



CIRCULAR MODELS LEVERAGING INVESTMENTS IN CULTURAL HERITAGE ADAPTIVE REUSE

CHIA: Circular Heritage Impact Assessment services and toolkit

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UHDF: Urban Heritage Development Fund

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776758





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◆ Circular Heritage Impact Assessment

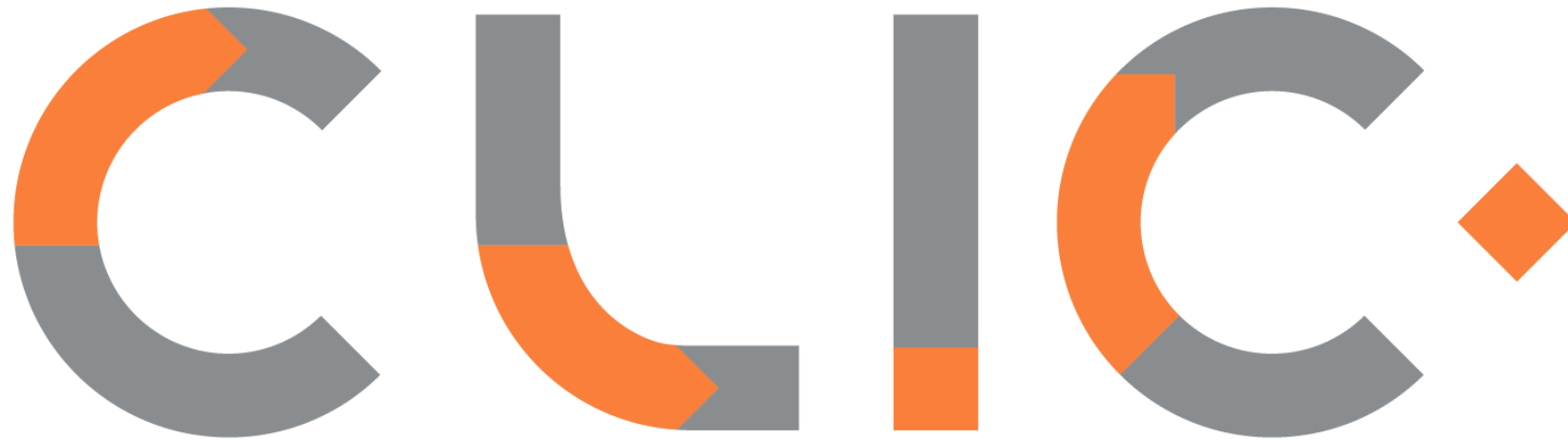
CHIA represents an innovative proposal for **impact assessment** in cultural heritage sector for **adaptive reuse projects** in the perspective of the **circular economy** that can be adopted by creative and cultural organizations, social entrepreneurs and other industry practitioners.

It has been developed within the Horizon 2020 CLIC project.



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**Circular models Leveraging Investments
in Cultural heritage adaptive reuse**

www.clicproject.eu | [@CLIC_EU](https://twitter.com/CLIC_EU)

- **Cultural Heritage** is a resource for European identity, attractiveness, economic growth and citizens wellbeing and well-living

- **HOWEVER**

- its preservation and use presents many binding **barriers** (architectural, governance, financial etc.) resulting in many heritage buildings and sites **abandoned, degraded or underused**: a “**territorial ‘waste’**” that should be valorized as **resource** in the perspective of the **circular economy / circular city model**



- Ongoing experiences show that **creative and cultural entrepreneurship can boost heritage regeneration** with impacts on the economic growth, new jobs creation, enhancement of social cohesion and urban revitalization, but **needs specific support to scale-up and grow**.
- CHIA aims at satisfying these needs through **supporting services and a toolkit for creative and cultural organizations and heritage-focused entrepreneurs to assess heritage projects and business models, highlighting actual impacts and areas of potential improvement to enhance up-scalability and accountability to public and private investors**.

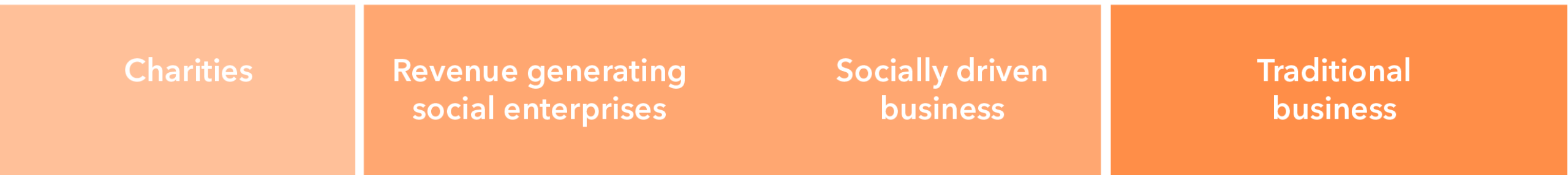


Investment spectrum: from one-dimensional decisions to evaluation of complex multidimensional impacts

primary driver is to create societal value

'blended' societal and financial value

primary driver is to create financial value



Impact only

Impact first

Finance first

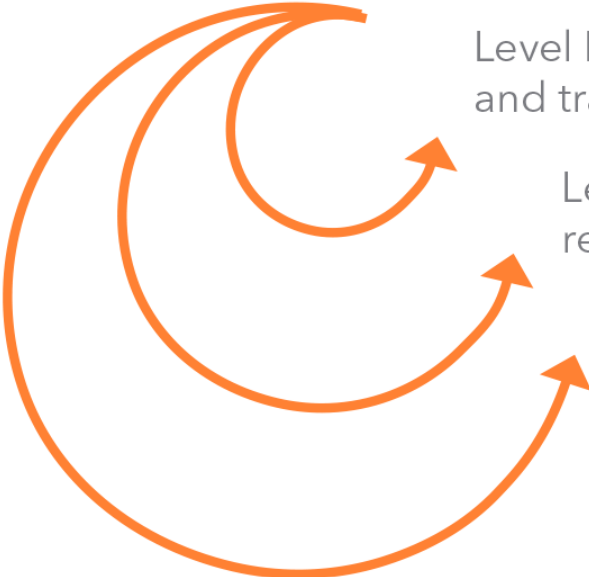




Impacts Assessment

CHIA Circular Heritage Impact Assessment

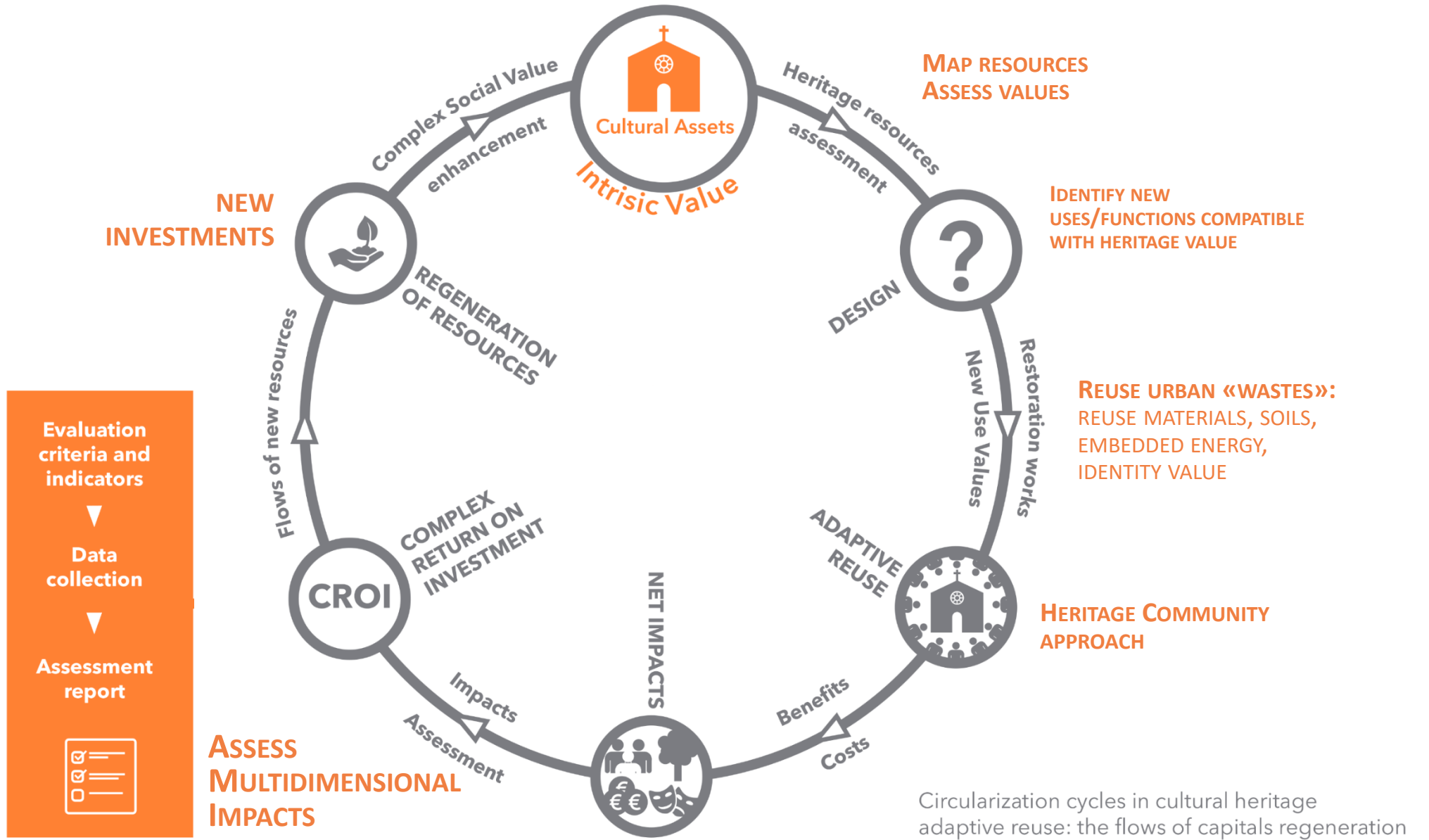
assessment of
cultural heritage
adaptive reuse
multidimensional impacts
in the perspective of the
Circular Economy



Level I - Cultural heritage values conservation, regeneration and transmission: enlarging the lifetime of heritage

Level II - Circularity of conservation works: reuse and reduce materials, energy, water and soil consumption

Level III - Positive impacts in the area/city/region linked to enhanced place attractiveness: regenerating economic, social, environmental and cultural resources



- CHIA provides focused **business services** and a **practical tool to assess the impacts and performances of cultural heritage adaptive reuse projects under the framework of the circular economy**.
- CHIA is based on a **heritage impact assessment methodology** that considers historic-cultural attributes and values, as well as economic-financial self-sustainability, economic spillovers, social and environmental impacts.
- The toolkit is based on **assessment criteria** and a set of **quantitative and qualitative indicators** that define three levels of circularity:
 - ✓ **L-I Cultural values conservation;**
 - ✓ **L-II Circularity of building construction;**
 - ✓ **L-III Multidimensional impacts generated in the area/district/city/region.**
- **Heritage reuse projects are scanned through a set of criteria/indicators**, making evident actual impacts and areas of potential improvement.



- CHIA services and toolkit support particularly **non-profit organizations and social enterprises** to become more accountable for the impact investment funds category, which decisions are grounded on clear and **transparent evaluation of financial returns ‘blended’ with social impacts.**
- CHIA will be tested in real environment with organizations based in the cities of Salerno (Italy), Rijeka (Croatia) and Amsterdam (Netherlands) and in Västra Götaland Region (Sweden).



A New Investment Framework for Cultural Heritage

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Urban Heritage Development Fund



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URBAN HERITAGE DEVELOPMENT FUND

The **Urban Heritage Development Fund** proposed for cities, is a fund designed to support investments at urban level through the creation of a portfolio of urban projects which must follow the strategic vision of the city and aims to achieve financial returns as well as environmental and social impacts (non-financial impacts), with three revolving/cycle mechanisms.



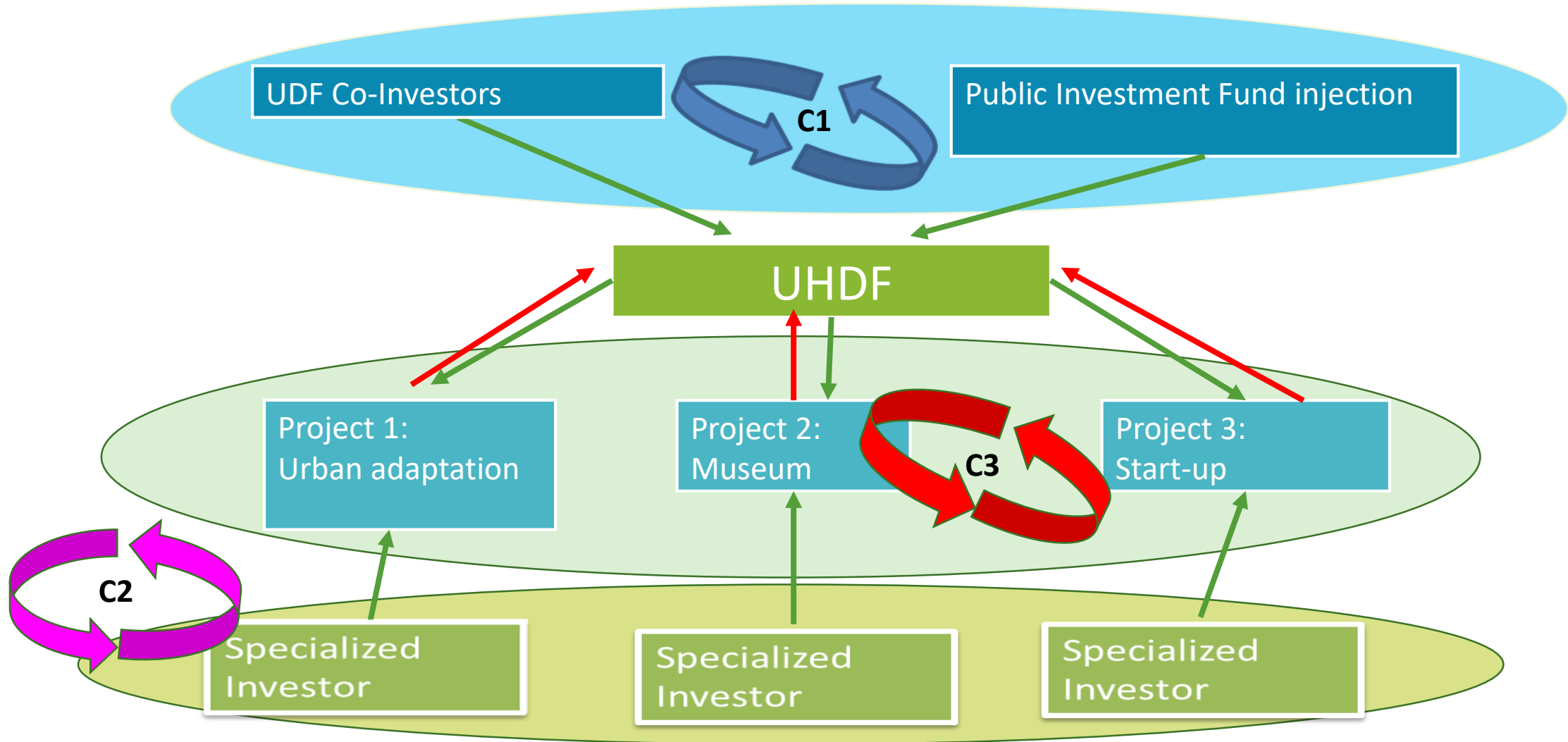
To produce the **Urban Heritage Development Fund** which is constituted by **three financial circularity**:

- **Three revolving financial mechanisms** which re-invest the returns of the investments and replenish the fund.



- **A portfolio of cultural heritage projects** which create a combination of projects which have a financial and impact returns.

Urban Heritage Development Fund



Social-Environmental-Cultural Impacts

PROJECTS DASHBOARD

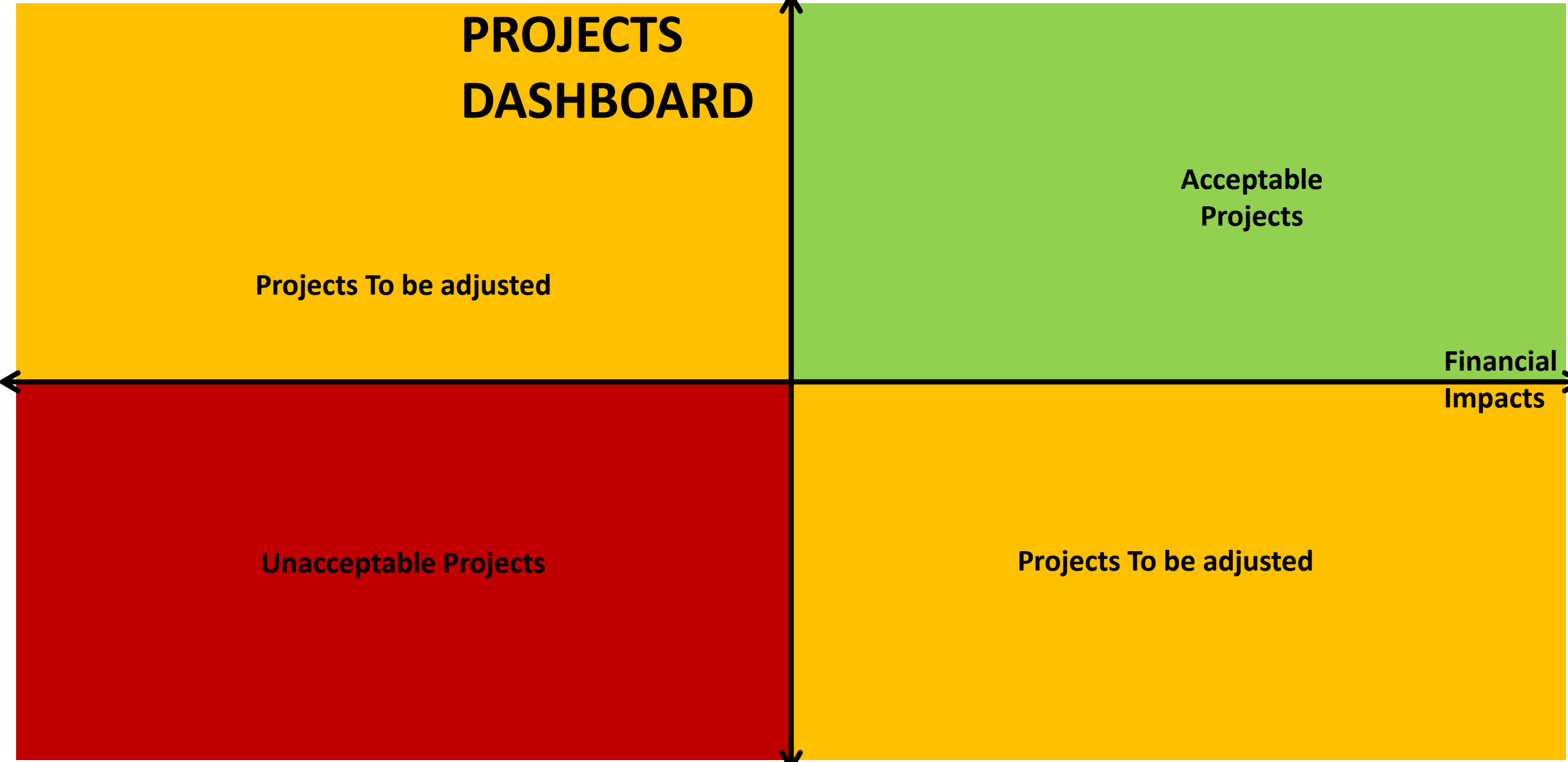
Acceptable
Projects

Projects To be adjusted

Financial
Impacts

Unacceptable Projects

Projects To be adjusted

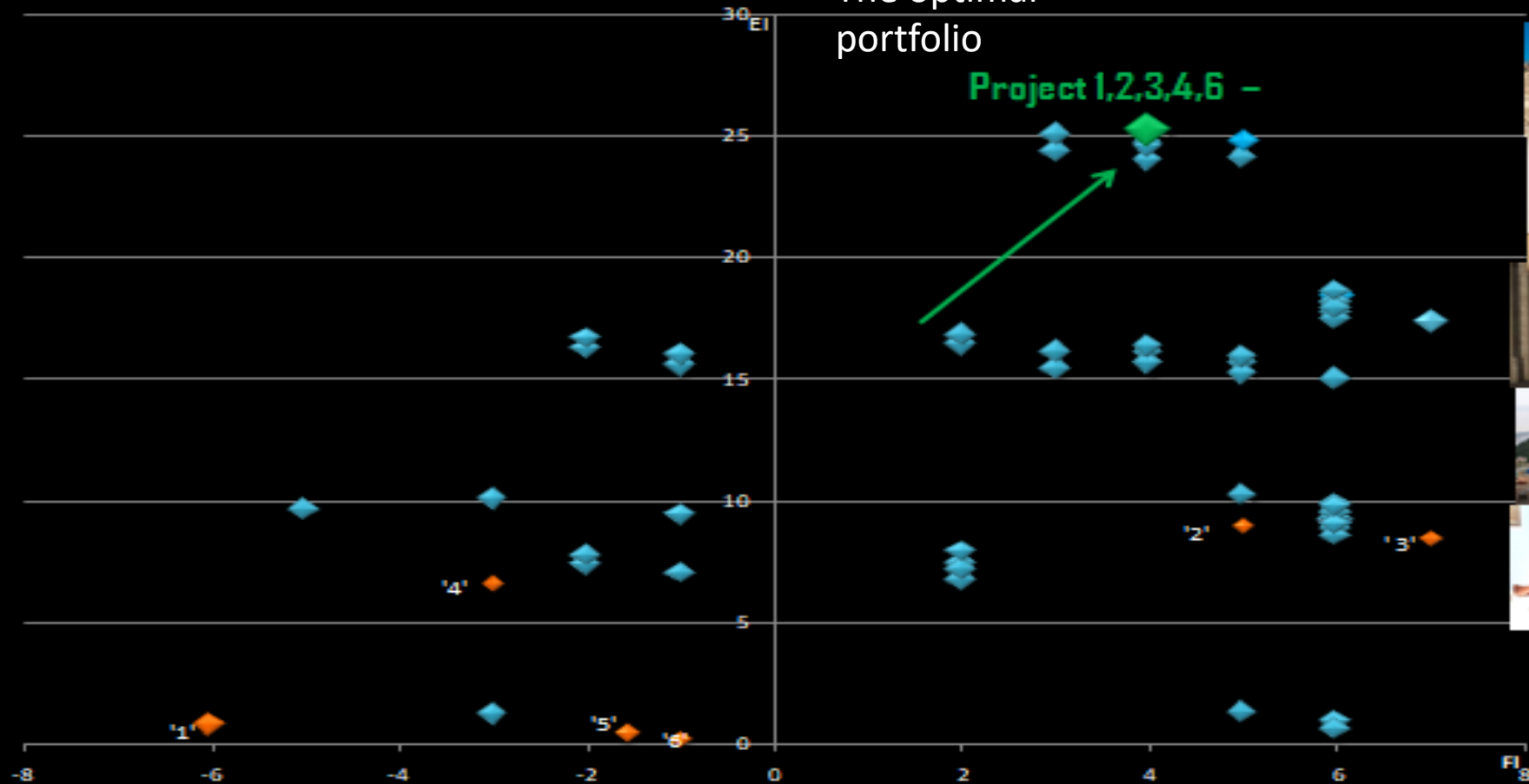


We have selected 6 heritage projects as show in the dashboard

We want to construct an investment portfolio of projects



The optimal portfolio





Urban Heritage Development Fund for urban investments.

Three cycles in order to create a total revolving fund.

The multiplier factor among projects allows for the implementation of projects with low financial returns but with high economic impacts without the need for grants or State Aid.

The diversification of the project portfolio leads to the decrease of financial risk and thus attracts the support of private sector participation in urban investment.



CIRCULAR MODELS LEVERAGING INVESTMENTS
IN CULTURAL HERITAGE ADAPTIVE REUSE

THANKS FOR YOUR ATTENTION!!!

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SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

SUSTAINABLE DEVELOPMENT GOALS



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in Cultural heritage adaptive reuse

CIRCULAR ECONOMY



SELF-REGENERATIVE

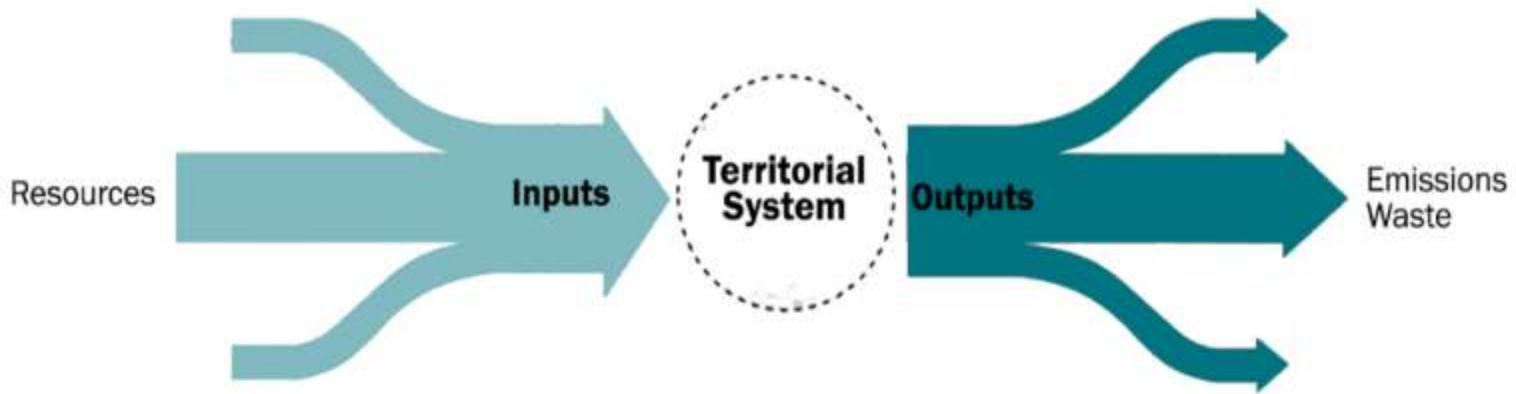
POLYCENTRIC

PRODUCTIVE

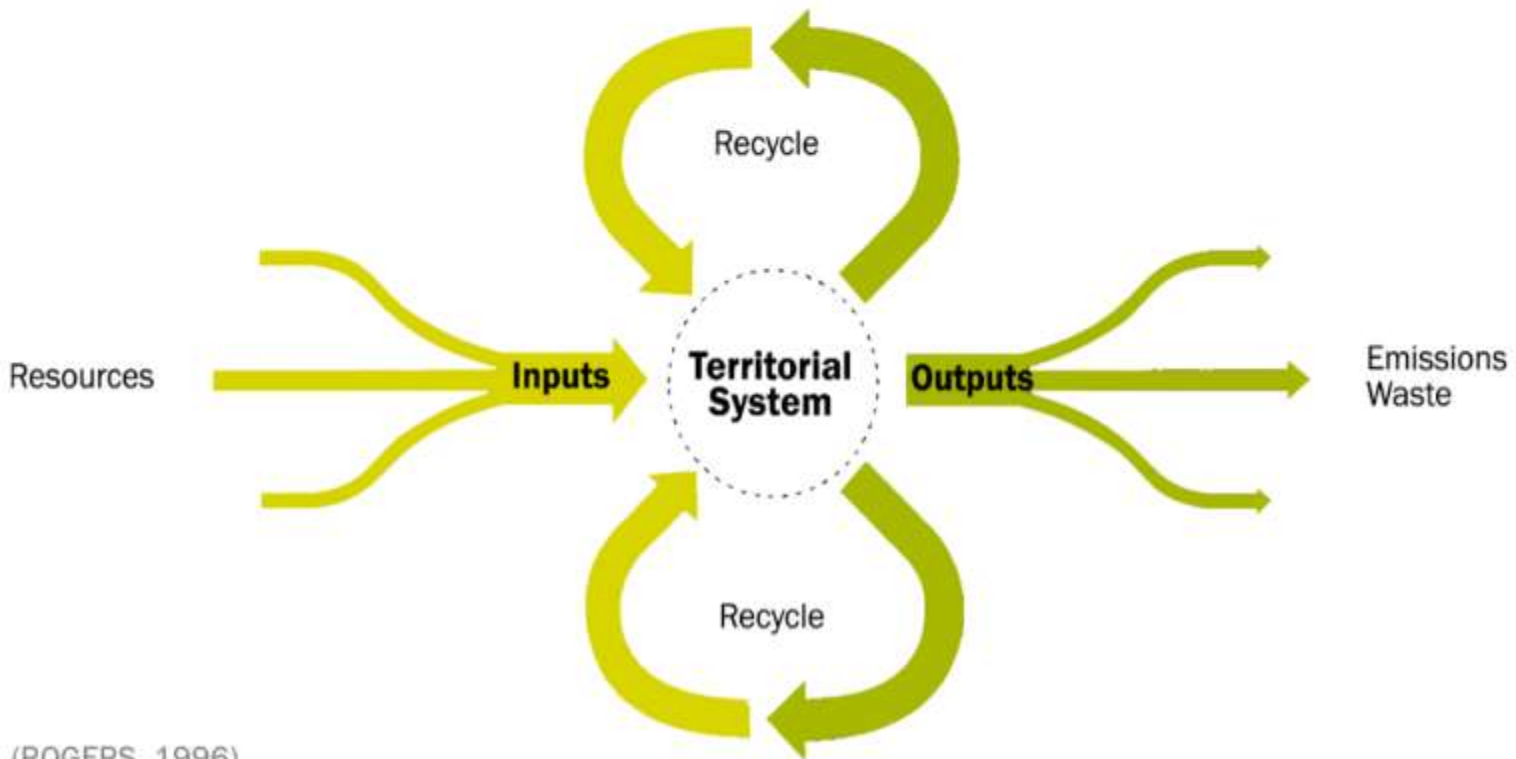
SELF-ORGANIZED

CIRCULAR CITY





LINEAR METABOLISM

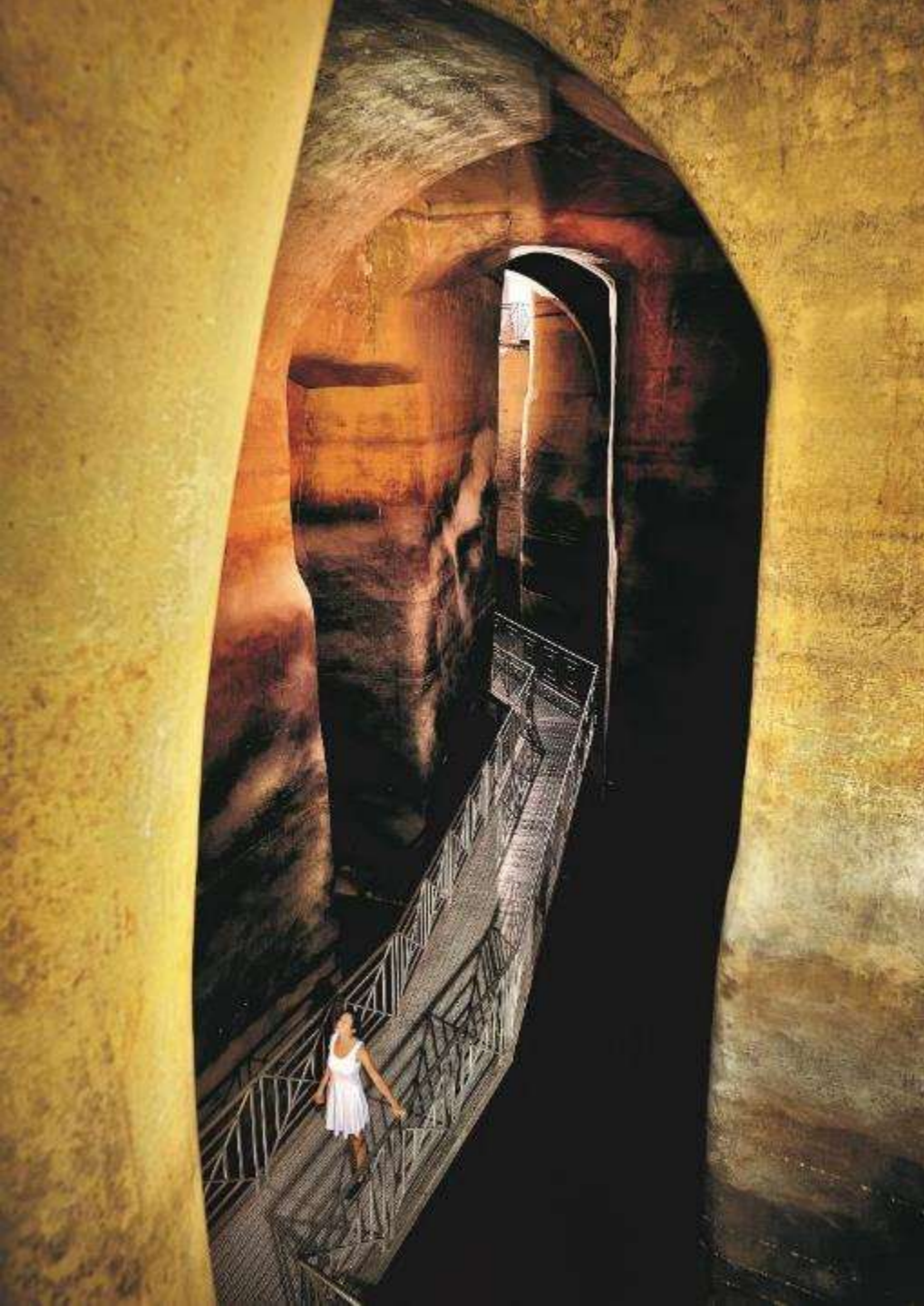


CIRCULAR METABOLISM

CULTURAL HERITAGE



CULTURAL HERITAGE ADAPTIVE REUSE





TRADITIONAL CULTURE OF CIRCULARITY

*# PRE-INDUSTRIAL ECOLOGICAL CULTURE:
NO WASTES, REUSE, RECYCLE, REDUCE...*

*# FUNCTIONAL REUSE OF UNDERUSED /
ABANDONED HERITAGE AND LANDSCAPE*

MATERA, ITALY, ECoC 2019



Natural capital



Man-made capital



Social capital



Human capital

TASK FORCE

***CIRCULAR BUSINESS AND FINANCIAL MODELS FOR
CULTURAL HERITAGE ADAPTIVE REUSE IN CITIES***

TASK FORCE



CIRCULAR GOVERNANCE





CIRCULAR BUSINESS AND FINANCING MODELS

«COMPLEX» RETURN

SOCIAL IMPACT ONLY

«BLENDED» ECONOMIC-
FINANCIAL, ENVIRONMENTAL
AND SOCIAL VALUE CREATION

FINANCIAL RETURN ONLY

#SocialImpactBonds

#GreenBonds

#Crowdfunding

#RevolvingFunds

#LandValueCapture

#ImpactInvestments



**CULTURAL HERITAGE
ADAPTIVE REUSES
IN CLIC CITIES AND REGION**

1



PAKHUIS DE ZWIJGER, AMSTERDAM NETHERLANDS ◆

*PAKHUIS DE
ZWIJGER
before*





Urban area attractor

Renewables

City makers hub

PPP with social purpose

Self-sustainable economic model

Dialogue platform

PAKHUIS DE ZWIJGER, inside



2

*DE CEUVEL COMMUNITY,
AMSTERDAM*



Local food production

Circular metabolism

Self-organized community

Local currency



DE CEUVEL COMMUNITY, AMSTERDAM



DE CEUVEL COMMUNITY, AMSTERDAM



SALERNO, ITALY



3

*GIARDINI DELLA
MINERVA, SALERNO*



Recovery of traditional water system

Nature regeneration

Jobs creation

Regeneration of knowledge

10.000 visitors



4

Intrinsic value regeneration

Business innovation

Green procurement

**# Cultural and
creative industries**

about 100 jobs

PALAZZO INNOVAZIONE, SALERNO





RIJEKA, CROATIA ◆

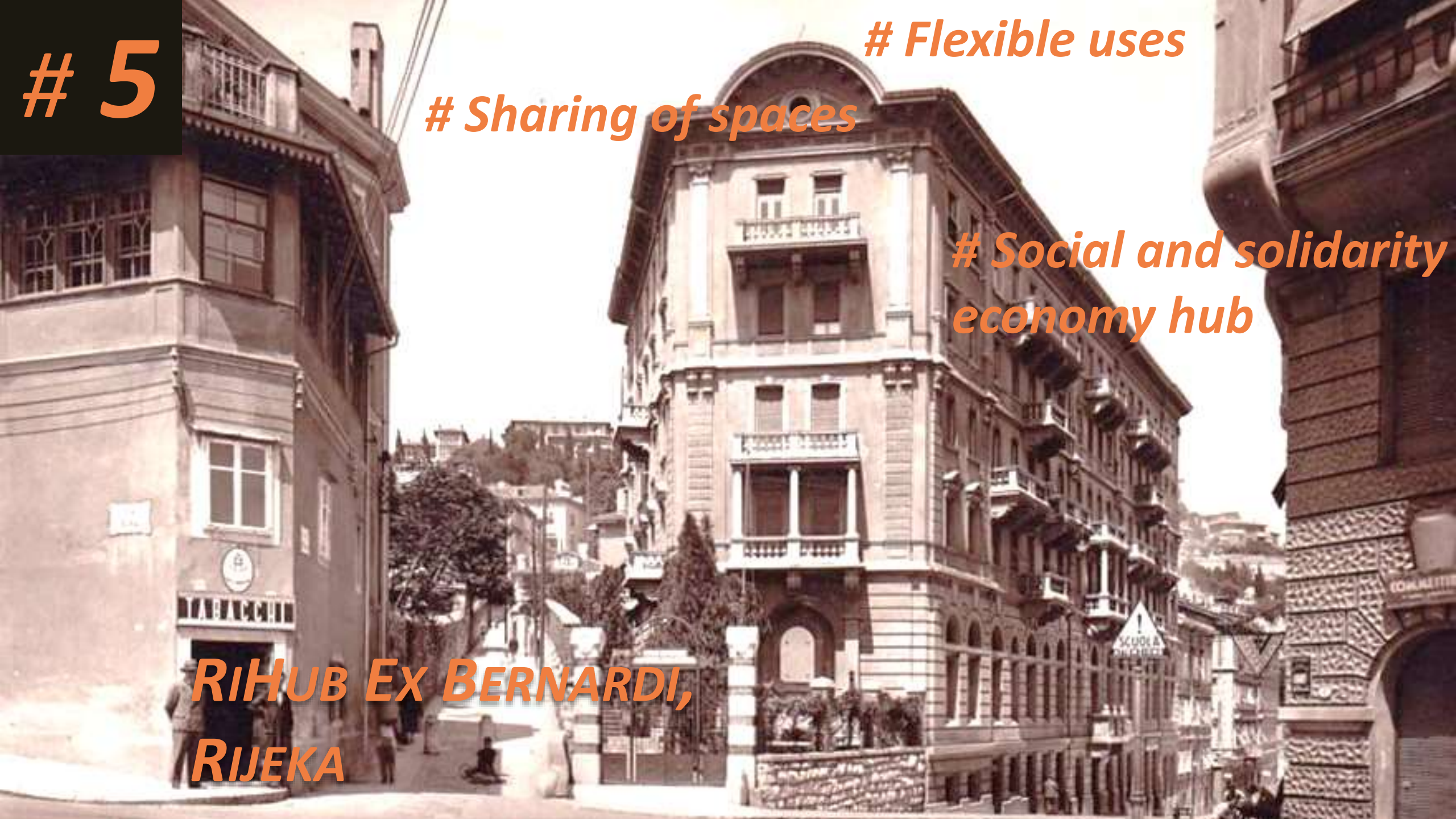
5

Flexible uses

Sharing of spaces

**# Social and solidarity
economy hub**

**RIHUB EX BERNARDI,
RIJEKA**



Cultural activities

MANIFESTACIJE

Ana Jergović (moderator) | Marko Golob / Dan D
| Igor Kuduz / Dan D | Marko Prpić Zets / IFCC |
Damir Đurović / ReBoot | Boris Kovaček /
Pepermint

HR
Fakulteta za kulturu
SIG
CHR

RIHUB EX BERNARDI, RIJEKA

6



***GALEB BOAT,
RIJEKA***

Flexibility

Experimentation

Culture



***GALEB BOAT,
RIJEKA***



VÄSTRA GÖTALAND REGION, SWEDEN



7



*REUSE OF
STRÖMSFORS
AND UDDEBO
RURAL
INDUSTRIAL AREA*

*VÄSTRA GÖTALAND
REGION*

Collaborative

Cooperative

Synergistic

**UDDEBO
COMMUNITY**

**VÄSTRA GÖTALAND
REGION**

Attractiveness

Research





Self-sustained community

Own investment

*UDDEBO
COMMUNITY*

*VÄSTRA GÖTALAND
REGION*

8

NOT QUITE artists and craftsmens' community

ongoing process of buildings reuse

FENGERSFORS

real estate enhancement

*VÄSTRA GÖTALAND
REGION*

about 30.000 visitors



FENGERSFORS

**VÄSTRA GÖTALAND
REGION**



local productions



HISTORIC URBAN LANDSCAPE

A woman with long hair in a ponytail, wearing a light-colored jacket, stands on a balcony with a metal railing. She is looking out over a city with multi-story buildings and trees. The scene is in black and white with a slight sepia tone.

PLACE-BASED

PEOPLE-BASED

CIVIC CONNECTIVE INFRASTRUCTURES



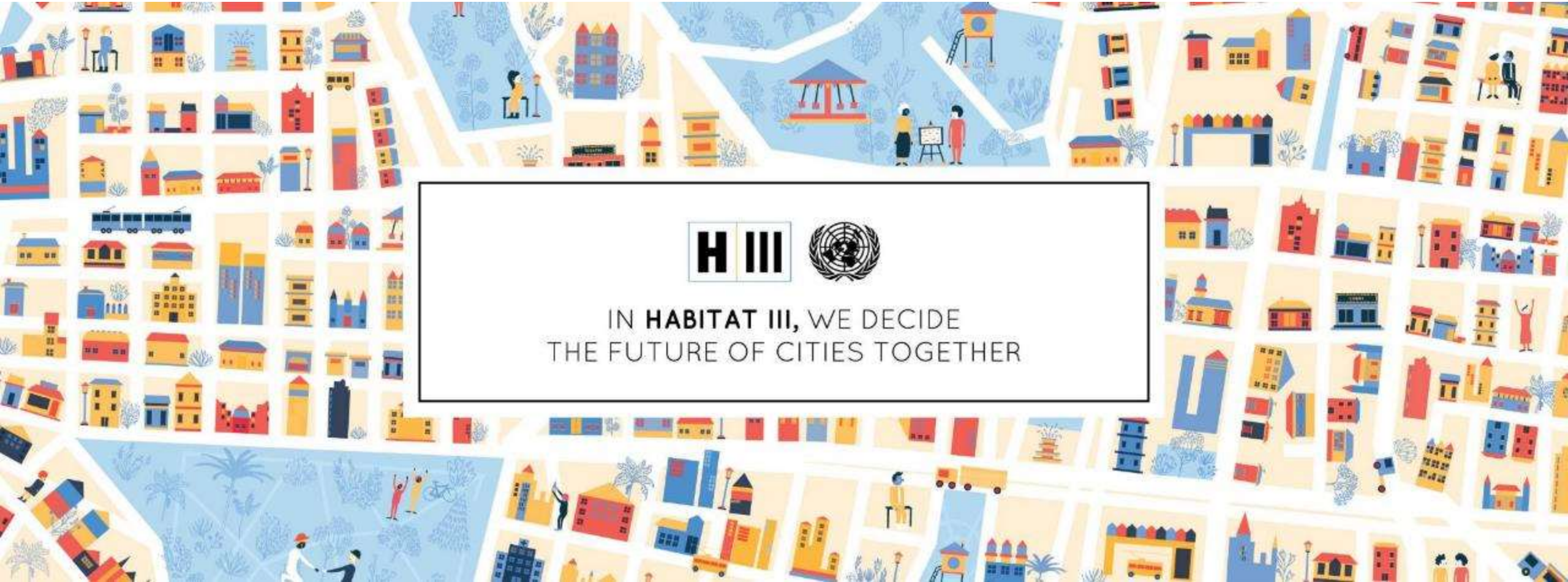
**# CULTURAL HERITAGE AS
CONNECTIVE INFRASTRUCTURE**



URBAN AGENDA FOR THE EU

PARTNERSHIP CIRCULAR ECONOMY

PARTNERSHIP CULTURE AND CULTURAL HERITAGE



IN HABITAT III, WE DECIDE
THE FUTURE OF CITIES TOGETHER

TASK FORCE ◆

IT'S WORTH TO COOPERATE!