1. Rationale and background

Cultural heritage is increasingly recognised as a fundamental resource for sustainable development. This means it is a strategic resource for reaching the objectives of the Europe 2020 strategy, to promote jobs and growth in the European Union.

While the role of creative industries in the framework of Europe 2020 is already being highlighted (among others, by the Council conclusions on the contribution of culture to the implementation of the Europe 2020 strategy (2011/C 175/01) the contribution of heritage has not yet been stressed enough. EU Culture Ministers recently recognised this in their Council Conclusions on cultural heritage as a strategic resource for a sustainable Europe, adopted in Brussels on 21 May 2014. These Conclusions underline the important role of heritage in promoting economic growth, creating and enhancing social capital and contributing to environmental sustainability, all relevant to the Europe 2020 objectives for “smart, sustainable and inclusive growth”. The revision of the Europe 2020 Strategy is ongoing, and the Italian Presidency intends to promote the fuller representation of culture and heritage. The first step is a public consultation on Europe 2020: towards a post-crisis growth strategy for Europe, open until 31 October 2014.

The recent Council Conclusions on cultural heritage also recognise that heritage is relevant to many public policies beyond culture, potentially contributing to policy objectives in regional development, social cohesion, agriculture, maritime affairs, environment, tourism, education, the digital agenda, and research and innovation. In turn, each of these policy areas can have an impact on cultural heritage. The Conclusions call both the Member States and the European Commission to fully recognise and develop the potential of cultural heritage.

Two previous EU Presidency Conferences on heritage helped inform the development of the Council Conclusions. Last November the conference “Cultural Heritage and the EU-2020 strategy – towards an integrated approach”, organised by the Lithuanian Presidency, recognised the cross-sectorial policy relevance of heritage and recommended a long term plan to ensure that cultural heritage is incorporated in other EU policies and programmes. In March this year the conference “Heritage first! Towards a common approach for a sustainable Europe”, organised under the Greek Presidency, highlighted the role
heritage plays in building social capital and its potential for ensuring sustainable development, thus paving the ground to the recently adopted Council Conclusions.

With this conference "Heritage Commons" the Italian Presidency aims to build on the conclusions of the Council, and both previous Presidencies, and progress towards the practical measures that should now be taken to unleash the potential of cultural heritage for sustainable development. We would like to identify effective approaches to the governance and management of cultural heritage, which respect and enhance its social, cultural, symbolic and economic value.

Recent development of both European and national policies focus on the collective and social dimension of heritage, community-led development and the possible synergies across several different stakeholders. The recent Communication of the Commission Towards an integrated approach to cultural heritage for Europe (COM (2014) 477) underlines that heritage resources, independently from their ownership, bear a value that is held in common, and are in this sense common goods.

As common goods, heritage resources require an evolved framework of collective (multi-level, multi-stakeholder) governance. This should recognize the role of all public and private actors and the rights of groups of interested citizens ("heritage communities" according to the terminology adopted by the Faro Convention on the Value of Cultural heritage for the Society) to actively participate in the maintenance, management and development of common heritage.

A community-based approach to cultural heritage policies and programmes has already been adopted in the framework of several EU programmes, from the societal challenges of the research programme Horizon 2020, to the community-led local development included in the European Structural and Investment Funds. This approach is also recognised by the Joint Programming Initiative Cultural Heritage and Global Change: a new challenge for Europe.

Globalization, digitisation and the pervasive adoption of ICTs are also changing the way cultural heritage is produced, presented, accessed and used, triggering new opportunities and challenges for sharing heritage goods. At the same time, cultural heritage is increasingly recognized as the competitive advantage of Europe in the global scenario and culture identified as a diplomatic tool in external relations. These changes are leading to an evolution of the economic, cultural and social value of heritage, which requires more innovative policy and governance solutions than those generally adopted.

A suitable policy and governance framework for cultural heritage will make the objective of a smart, sustainable and inclusive growth for Europe much more easily achievable. Europe will become a global model of culture- and heritage-driven sustainable development, of the “humanisation” of an economic growth driven by the well-being of citizens.
2. **Aims and objectives**

The aim of this conference is to consider new governance frameworks which value cultural heritage as a collective resource, focusing on two specific areas:

- Cross-cutting policies enabling heritage to contribute to objectives in different policy areas;
- Participatory governance for heritage supporting the engagement of civil society in policy development and implementation.

In this conference we would like to analyse cultural heritage through the “commons” perspective, in order to identify and discuss the implications in terms of governance and policy for its preservation, management, valorisation, enjoyment, role as a driver of sustainable development at local, national and European level.

The added value of the “heritage commons” perspective is that it allows addressing all heritage categories (tangible, intangible, digital) transversally, with an interdisciplinary approach able to tie together themes and approaches on cultural heritage that are often treated separately, and to bring to the fore the issue of governance. Examining cultural heritage through the perspective of the commons can address the evolution of this resource in the new millennium and might help identifying new models of governance and new policies for its management, conservation and development.

This conference shall pave the way for further cooperation between EU Member States and the Commission on the issues related to the governance of cultural heritage within the next Work Plan for Culture.
Programme
23 September

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<td><strong>Opening session</strong></td>
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<td>- Fabrizio Del Noce, President, “La Venaria Reale” Consortium – Welcome</td>
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<td>- Androulla Vassiliou, European Commissioner for Education, Culture, Multilingualism and Youth</td>
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<td>- Gabriella Battaini-Dragoni, Deputy Secretary-general, Council of Europe</td>
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<td>- Silvia Costa, Chair of the Committee on Culture and Education of the European Parliament</td>
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<td>- Dario Franceschini, Minister for cultural heritage, cultural activities and tourism</td>
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<td>13.00</td>
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<td><strong>SESSION 1: Heritage as a common good</strong></td>
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This first panel will focus on the concept of heritage commons. The concept of commons (from the latin word *communis*) dates back to the middle ages as an institutional arrangement for the collective management and property of natural resources, including habitable and grazing land, forests, irrigation systems and fisheries.

Such common-pool resources, however, face also social dilemmas. In particular, resources managed collectively are at risk of overuse, as free riding threatens their very existence. Social sciences have recognised a potential “tragedy of the commons” in situations where self-interested individuals, acting independently, are unable to cooperate and behave contrary to the whole group’s long-term best interests by depleting the common resource. Solutions to this dilemma are traditionally either public intervention and centralized management, or, on the contrary, privatisation and market-based approaches for the management of the resource.

Elinor Ostrom, Nobel winning political economist, pointed out that neither the centralized management nor the privatisation of the commons, although viable, provide an ideal solution. Starting from the analysis of several empirical case studies, she scientifically demonstrated that the tragedy of the commons is not inevitable: communities can develop a “third way of governance” at community level succeeding in avoiding unproductive conflicts.
Walter Santagata defined “cultural commons” as shared cultural resources expressed by a community in a specific area or virtual domain. The definition of cultural commons therefore arises from the recognition of the interaction between the tangible and intangible components of cultural heritage and the growing role of the communities, located either on a territory or in the virtual space. Examples include the use of the tangible heritage for tourism purposes, the transmission of traditions and local savoir faire, and the creation and management of on-line cultural content. Deterioration or destruction of the landscape and cultural heritage, and underestimation of the value of culture in policy decisions, can be considered as expressions of the “tragedy of the commons” resulting from lack of awareness of both the private and public sectors.

This session will explore the following questions:

1.1 How can we best address the governance challenge of heritage as commons?
1.2 How are heritage commons created, and how do they evolve?
1.3 Which are the advantages of addressing of heritage as a common good (including at policy level)?

Moderator: Sneška Quaedvlieg – Mihailovic (European Heritage Alliance 3.3, Europa Nostra)

- David Throsby, Macquaire University
- Daniel Therond, European Heritage Consulting
- Simon Thurley, Chief Executive, English Heritage
- Walter Zampieri, Head of Unit Cultural Policy, European Commission, DG Education and Culture

Discussion – briefly among the panel, based around questions 1.1 – 1.3 in italics above, then opening the floor for Q&A.

Intermezzo

Sarah Marder, filmmaker, The Genius of a Place (video)

Coffee break

SESSION 2: Community identity as an engine for well-being and prosperity

Globalization increasingly attracts to Europe tourists and visitors from other regions interested in the treasures of the old continent. There is a clear need to govern touristic pressure on communities rich in heritage by balancing economic opportunities and maintaining cultural value.

New narratives also need to be developed, to provide a satisfactory experience to tourists of other cultures, to strengthen the identity of local communities where heritage resides and also to strengthen European cultural identity, as perceived from outside Europe. These new narratives might exploit and enhance the intangible heritage of the local communities.
Tourists are increasingly looking for true experiences, meeting and getting in contact with other people and other cultures. In order to take advantage of this trend to promote Europe as a “unique tourism destination”, while at the same time ensuring the well-being of citizens, policies will need to develop a quality offer based on local cultures and traditions which should be sustainable in terms of the preservation and enhancement of heritage, landscape, territorial and community identity.

There is a certain interdependency between tourism activities and heritage preservation: on one hand, the cultural tourism offer represents common European shared values and identity, and tourism can play a key role in raising awareness and generating direct and indirect support for heritage preservation. On the other hand, cultural heritage is of fundamental importance for the quality of life of local communities, for the visitor experience and ultimately for the generation of prosperity coming from tourism.

This session will explore the following questions:

2.1 How can participative heritage governance help communities strengthen their identities and prosper socially and economically?

2.2 When / why do touristic flows clash with local communities?

2.3 What role can local communities play in the touristic offer, especially as far as its intangible cultural expressions are concerned?

Moderator: Luca Bergamo, Secretary general, Culture Action Europe

- Mike Robinson, Director, Ironbridge International Institute of Cultural Heritage, University of Birmingham
- Jin-yung Woo, Adviser on Tourism and Culture, World Tourism Organization
- Mara Manente, University of Venice Ca’ Foscari

Discussion – briefly among the panel, based around questions 2.1 – 2.3 in italics above, then opening the floor for Q&A.

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24 September
### 9.00 SESSION 3: Advanced models of heritage governance: collective self-regulation, knowledge and innovation

Intangible heritage and tacit knowledge are essential assets for the production of cultural goods such as crafts, design, fashion and food products, which are very tightly connected with identity values, branding and marketing of places. Advanced models of governance for these cultural resources have been developed, among other places, in Italy. Cultural and creative industries here have based their business models on collective systems of protection of the quality of the production and of intellectual property rights. In this model, collective trademarks or branding are used not only to ensure protection against unauthorized reproduction, but also to stimulate investment and maintain quality. Moreover, in food production, community self-regulation has played a strong role towards quality and recognisability since very early times.

However, intangible heritage as a common good shared by a community suffers also from the risk to be depleted or deteriorated if members of a community do not maintain and transmit it through generations and adapt such knowledge and expressions to changing conditions through research and innovation. For instance, although strongly grounded on the material culture and the cultural capital of a place, research and innovation play a key role today in gastronomy, design and fashion products.

The key issue in this session is therefore to understand and discuss how governance models may ease the valorisation and sustainable evolution of the intangible heritage and forms of material cultural expressions of communities.

This session will explore the following questions:

3.1 *How can community-based self-regulation of intangible heritage assets be deployed successfully?*

3.2 *How can a multi-level, multi-stakeholder governance model support and integrate such a model, optimizing its potential for achieving economic and social welfare?*

3.3 *How can research and innovation transform traditional skills while strengthening links across the generations?*

Greetings:

- **Luca Remmert**, President, Compagnia di San Paolo
- **Massimo Lapucci**, Secretary-General, CRT Foundation

**Moderator: Fabio Donato**, University of Ferrara, ENCATC board member

- **Fabio Renzi**, Secretary-general, Symbola Foundation
- **Gerry Salole**, Global Fund for Community Foundations and the European Foundations Centre
- **Philippe Pypaert**, programme specialist, UNESCO Office in Venice

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**Co-funded by the Creative Europe Programme of the European Union**
Discussion – briefly among the panel, based around questions 3.1 – 3.3 in italics above, then opening the floor for Q&A.

**10.30 Coffee break**

**10.45 SESSION 4: Heritage management in cities: taking advantage of civic intelligence and smart tools**

The European Union is the most highly urbanized region in the world with a high concentration of cultural heritage in its towns and cities. The EU's economic growth relies on urban areas as focal points of economic development, technological innovation and public services, whereas culture and cultural heritage are considered as common goods for the benefit of towns and cities, and their surrounding regions.

The new model for EU urban areas is community-based, realizing the potential of civic intelligence through participatory governance. It uses available resources efficiently, including culture and heritage, to develop across six axes: economy, mobility, environment, people, living and governance. This is the smart city, closely related to its surroundings and connected with other towns in the area as an active network.

Synergies with the ‘Capital of Culture’ Programme could be made in order to put forward a European smart city model that is closely linked with its environment and its surrounding areas, thanks to an active network within which historic centres and cultural activities are powerful identity factors as well as effective boosters for economic development.

The European smart city would therefore become the place where past (heritage and knowledge), the present (education and cultural activities) and the future (research and innovation) come profitably together.

This session will explore the following questions:

4.1 How can cultural heritage contribute to the six dimensions of the smart city and make connections between them?

4.2 How can civic intelligence on heritage be unleashed by participative governance?

4.3 What tools can the heritage sector use to contribute to the smart city concept?

**Moderator:** Philippe Daverio, art historian, lecturer

- **Christer Gustafsson**, University of Uppsala
- **Birgit de Boissezon**, Head of Unit, Sustainable Management of Natural Resources, European Commission DG Research
- **Lu Qiong**, State Administration of Cultural Heritage of China
- **Piero Fassino**, Mayor of Turin
**Discussion** – briefly among the panel, based around questions 4.1 – 4.3 in italics above, then opening the floor for Q&A.

### SESSION 5: Digital technology as an enabler, for new narratives of heritage, new ways of supporting heritage as a collective resource, and new means of increasing access to heritage and developing new audiences

Digital technologies change the way cultural resources are produced, offered and shared. They allow innovative forms of access, use and reuse of knowledge about heritage, as well as enabling new mechanisms of support to cultural production.

Community engagement through digital means can provide ways to support heritage as common good. Crowdfunding and patronage through associations of friends or supporters can be community-building strategies strengthening the bond of cultural institutions with their land and their people. Motivations for individual donations and the role of virtual communities should be further explored.

This session will explore the following questions:

5.1 **How can the heritage sector capitalize on the “sense of community” that the internet can foster?**

5.2 **Can virtual communities actively contribute to heritage development?**

5.3 **If so, what is the most appropriate governance model?**

**Moderator:** Philippe Daverio, cultural journalist, lecturer

- Enrico Bertacchini, University of Turin
- Gerfried Stocker, artistic director, Ars Electronica Centre, Linz
- Iolanda Pensa, SUPSI University of Applied Sciences and Arts of Southern Switzerland
- Riccardo Pozzo, Director, Department of Social Sciences and Humanities and Cultural Heritage, National Research Council of Italy.

**Discussion** – briefly among the panel, based around questions 5.1 – 5.3 in italics above, then opening the floor for Q&A.

### 13.30 Lunch

### 15.00 Final session

**Antonia P. Recchia**, Secretary general of the Italian Ministry of Cultural heritage, Cultural Activities and Tourism

**Maria-Xeni Garezou**, Responsible for International Affairs and Coordinator of the Hellenic Presidency, Secretary-General Office, Hellenic Ministry of Culture and Sports

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**Co-funded by the Creative Europe Programme of the European Union**
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