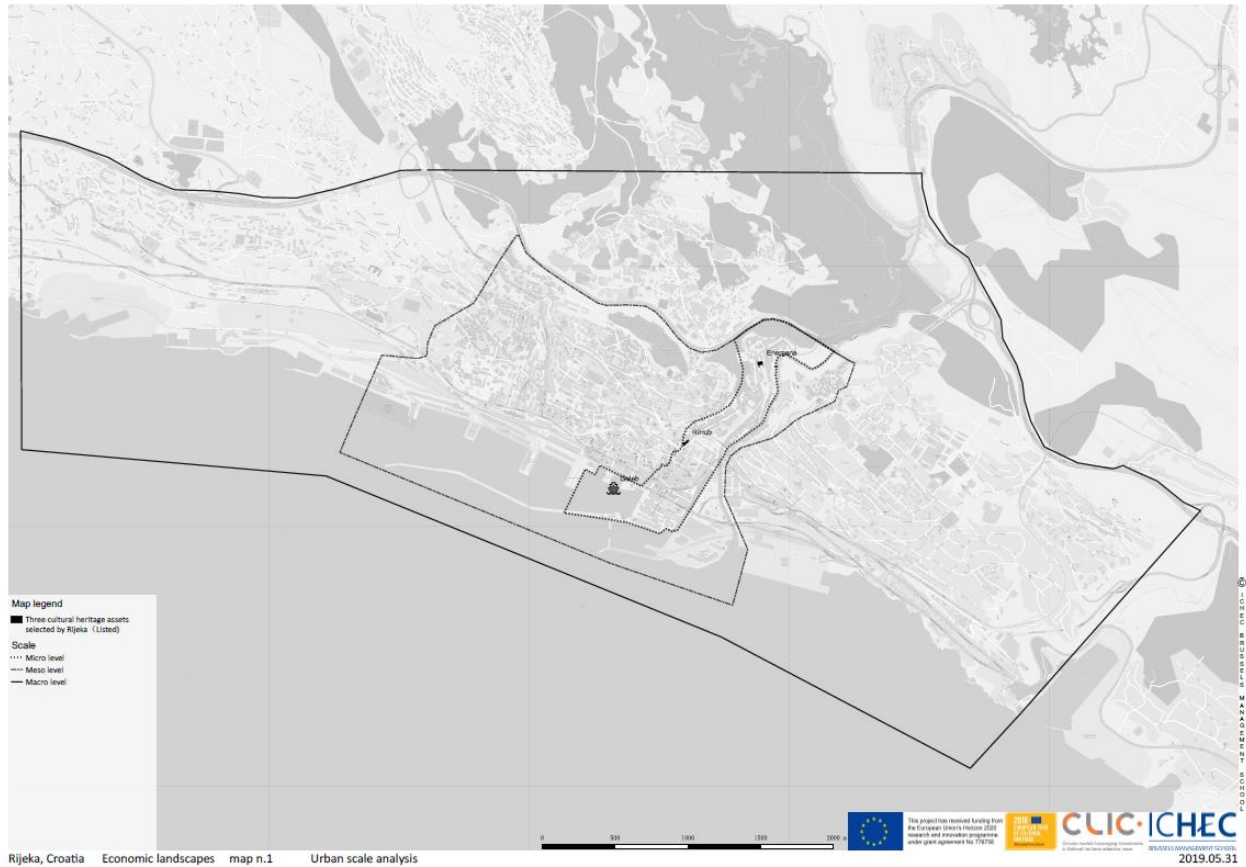
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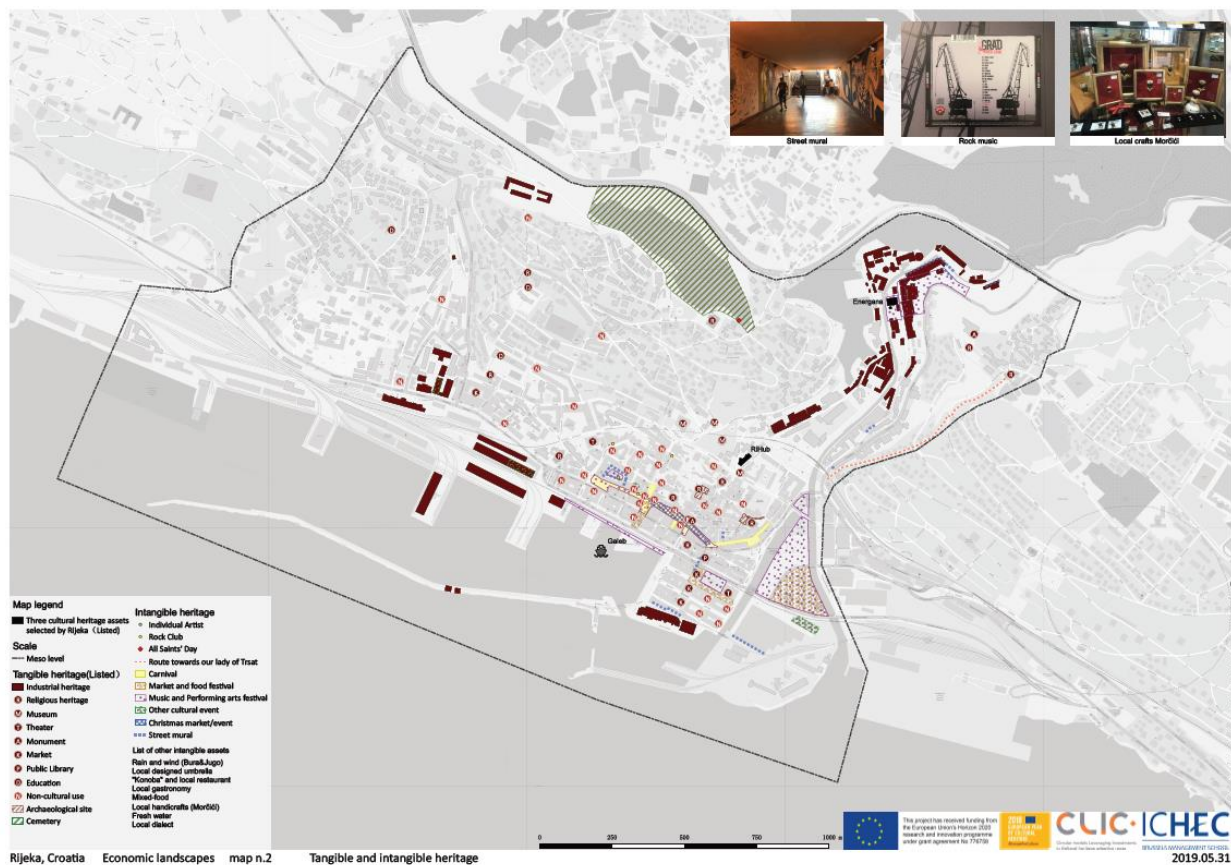
6 Acronyms

[GA]	[Grant Agreement]
[HUL]	[Historic Urban Landscape]
[SDGs]	[Sustainable Development Goals]
[WP]	[Work Packages]

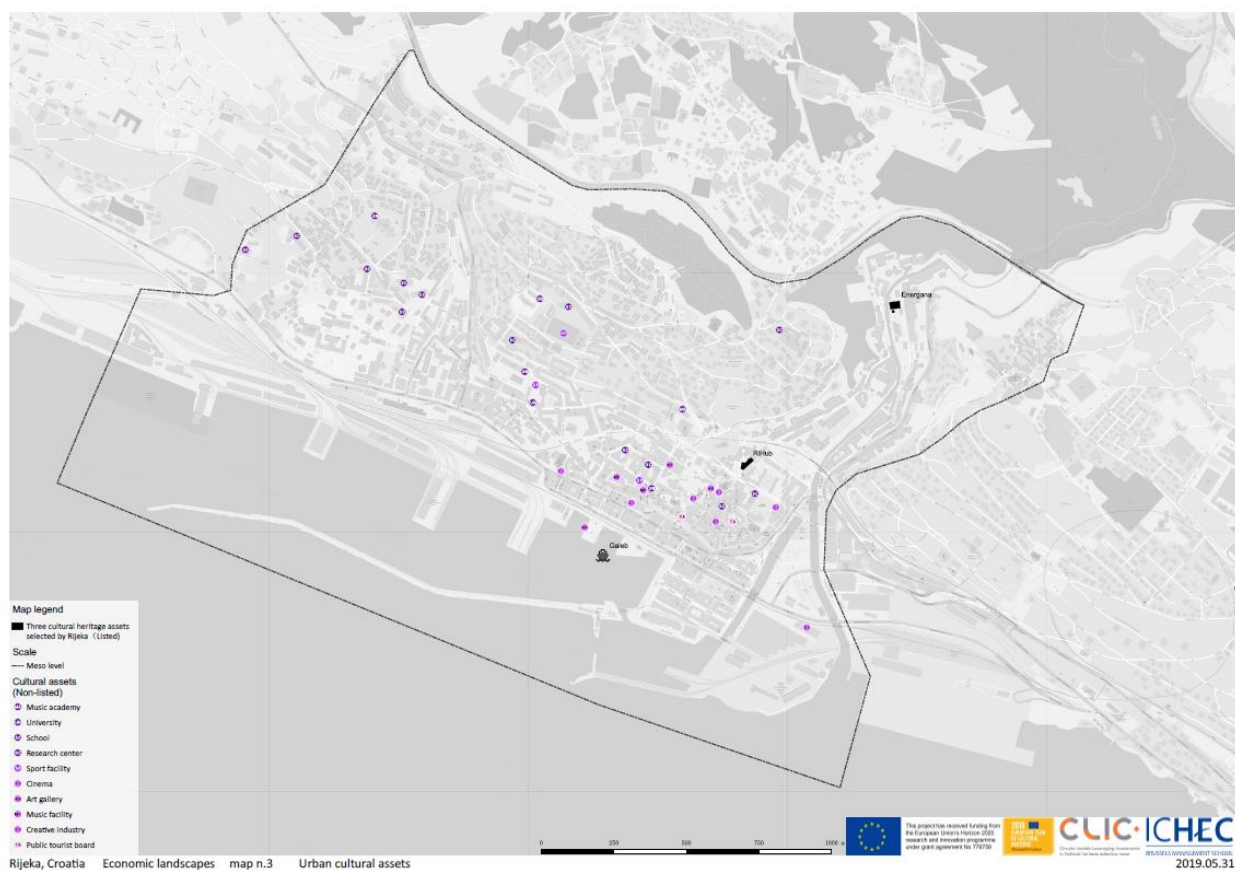
7 Economic Landscapes Rijeka



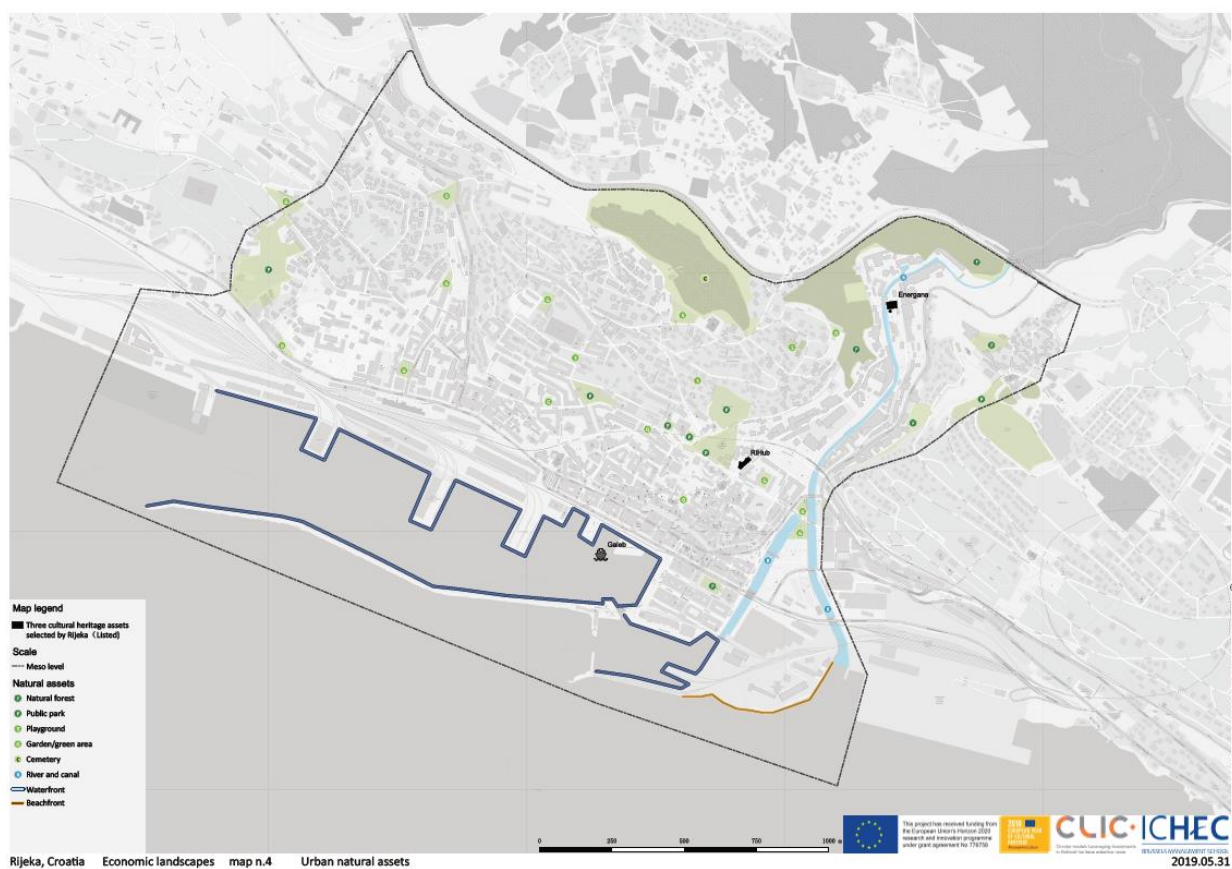
Map n.1. Urban scale analysis



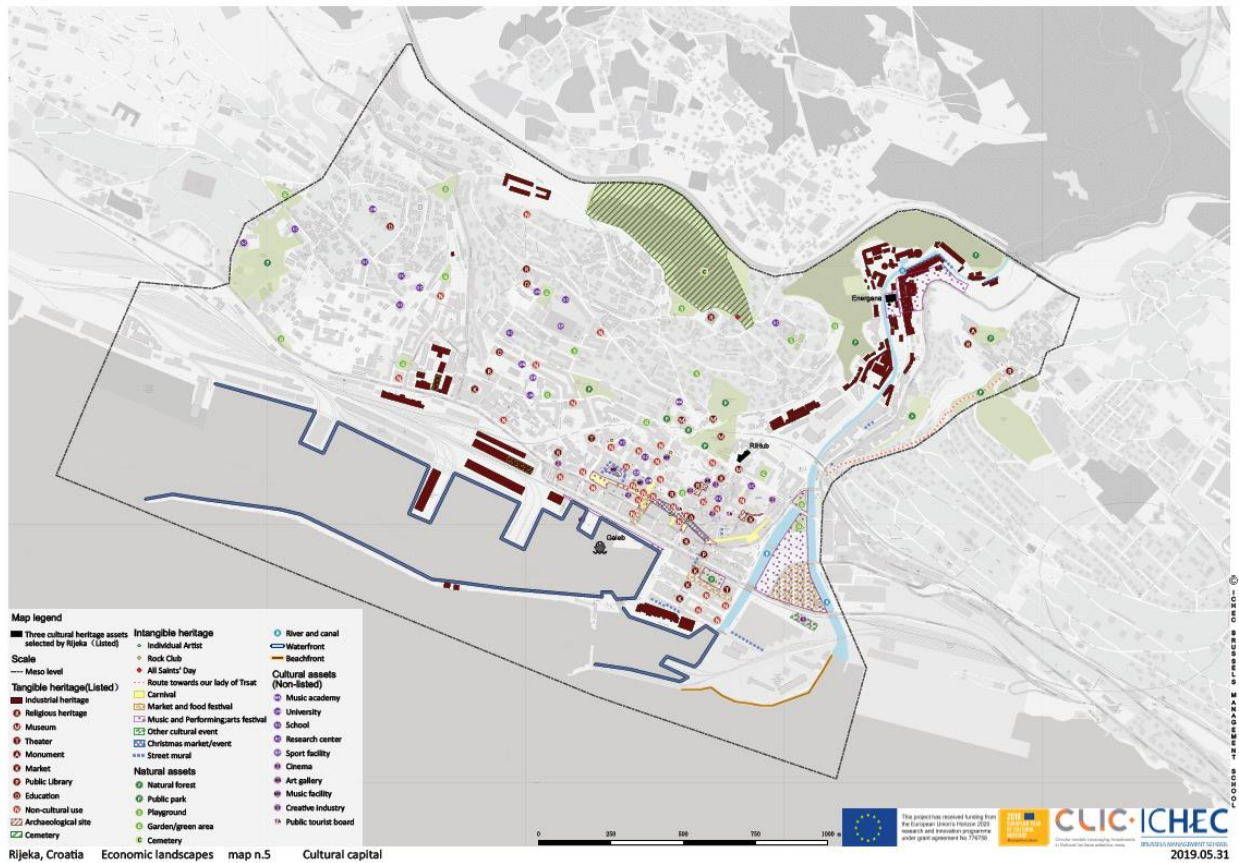
Map n.2. Tangible and intangible heritage



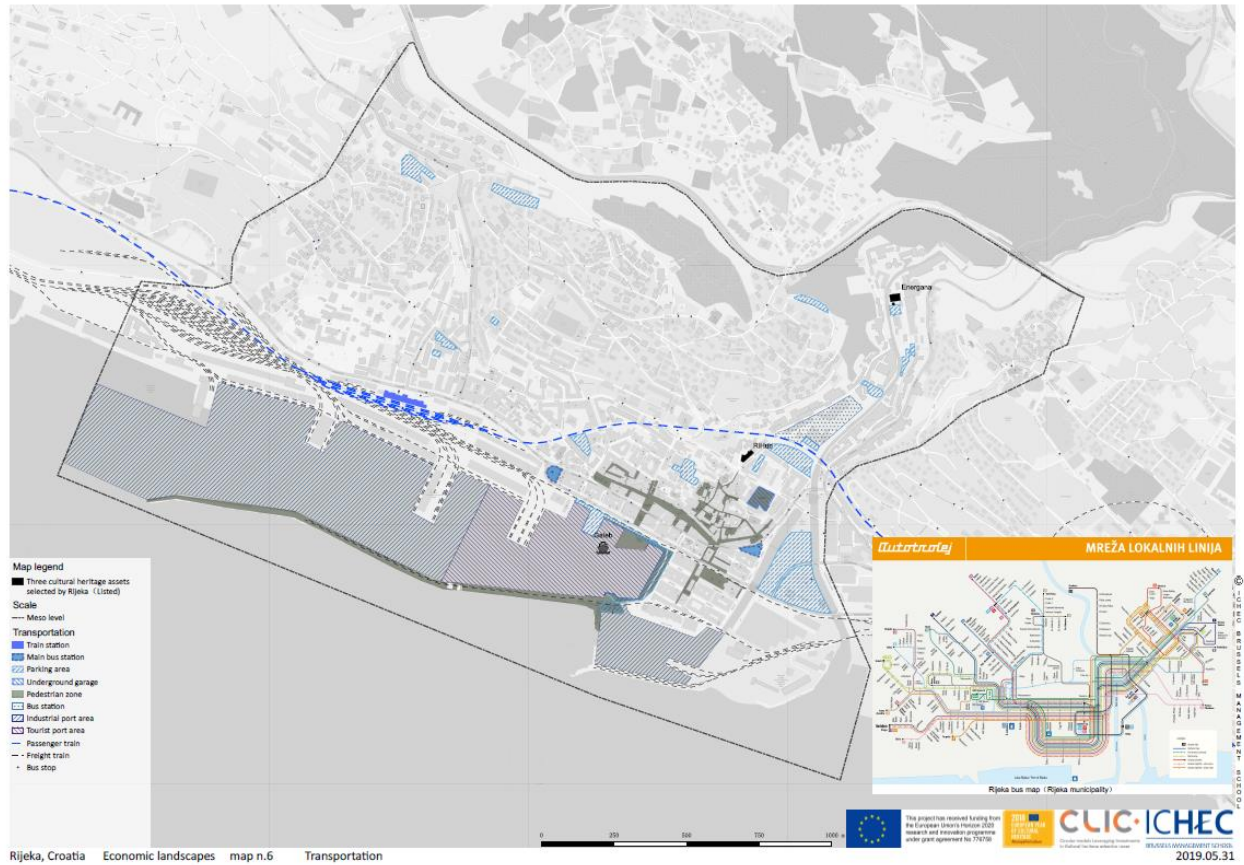
Map n.3. Urban cultural assets



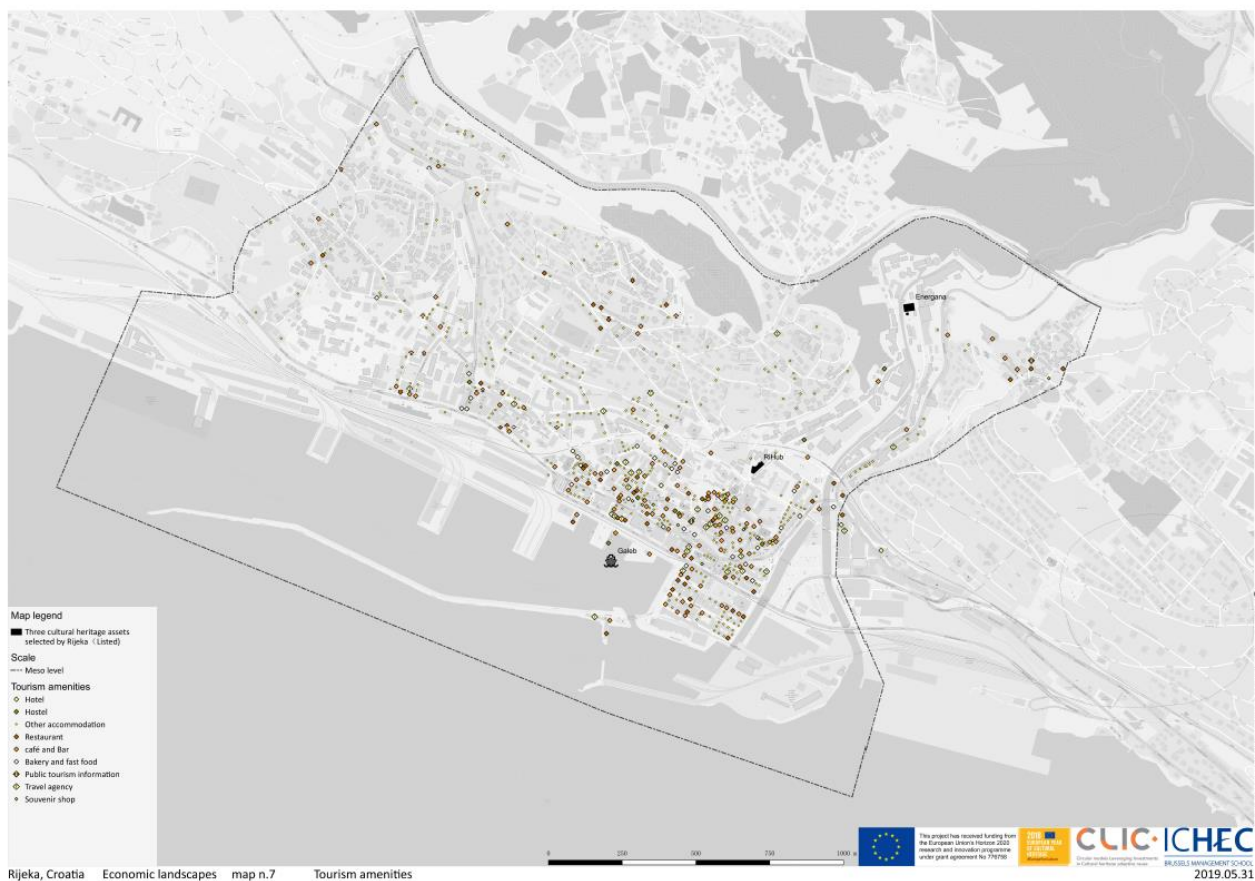
Map n.4. Urban natural assets



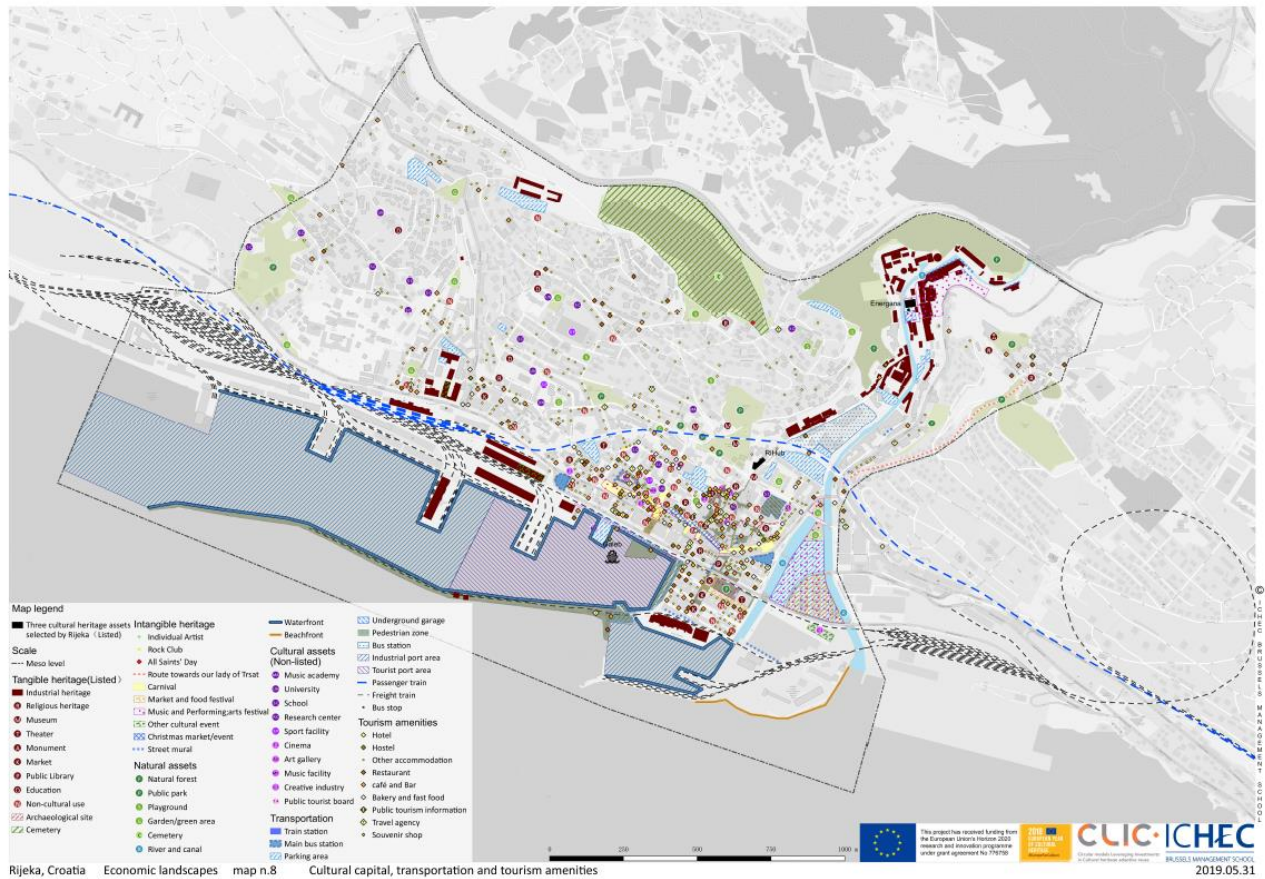
Map n.5. Cultural capital



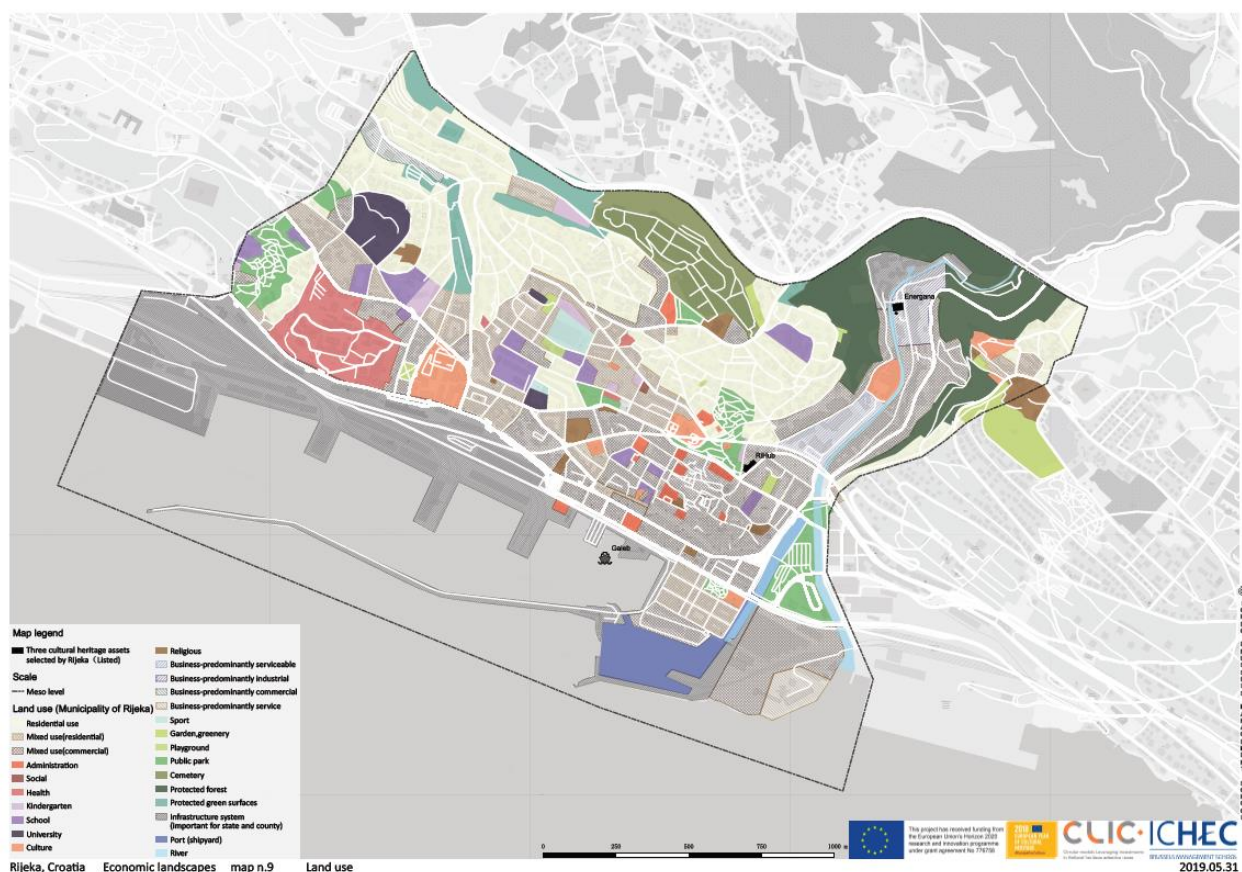
Map n.6. Transportation



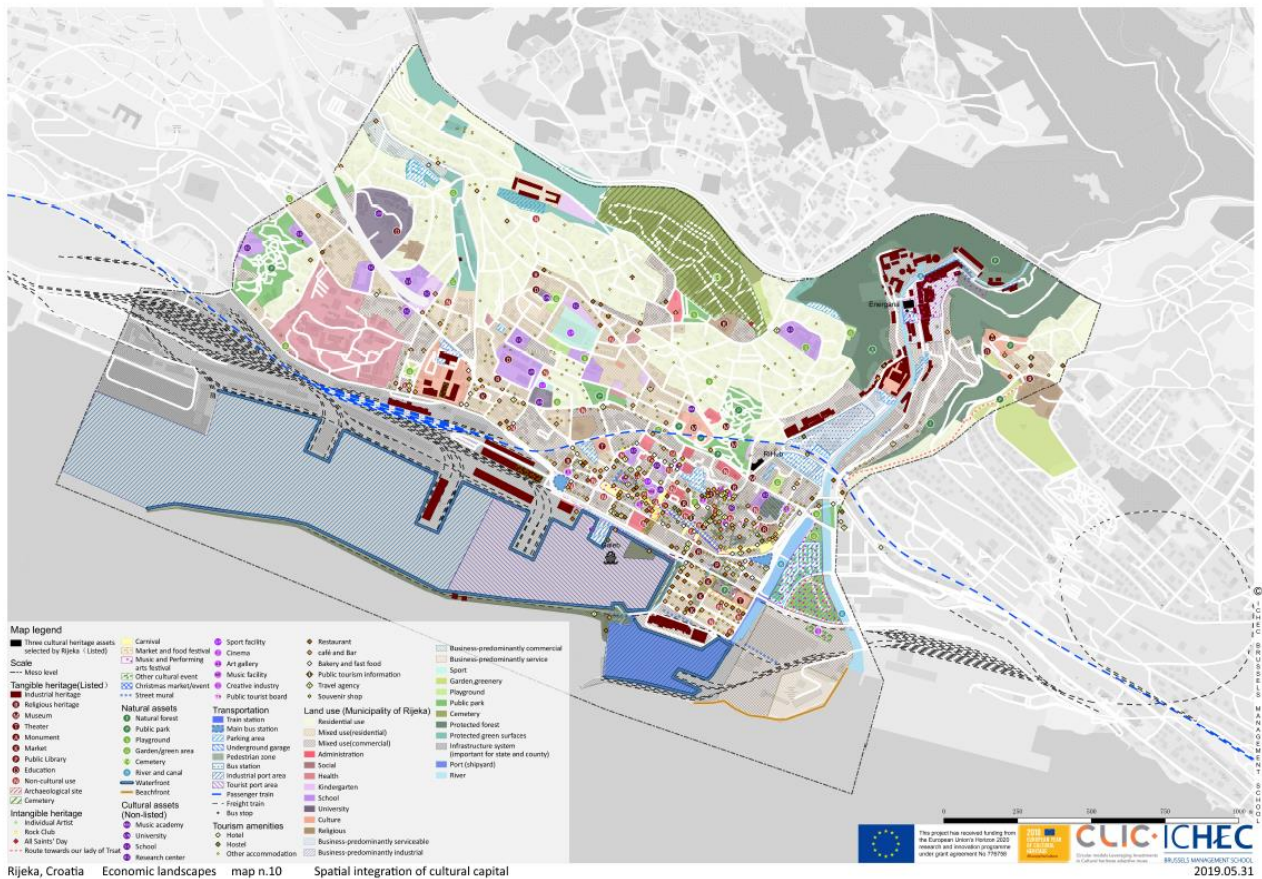
Map n.7. Tourism amenities



Map n.8. Cultural capital, transportation and tourism amenities

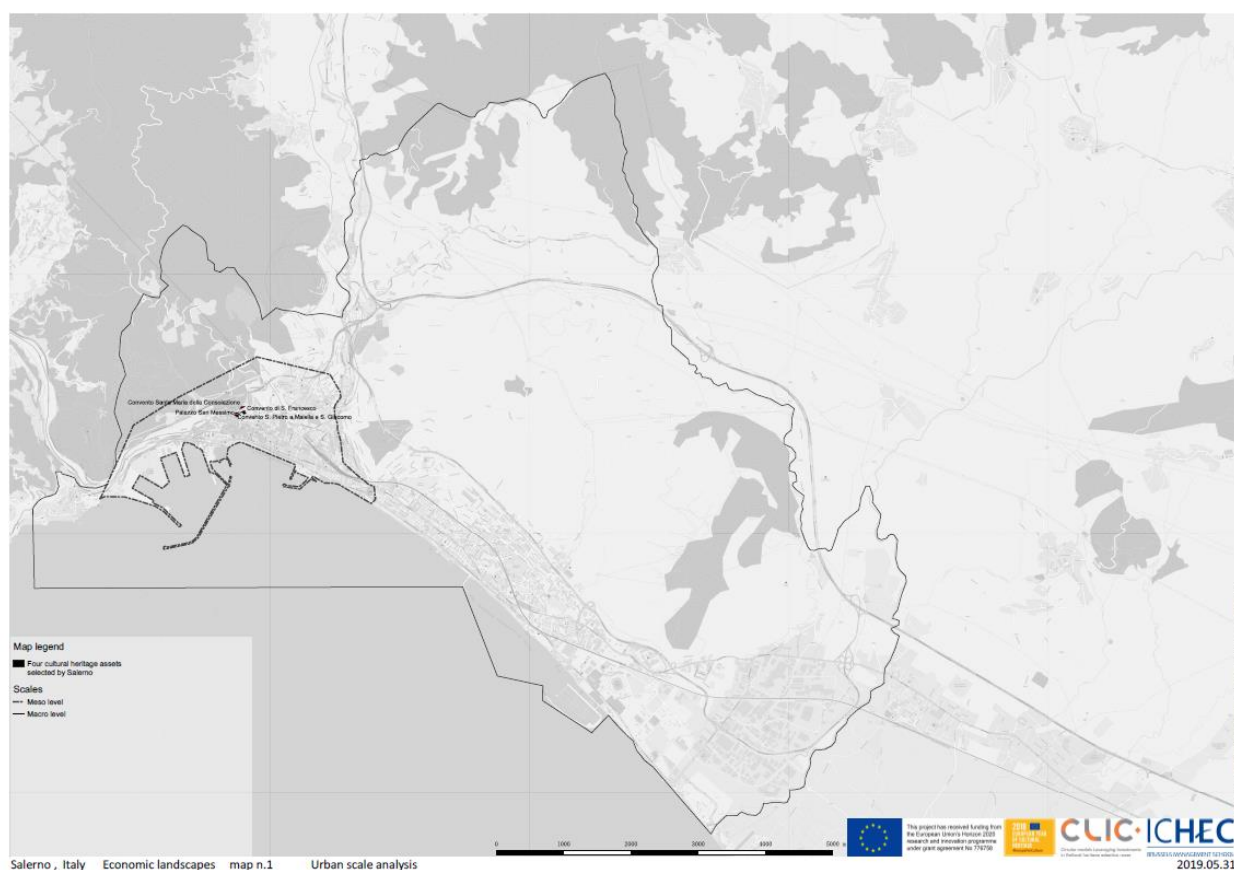


Map n.9 Land use

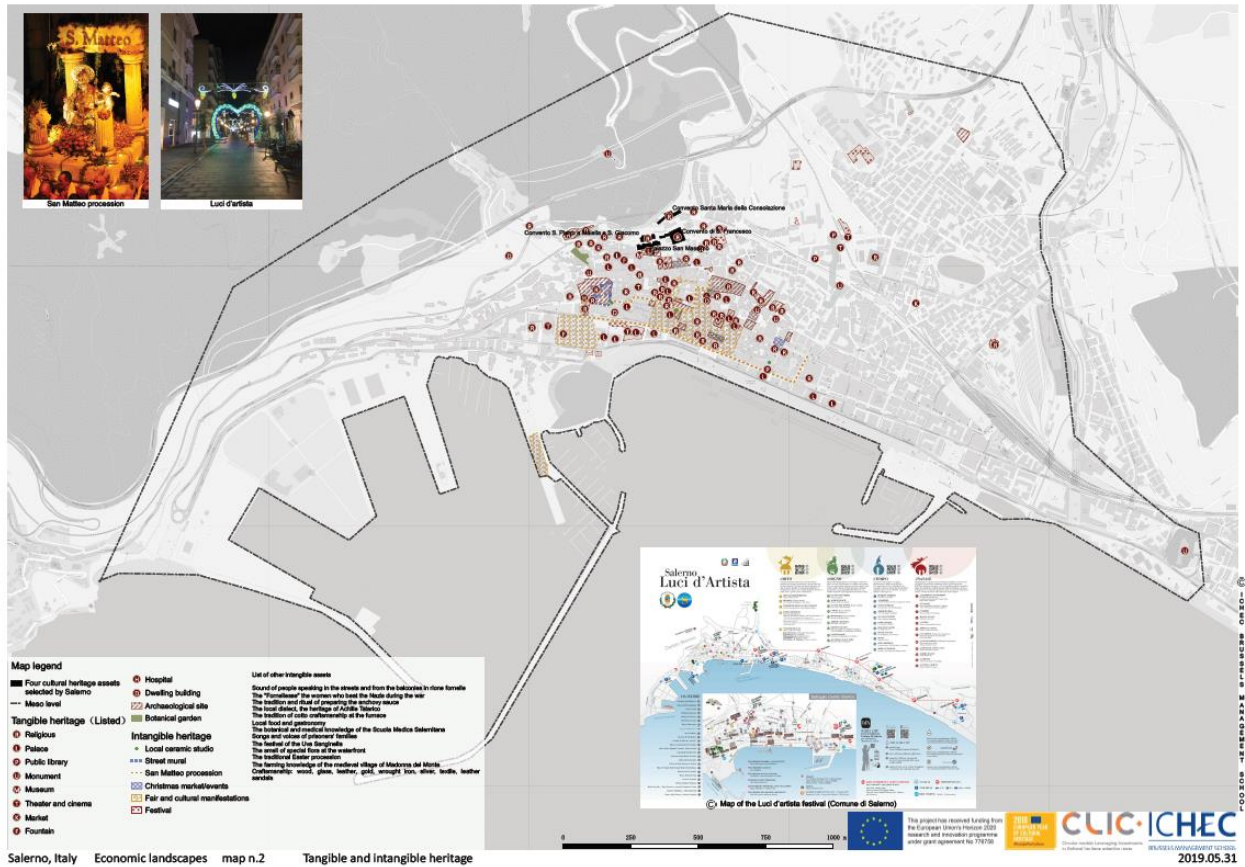


Map n.10 Spatial integration of cultural capital

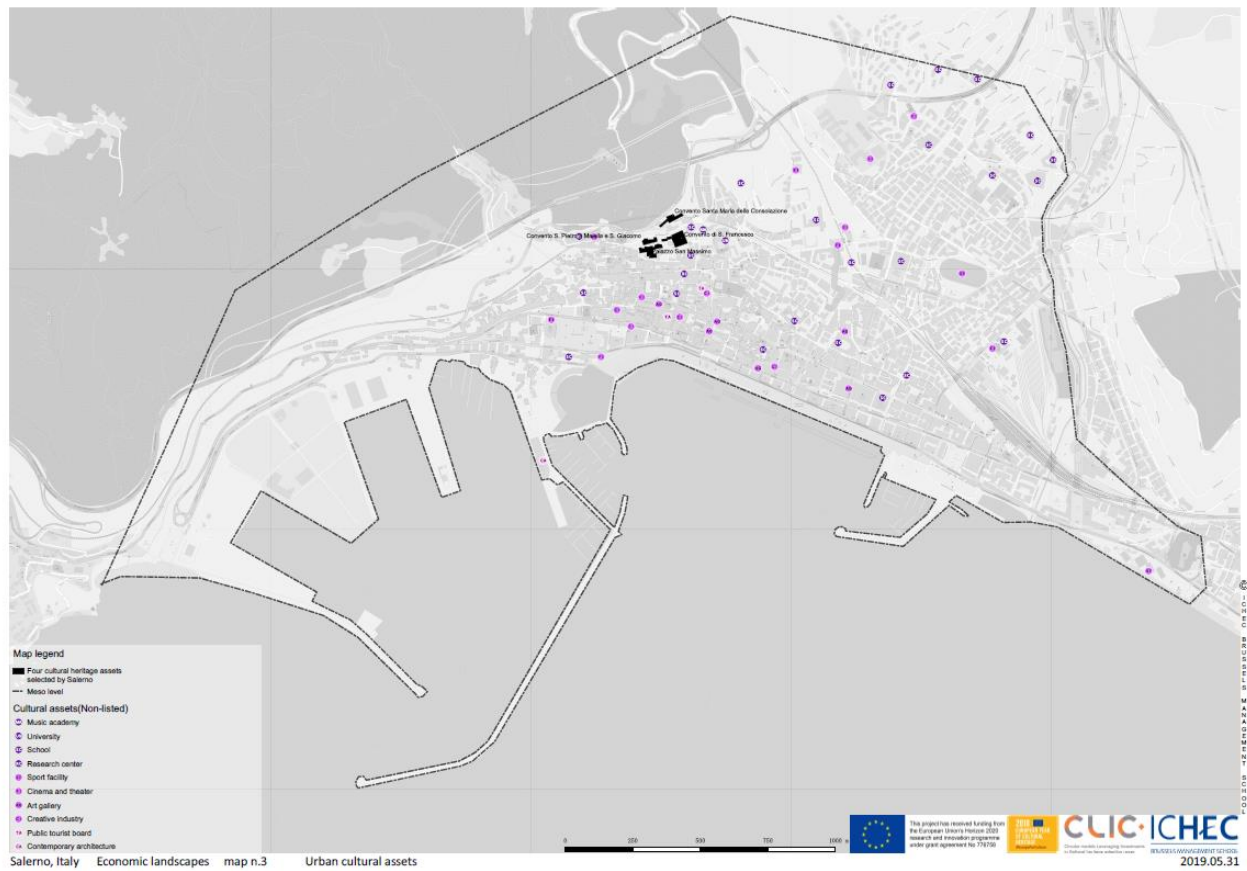
8 Economic Landscapes Salerno



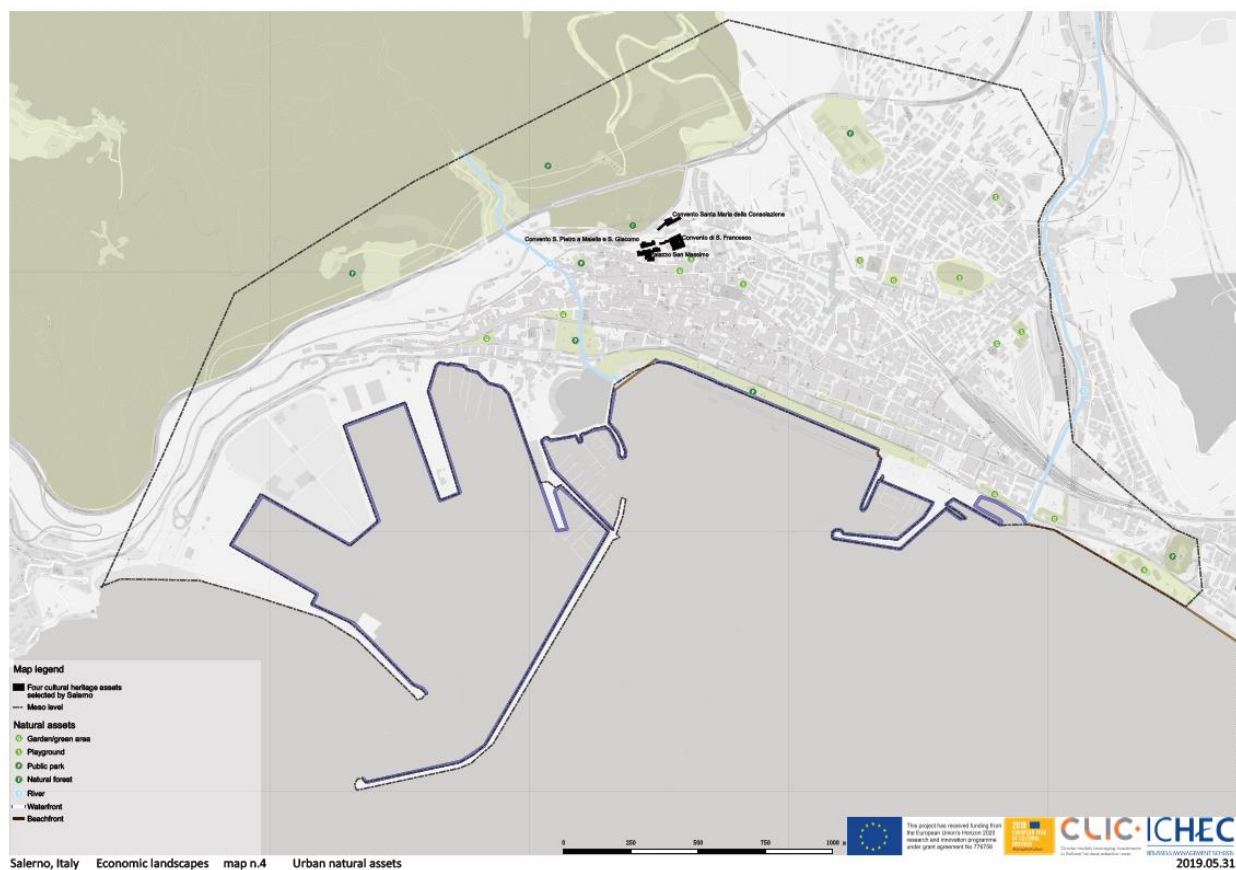
Map n.1. Urban scale analysis



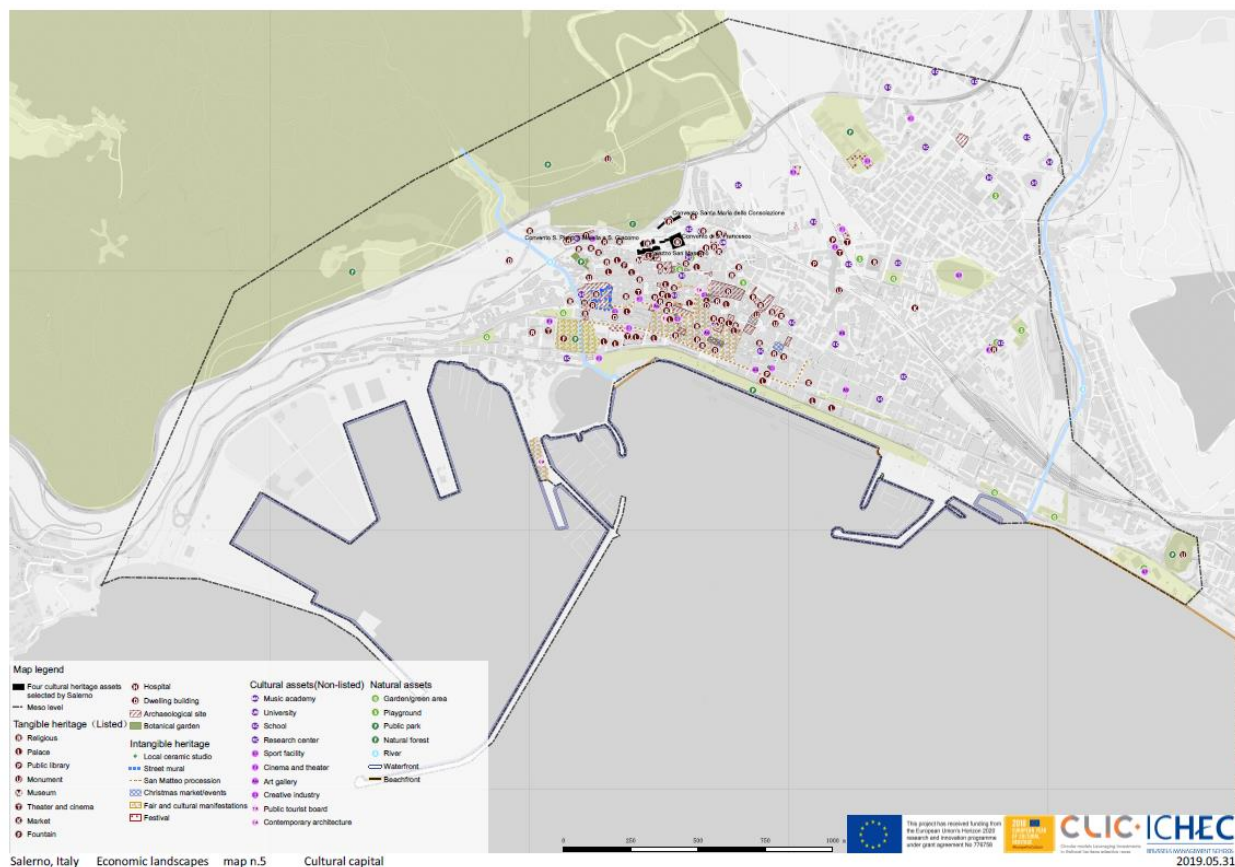
Map n.2. Tangible and intangible heritage



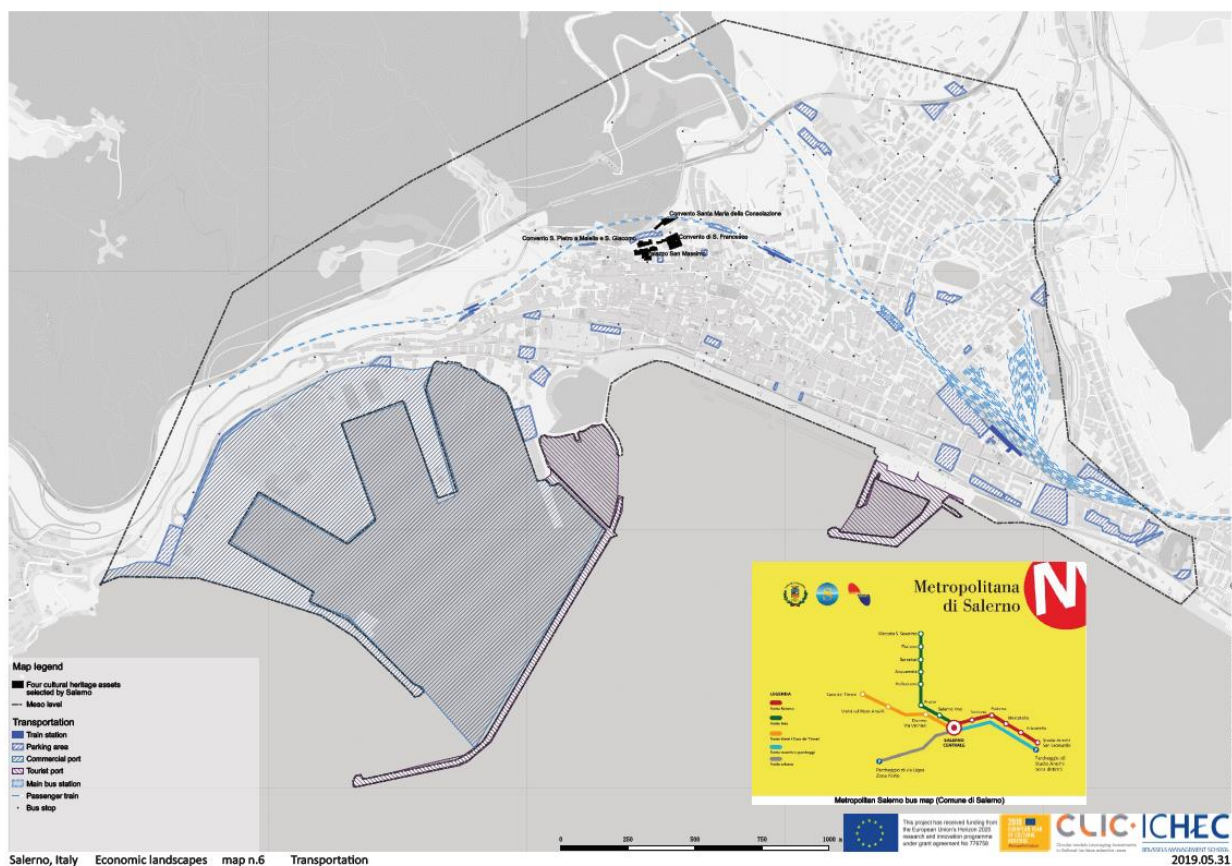
Map n.3. Urban cultural assets



Map n.4. Urban natural assets

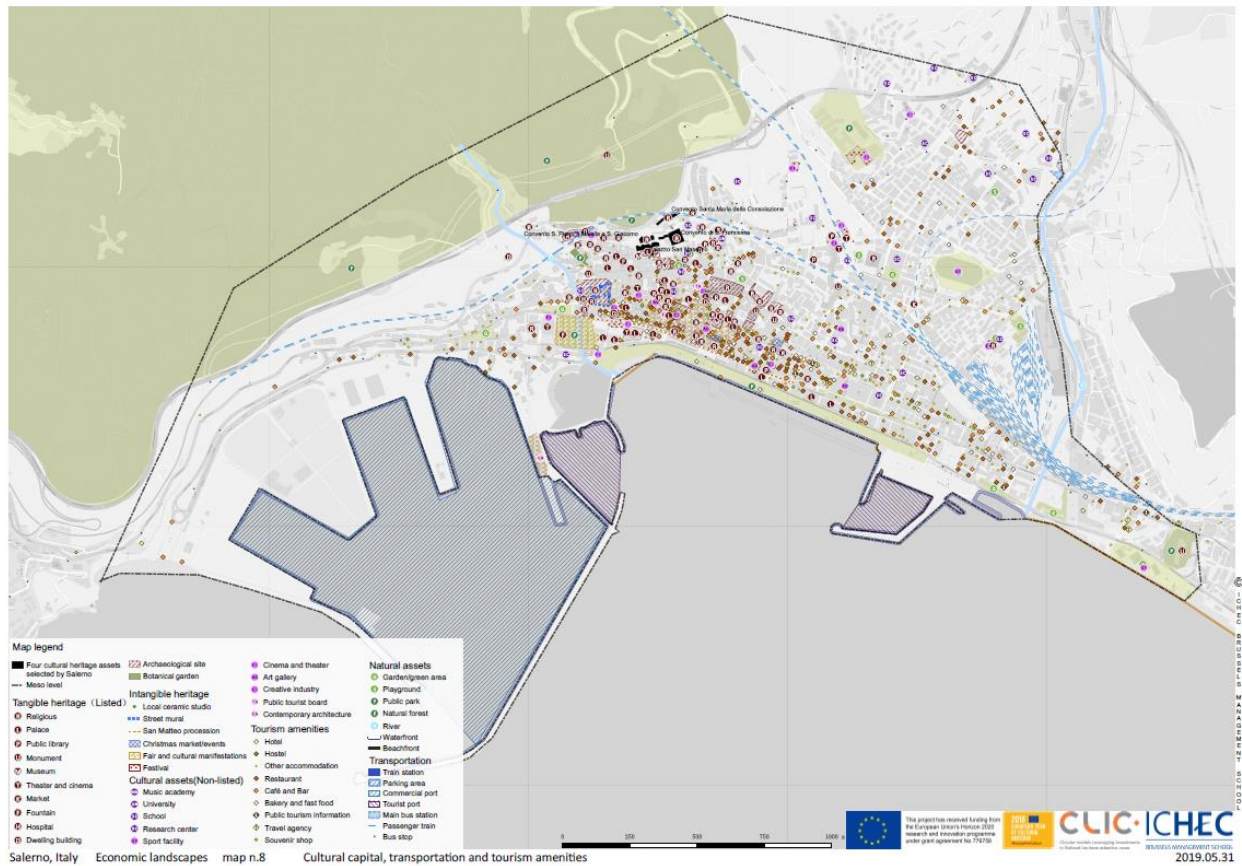


Map n.5. Cultural capital

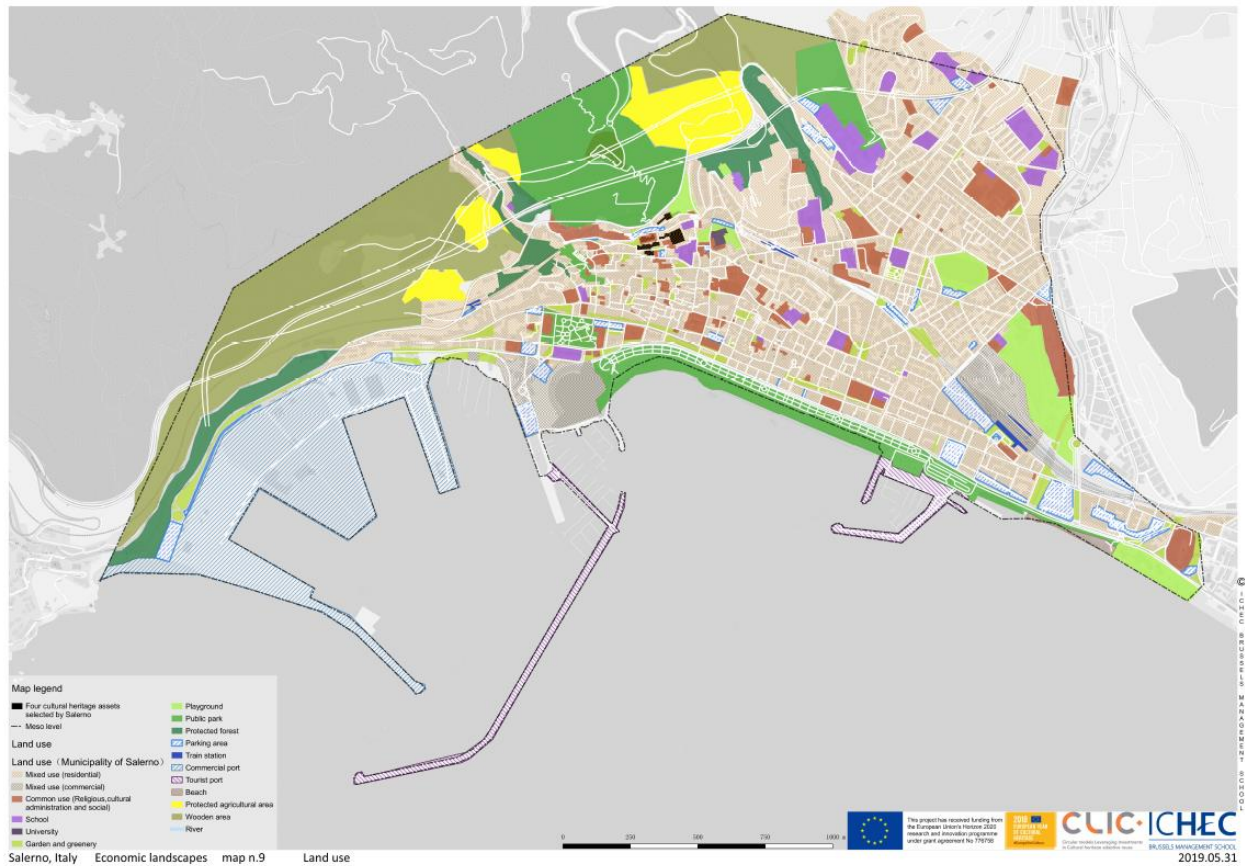


Map n.6. Transportation

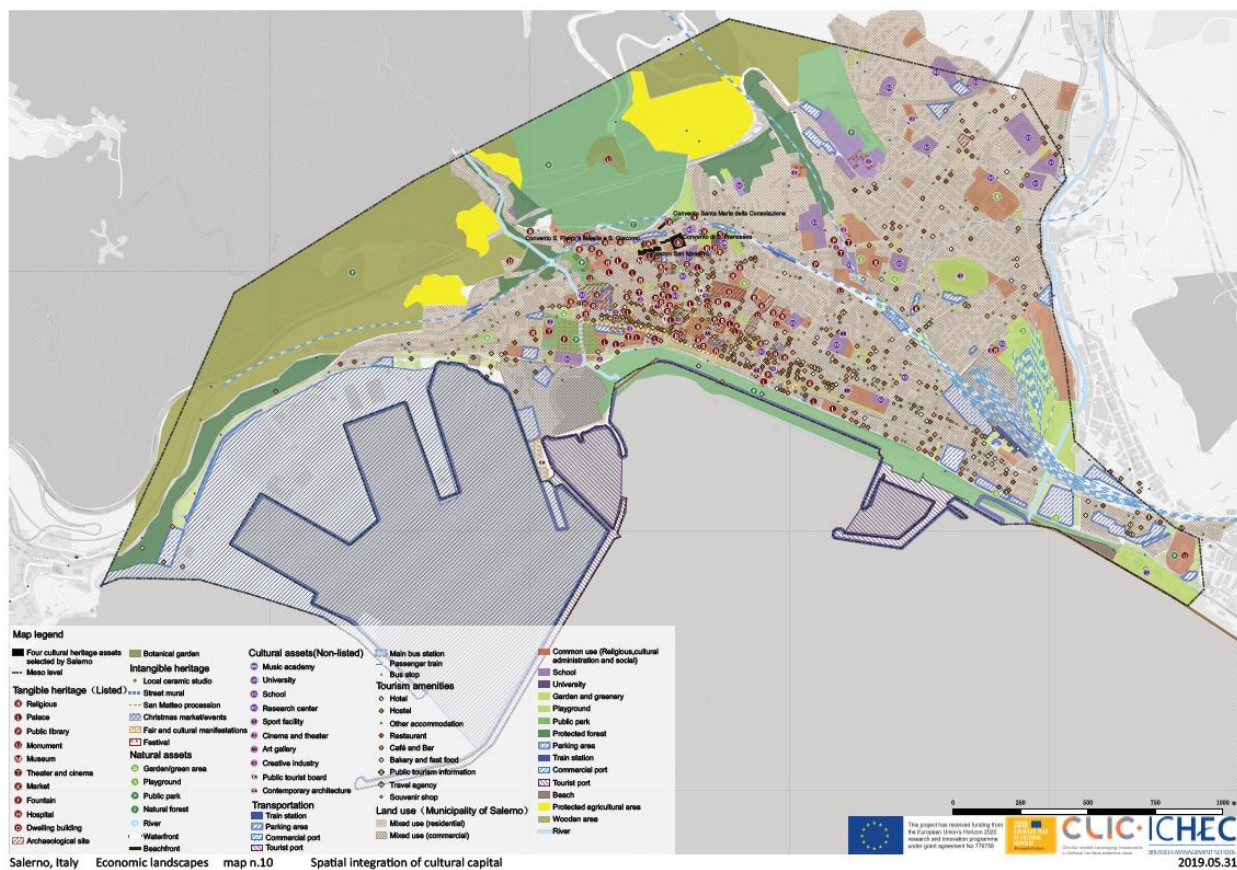




Map n.8. Cultural capital, transportation and tourism amenities

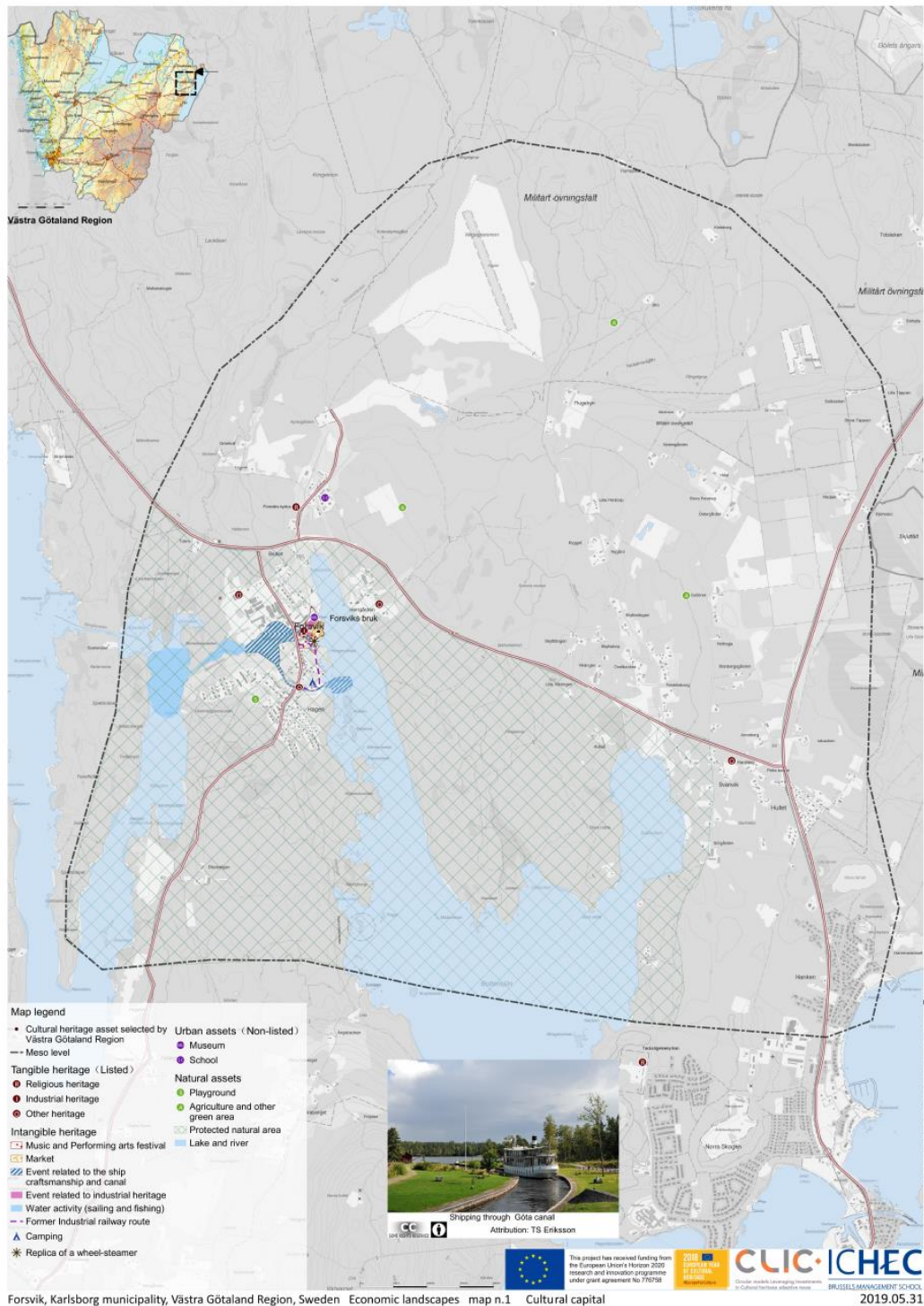


Map n.9 Land use

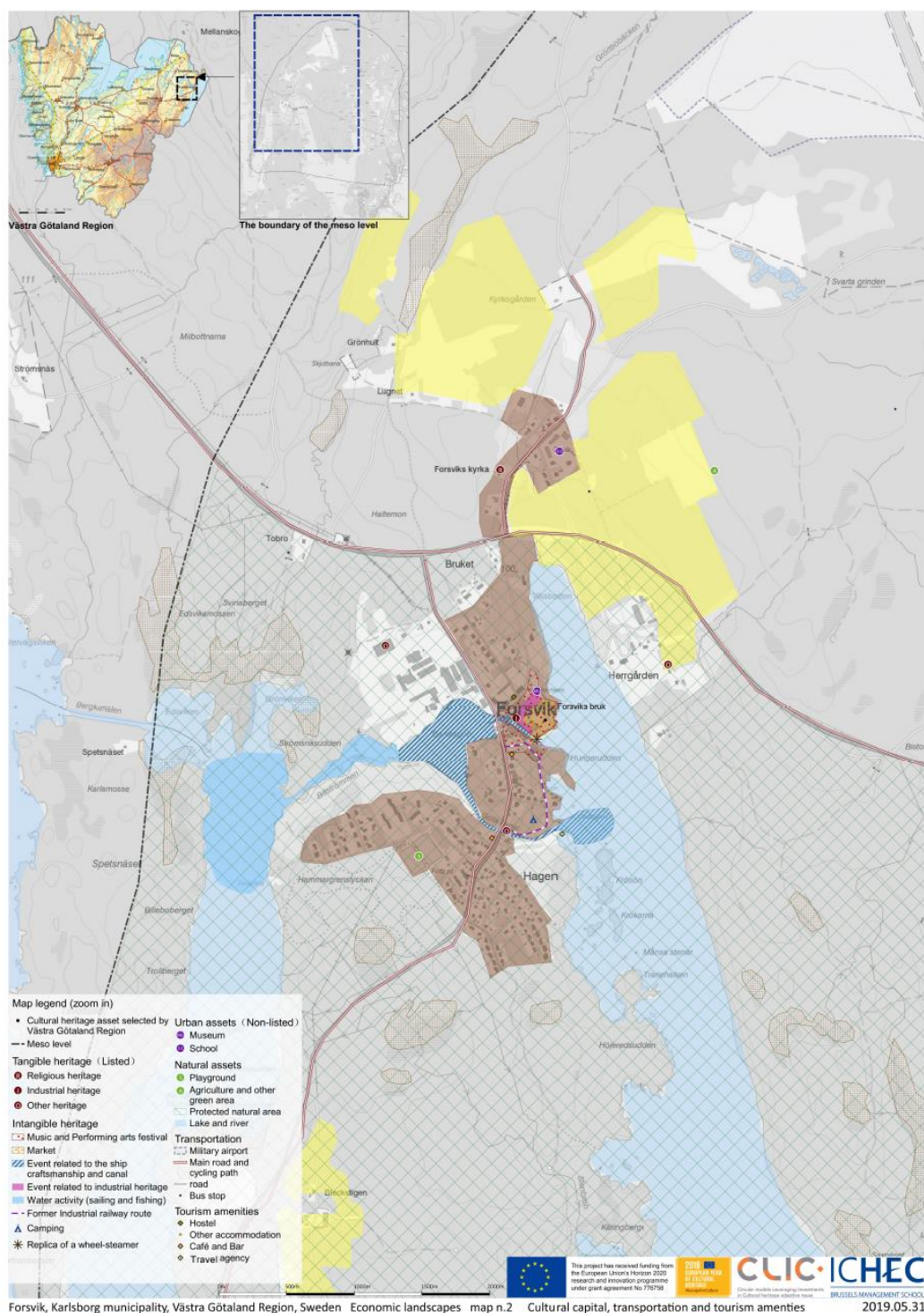


Map n.10 Spatial integration of cultural capital

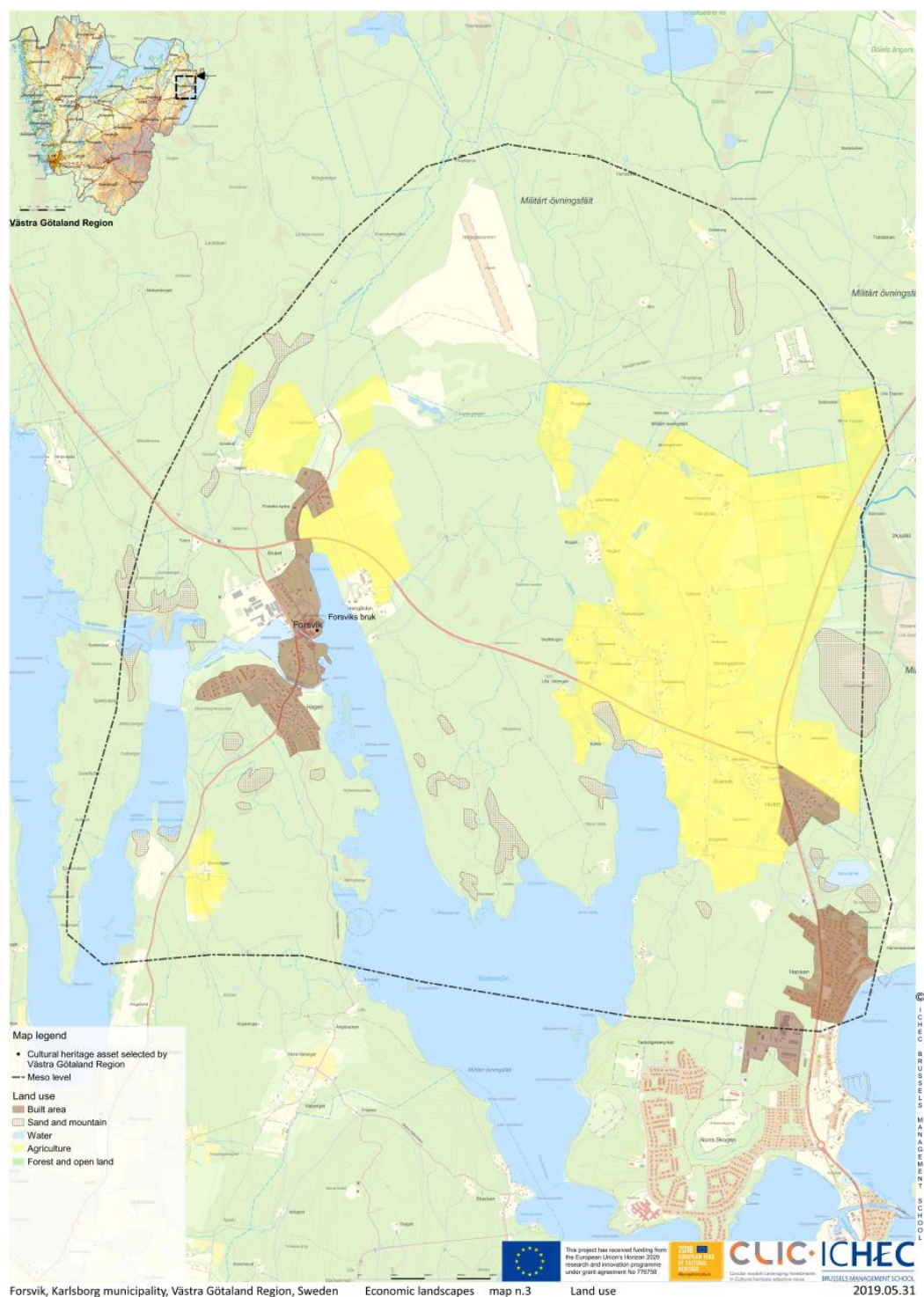
9 Economic Landscapes Forsviks (Karlsborg municipality)



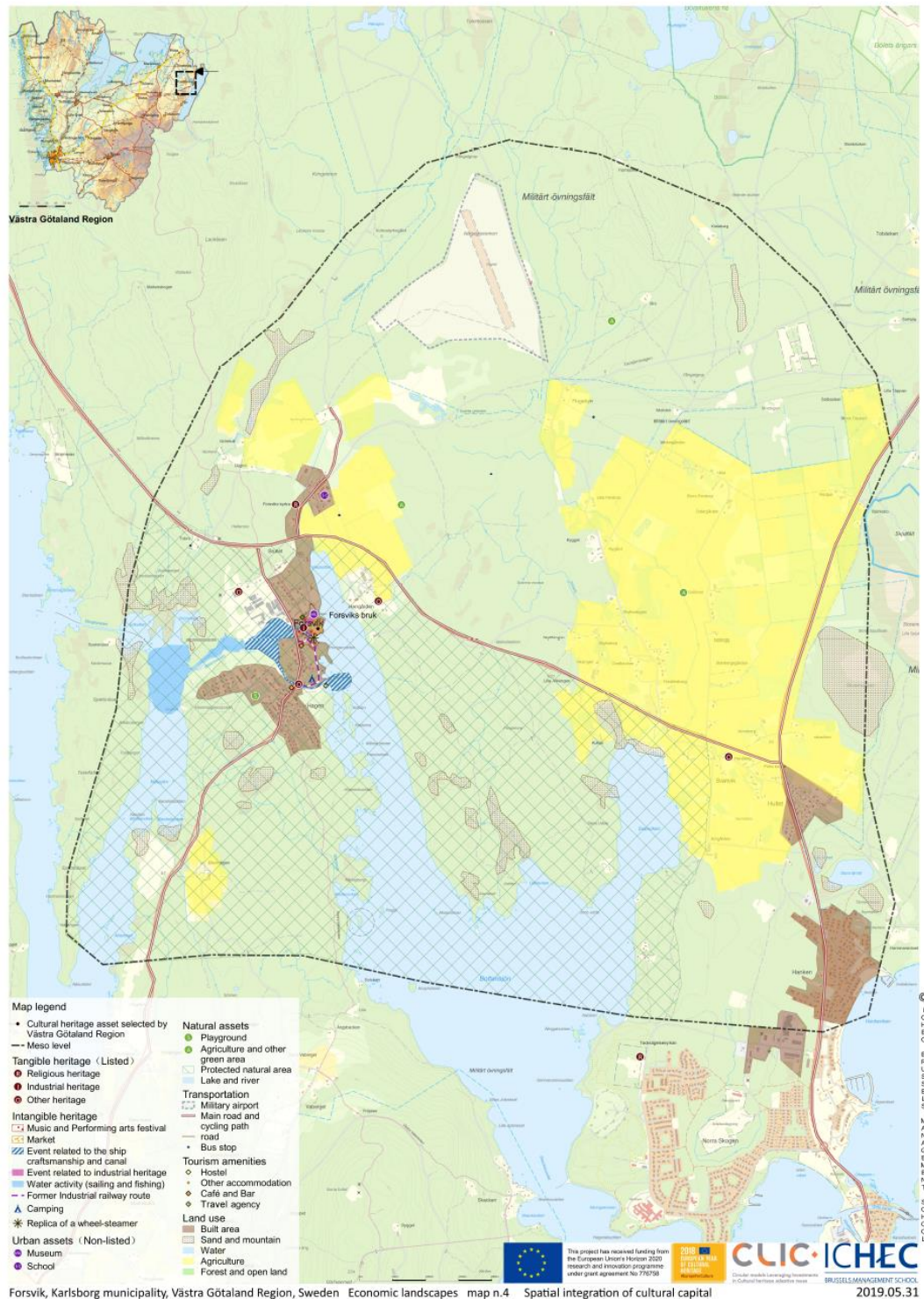
Map n.1. Cultural capital



Map n.2. Cultural capital, transportation and tourism amenities

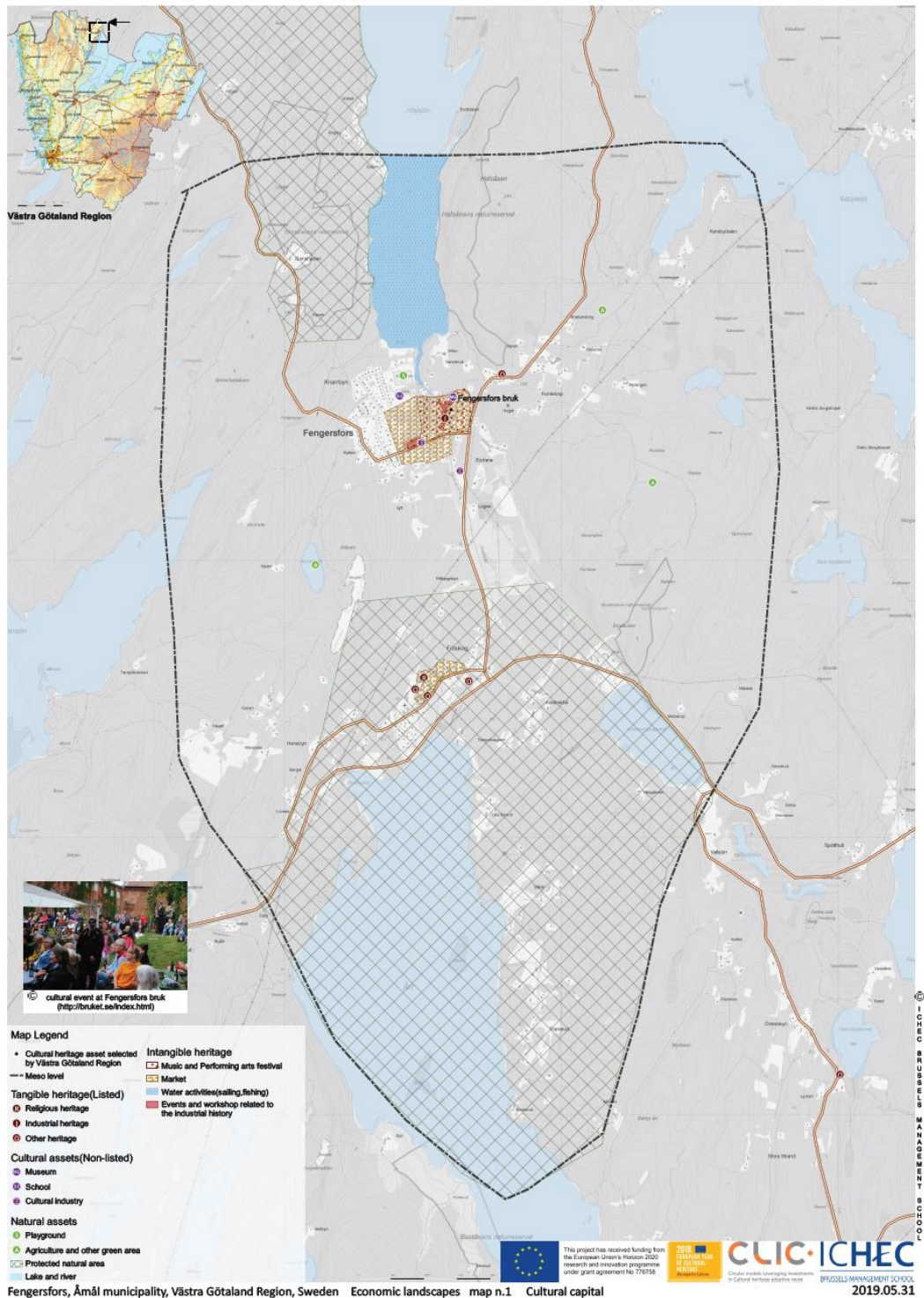


Map n.3. Land use

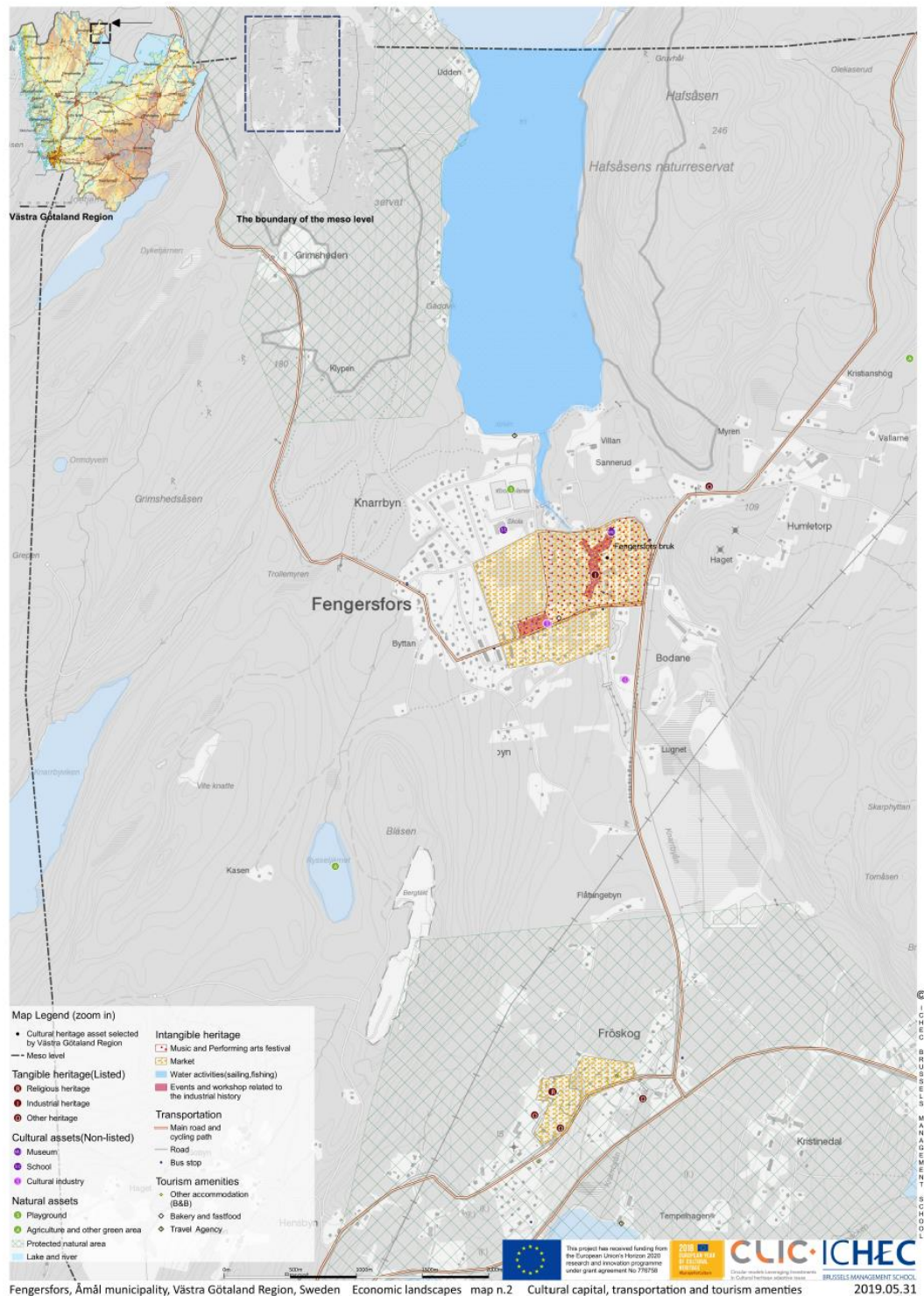


Map n.4. Spatial integration of cultural capital

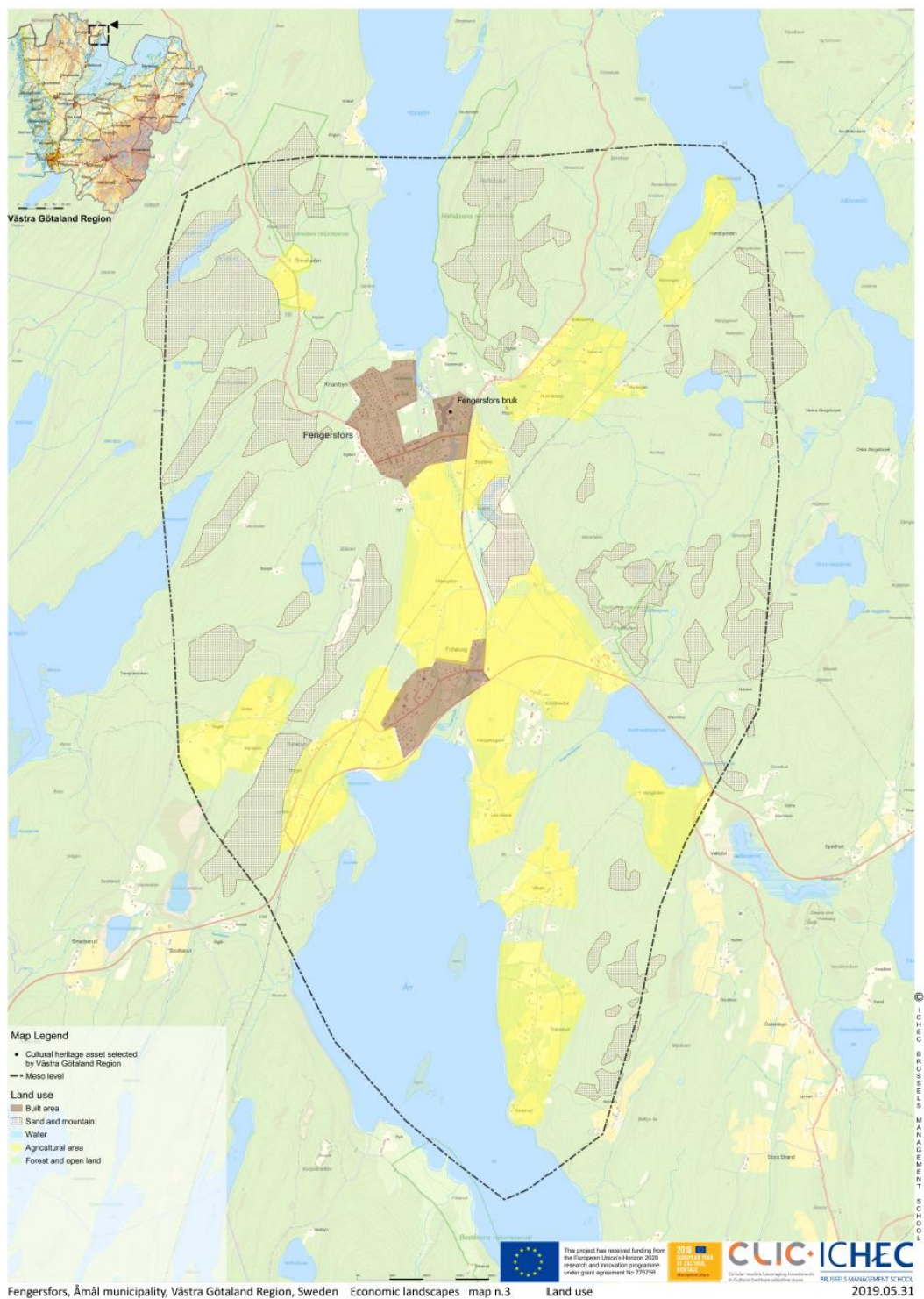
10 Economic Landscapes Fengersfors (Åmåls municipality)



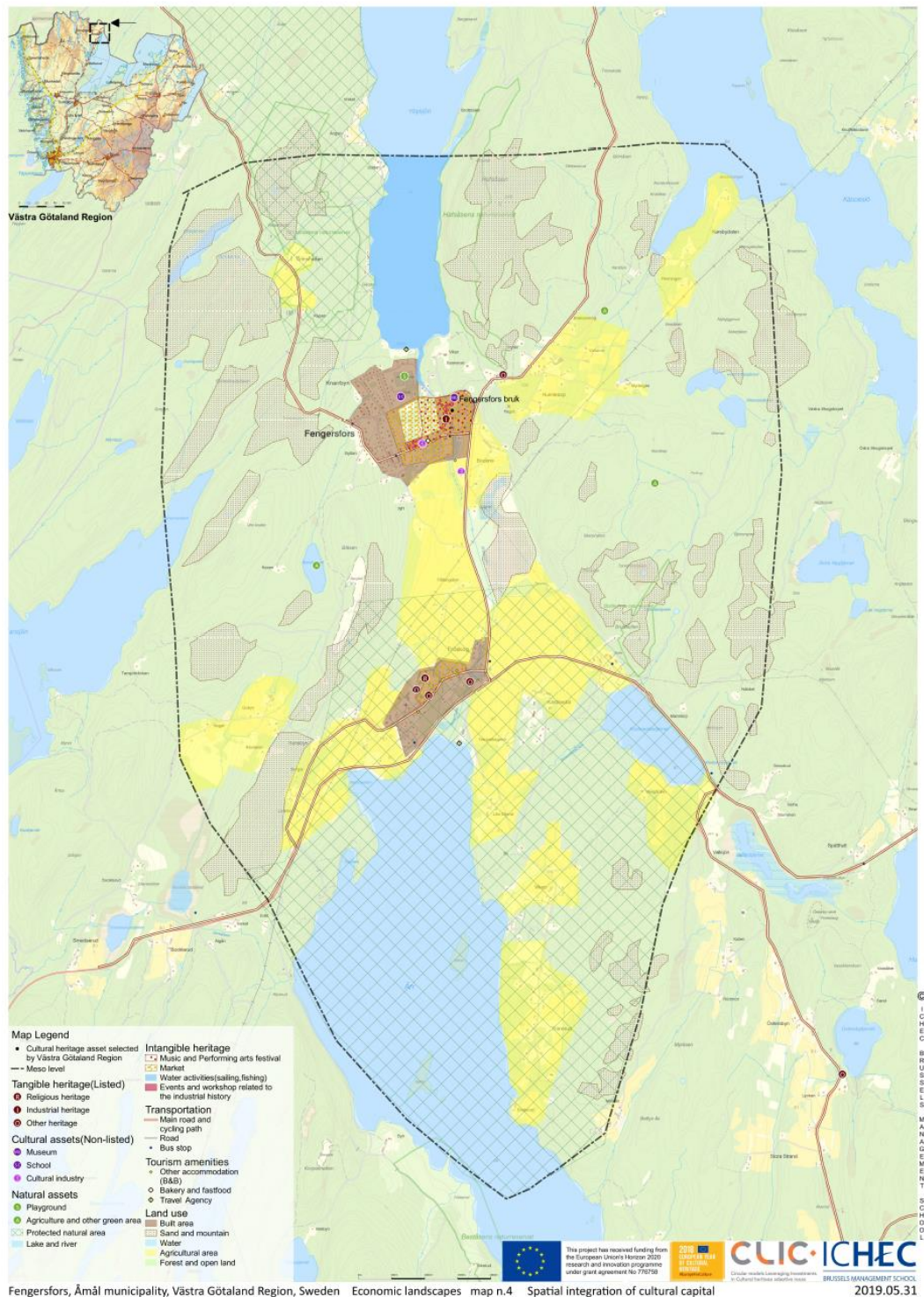
Map n.1. Cultural capital



Map n.2. Cultural capital, transportation and tourism amenities

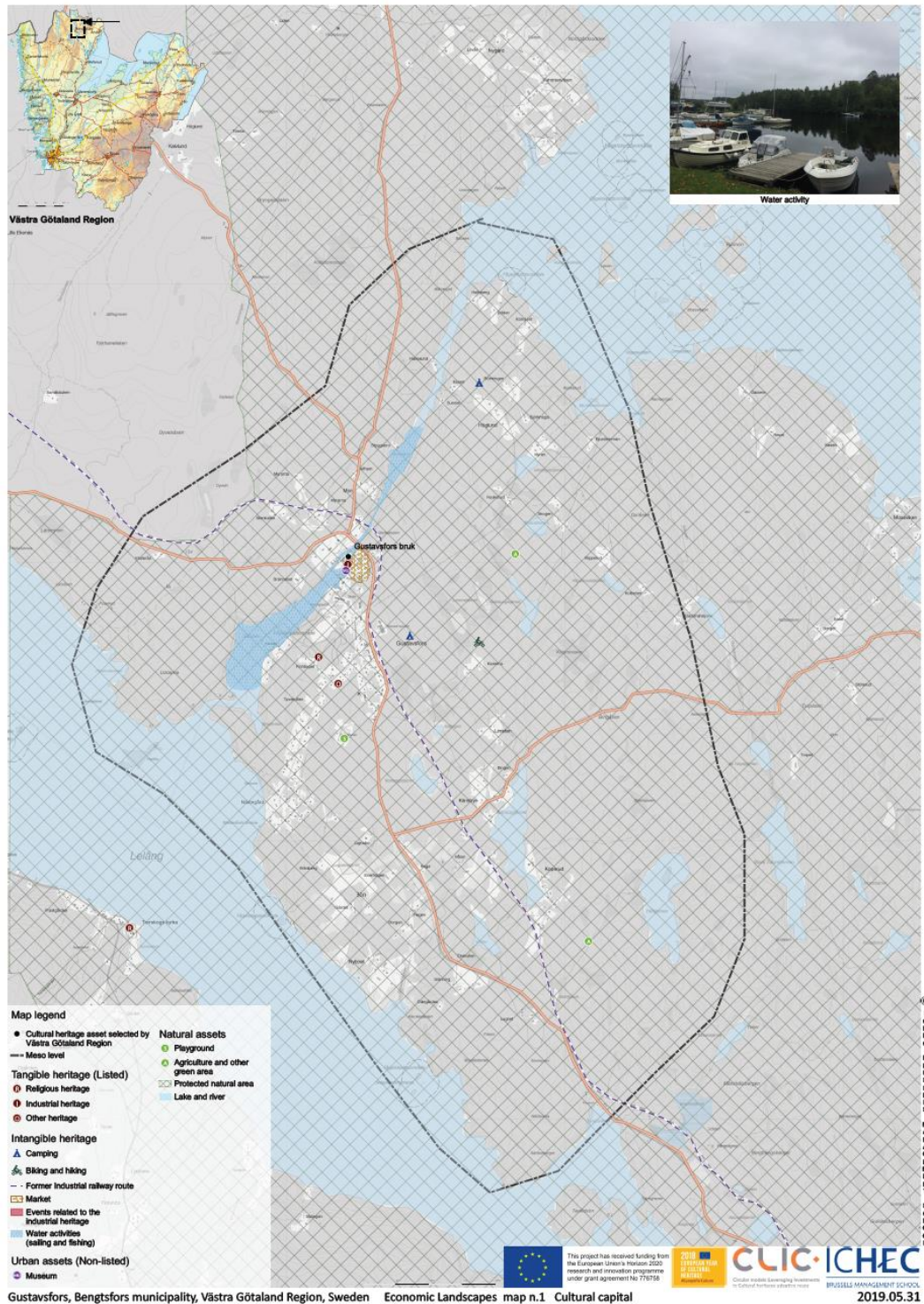


Map n.3. Land use

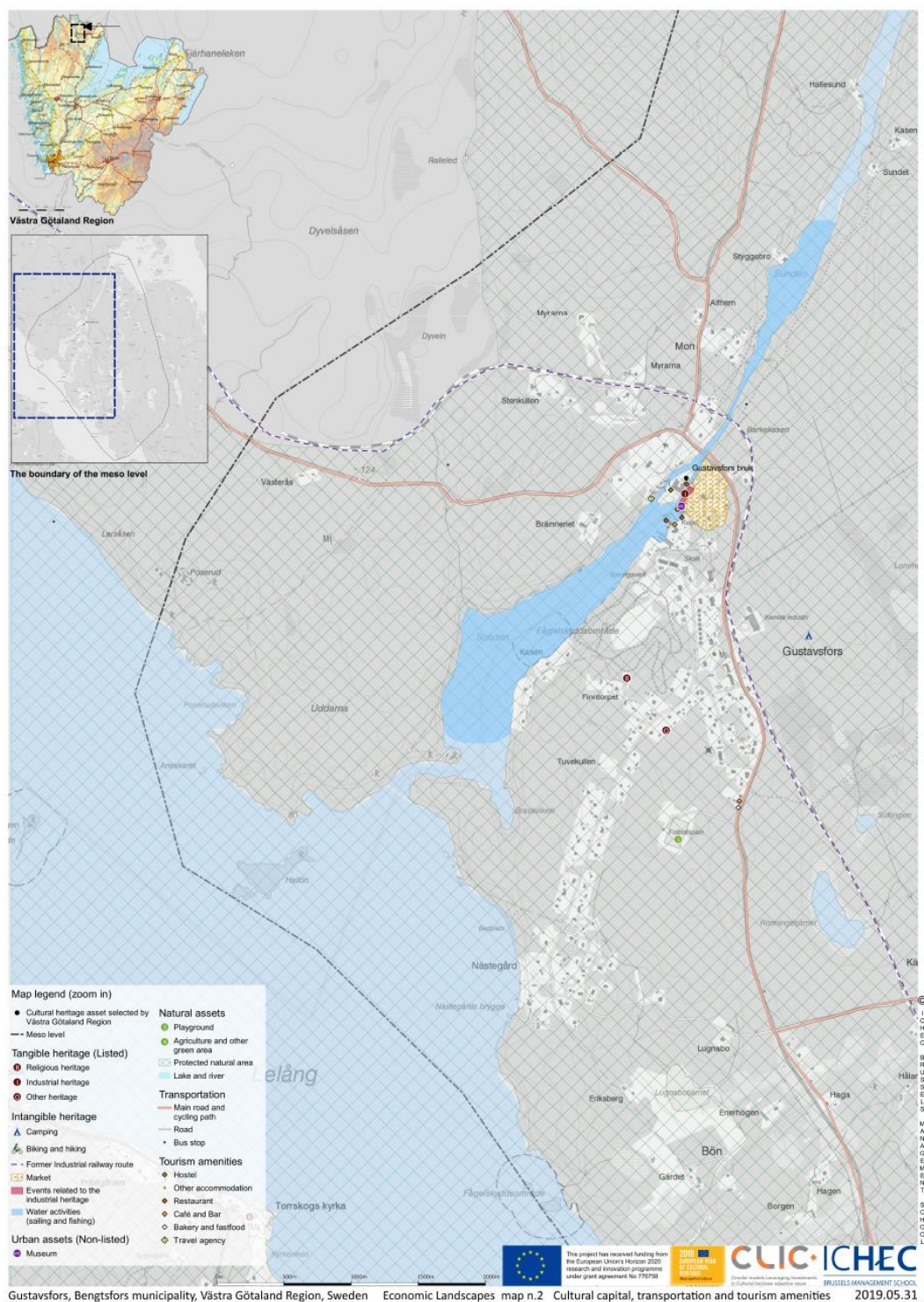


Map n.4. Spatial integration of cultural capital

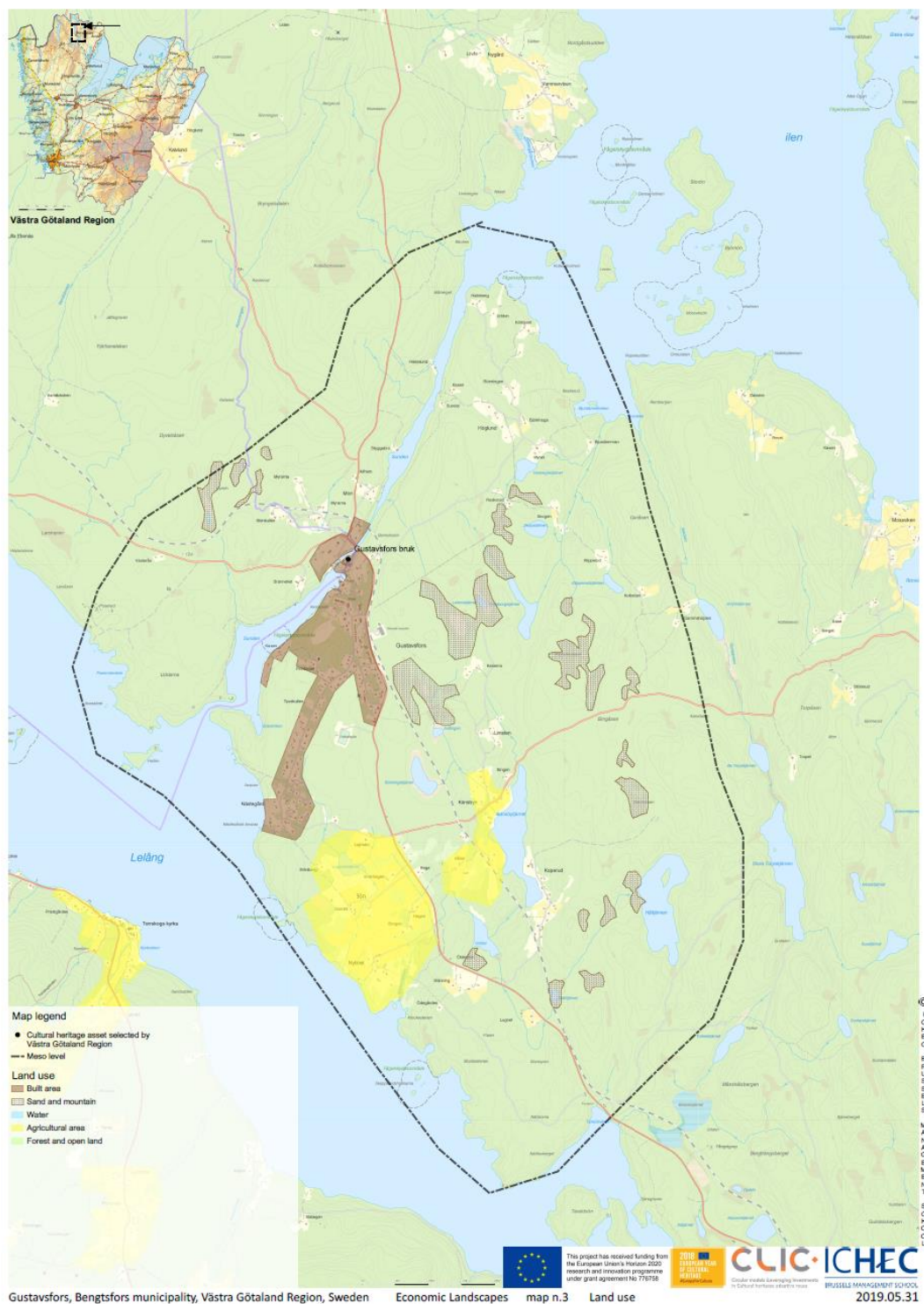
11 Economic Landscapes Gustavsfors (Bengtsfors municipality)



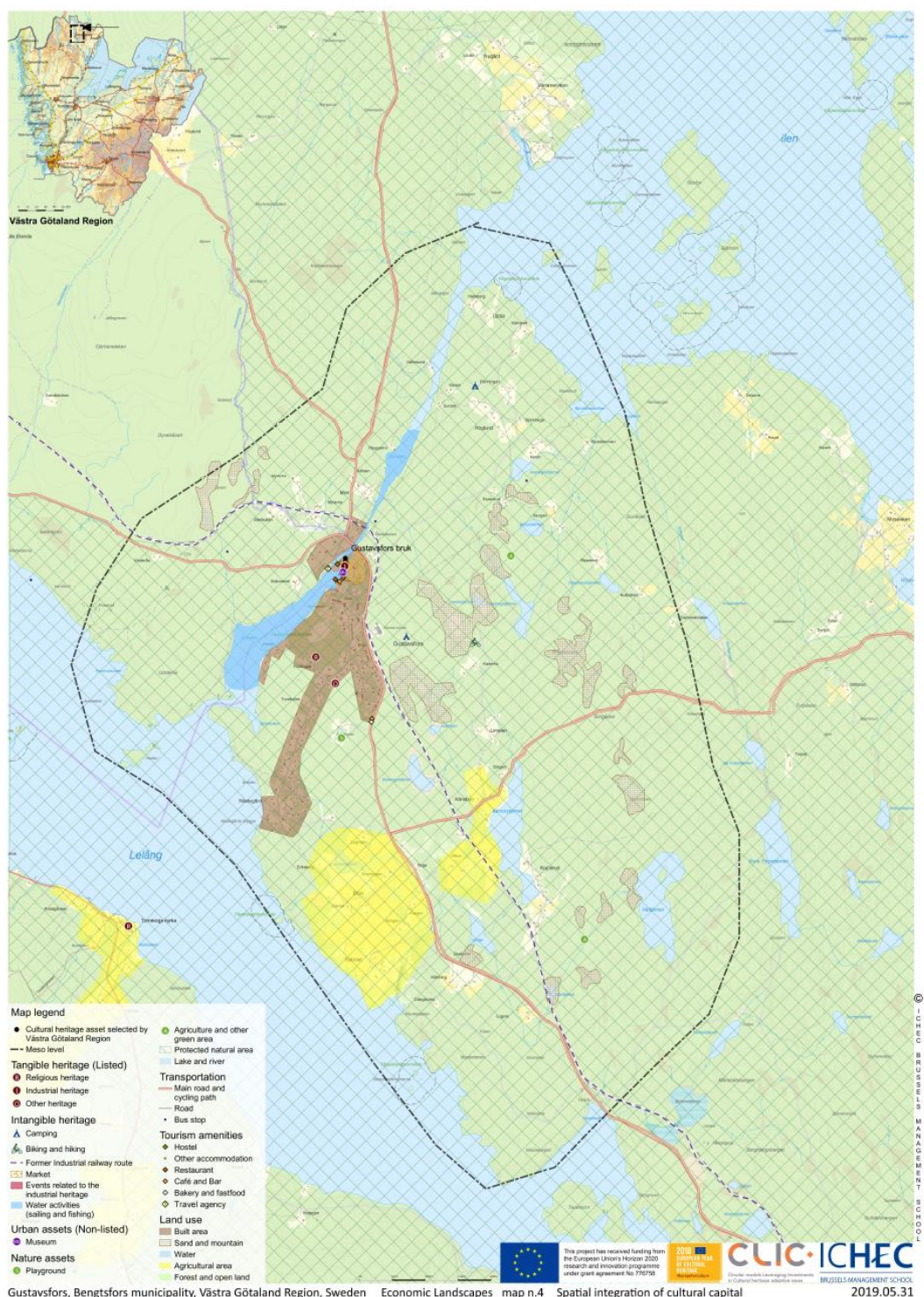
Map n.1. Cultural capital



Map n.2. Cultural capital, transportation and tourism amenities

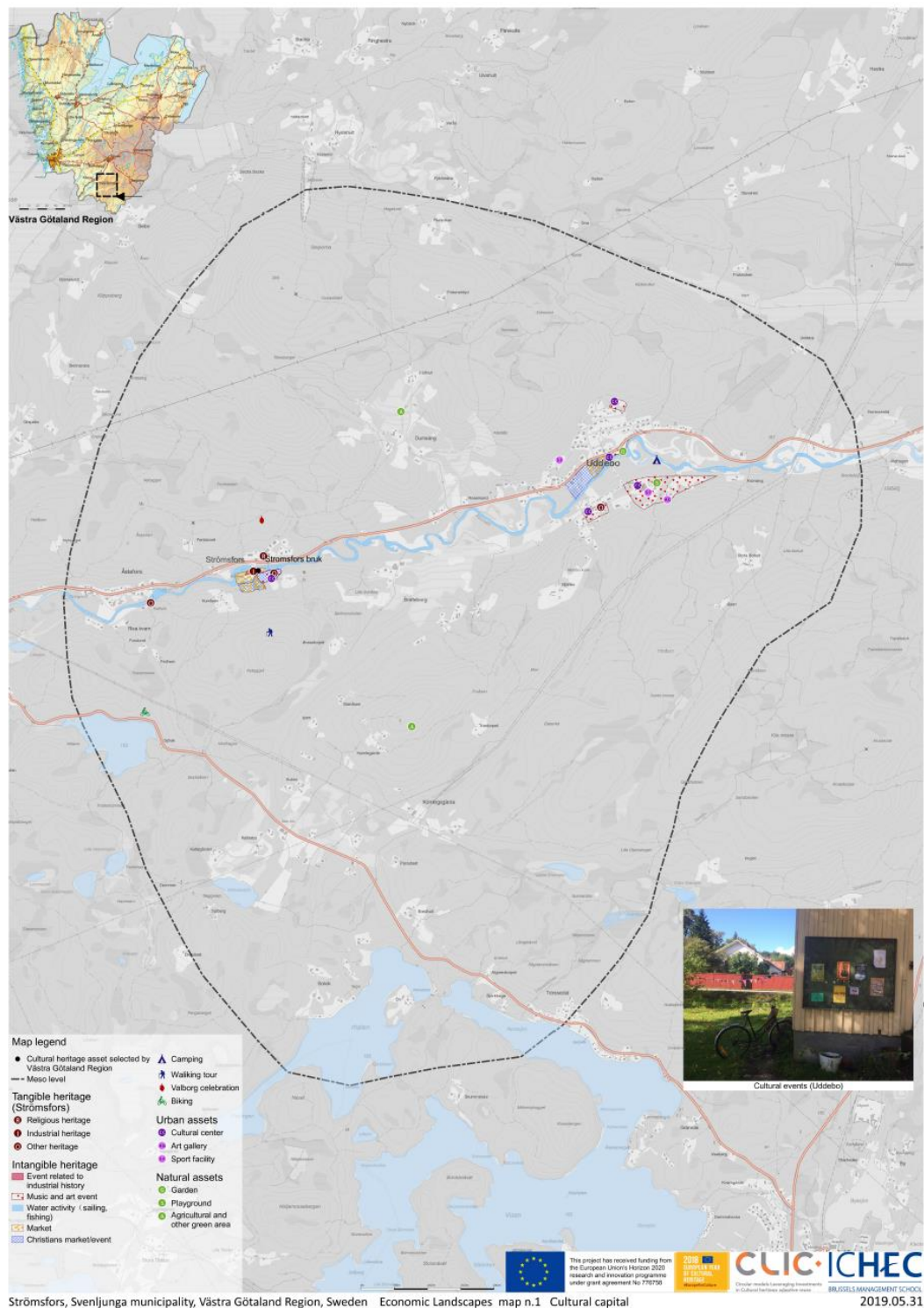


Map n.3. Land use

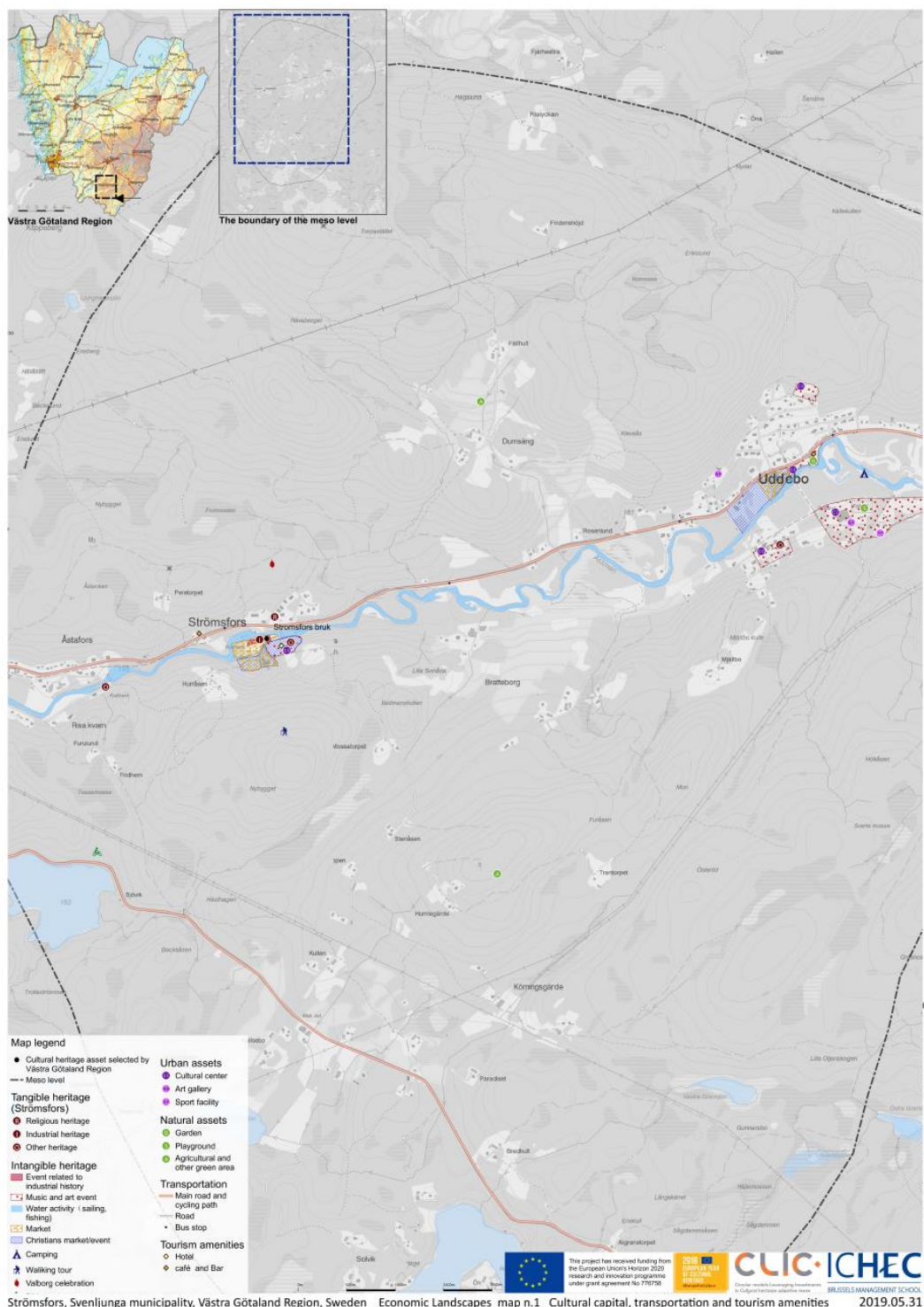


Map n.4. Spatial integration of cultural capital

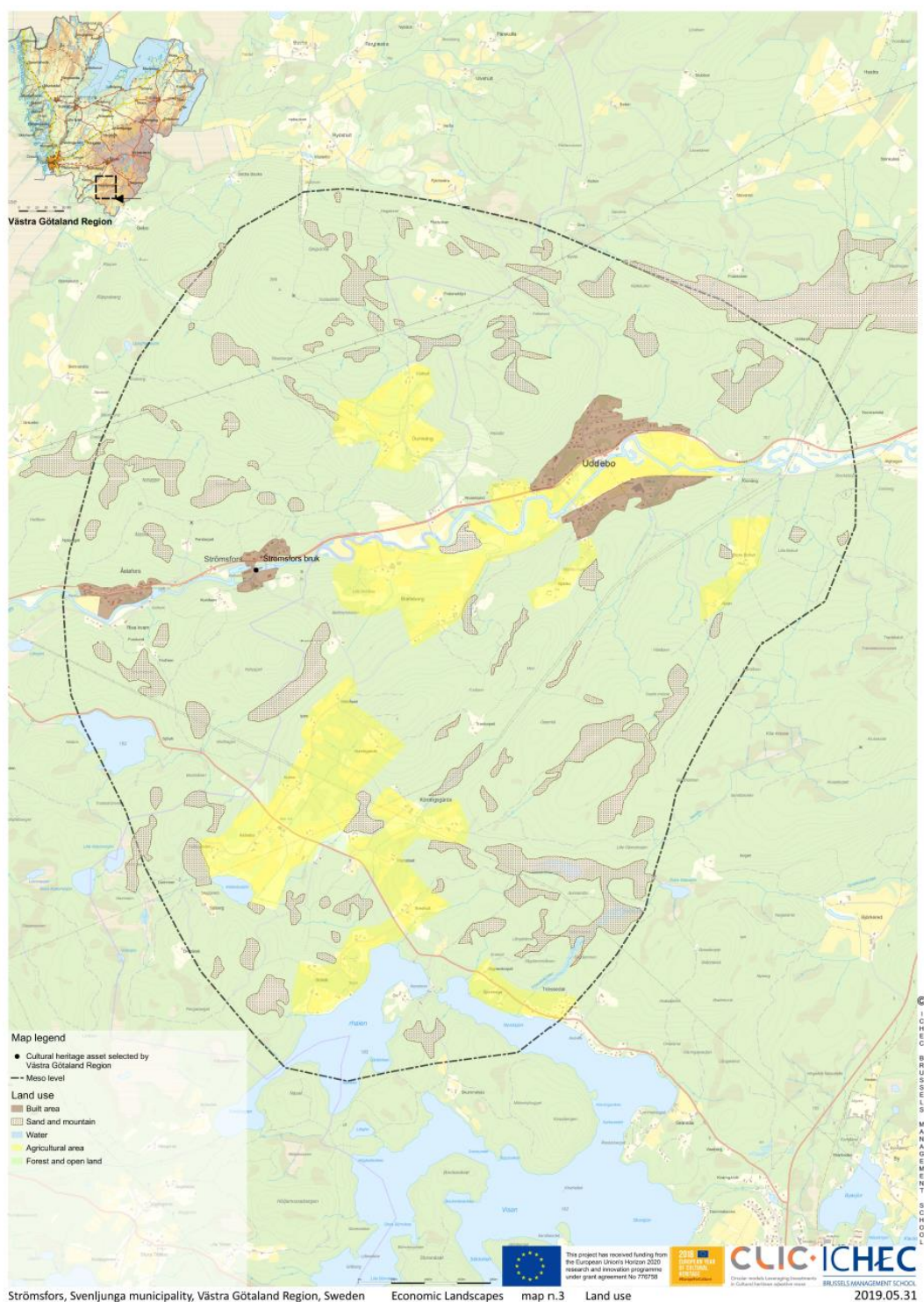
12 Economic Landscapes Strömsfors (Svenljunga municipality)



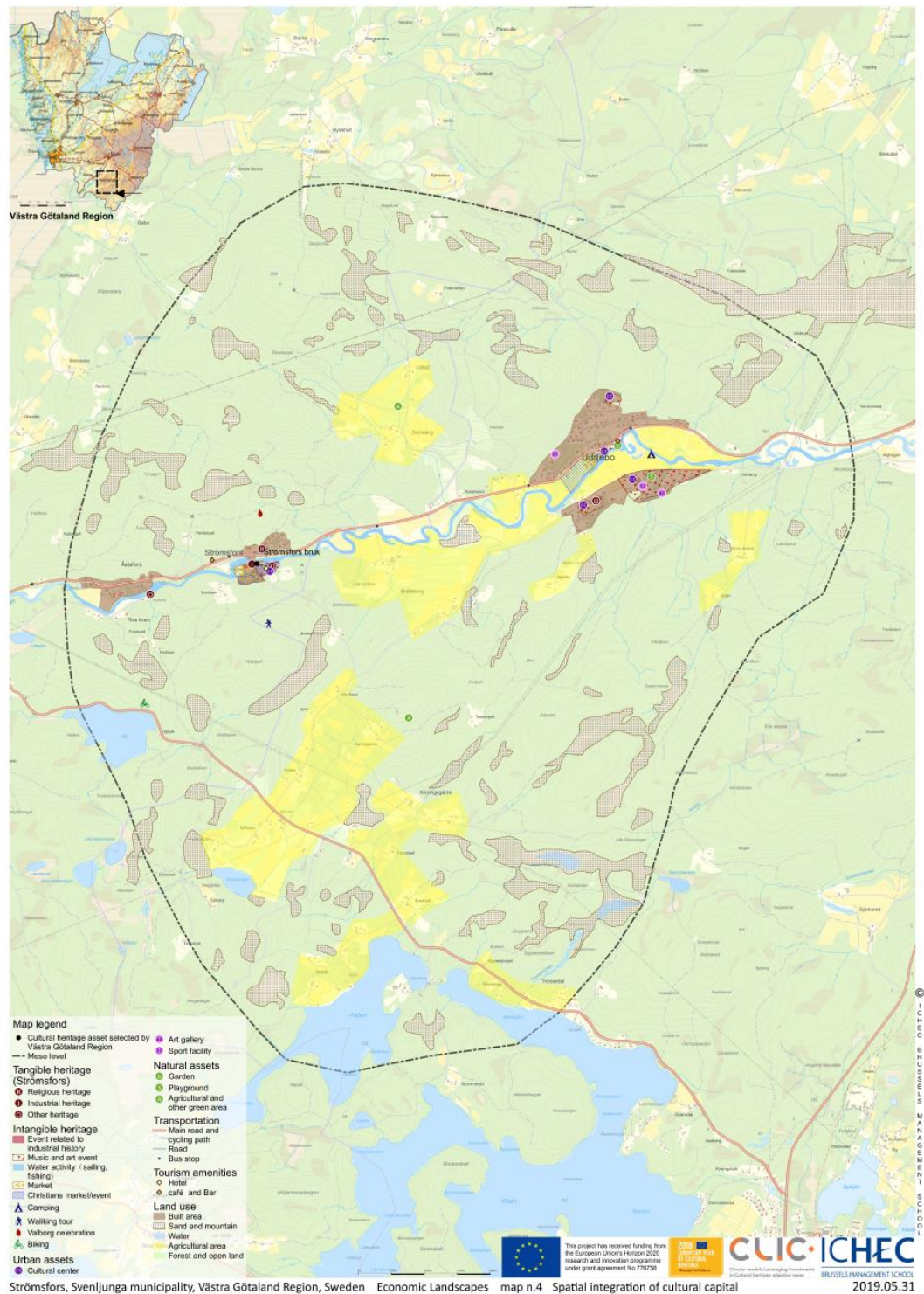
Map n.1. Cultural capital



Map n.2. Cultural capital, transportation and tourism amenities



Map n.3. Land use



Map n.4. Spatial integration of cultural capital