

City Leuven and AG Stadsontwikkeling Leuven

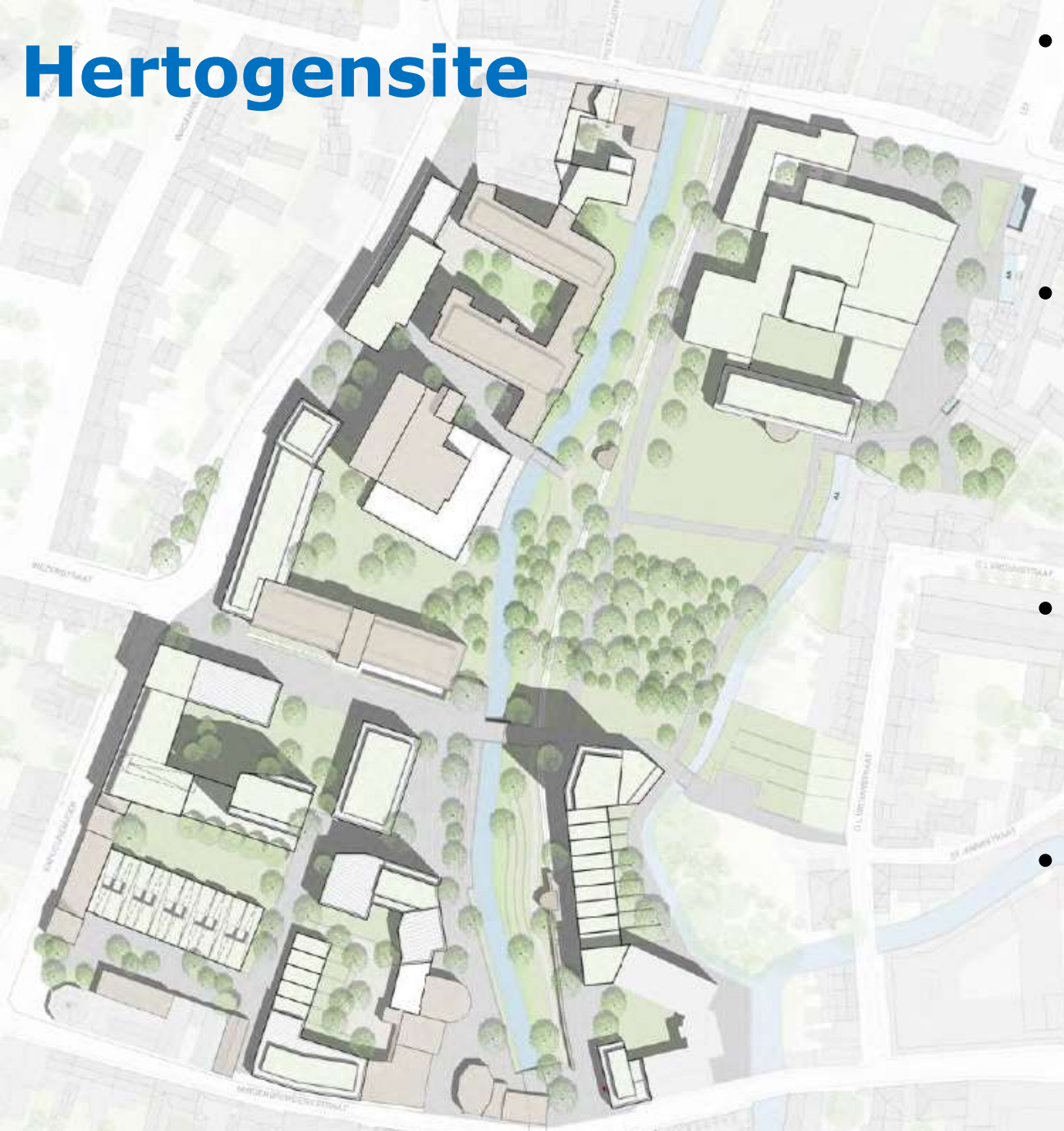
- Joke Buys
- Stad Leuven
- Nature of the organisation:
 - Local government
 - Belgium
- Departement: Spatial Planning – Heritage
- the specialty of the department
- Jo.buys@leuven.be
- www.leuven.be

City Leuven and AG Stadsontwikkeling Leuven

- Karen Landuydt
- Autonoom Gemeentebedrijf Stadsontwikkeling Leuven
- Nature of the organisation:
 - Project Management and Development Agency of the City Leuven
 - Belgium
- Departement: Projects
- Project Management: from 'small' projects to the coördination of the redevelopments of an entire part of the city
- Karen.landuydt@leuven.be
- www.agsl.be

Hertogensite

- Reconversion project in the city center
- Important site in the development history of the city
- About 30% reconversion of heritage
- Opening up of tubed-in river Dijle





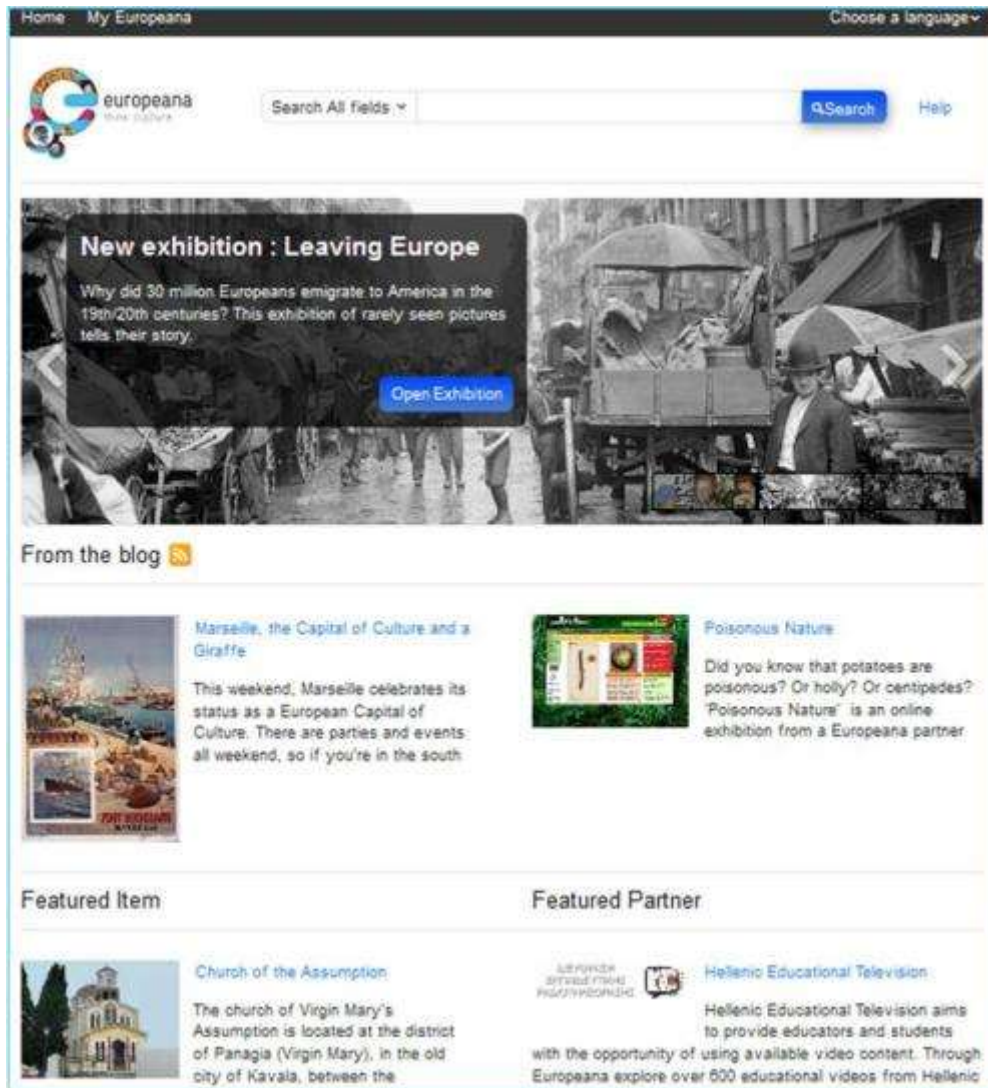
Europeana

Innovating Cities with Nature and Culture

Alastair Dunning
alastair.dunning@europeana.eu

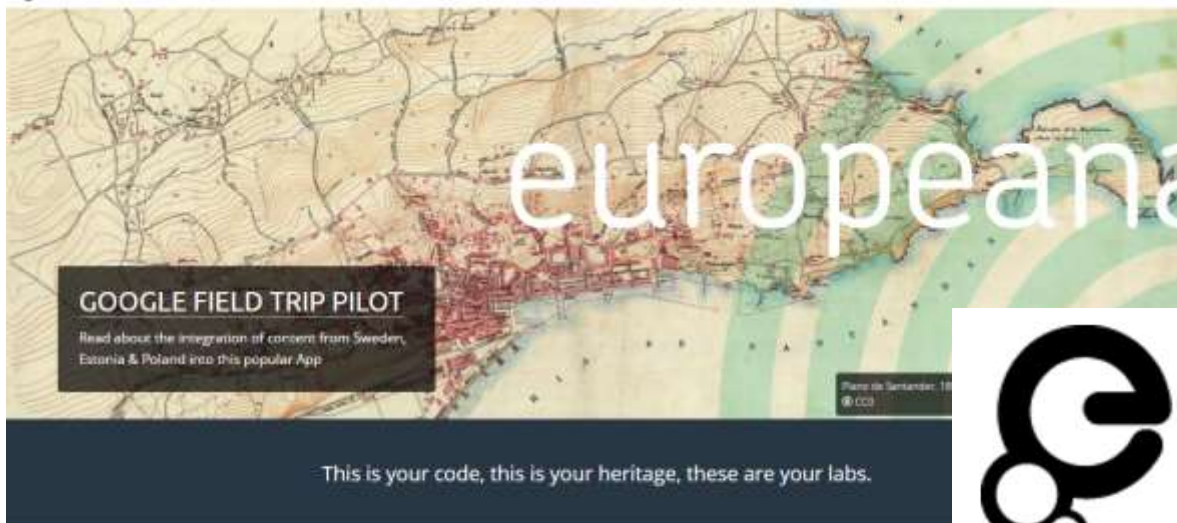
Brussels, October 2015

Europe's cultural heritage portal



- 45m records from 3,300 European galleries, museums, archives and libraries
- Books, newspapers, diaries, Paintings, maps, drawings, photographs, Music, spoken word, radio broadcasts, film, newsreels, television
- Cities' content features heavily





LATEST UPDATES



Europeana Labs Incubation - explore different possibilities for **building various products and services using digital cultural content**





Uses beacon technology to supply information on city, works of art, cultural heritage
First example in Livorno, Italy

Europeana is interested in facilitating and helping create others apps and services, using its data and network

Contact: alastair.dunning@europeana.eu



Network of Living Labs

**Stakeholder Partnership Event
20 October 2015**

Innovating Cities with Nature and Culture

SC5-21-2016 Cultural heritage
as a driver for sustainable growth

Ana.Garcia@enoll.org

info@enoll.org

www.openlivinglabs.eu



ENoLL

Network, founded in 2006 with historically 395 accepted Living Labs and **+170 active members**,

of **Living Labs** represented and hosted by **research institutions**, **public local and regional authorities** and agencies, **public-private innovation actors**, and **NGOs** all over the world.

International non-profit association (2010)

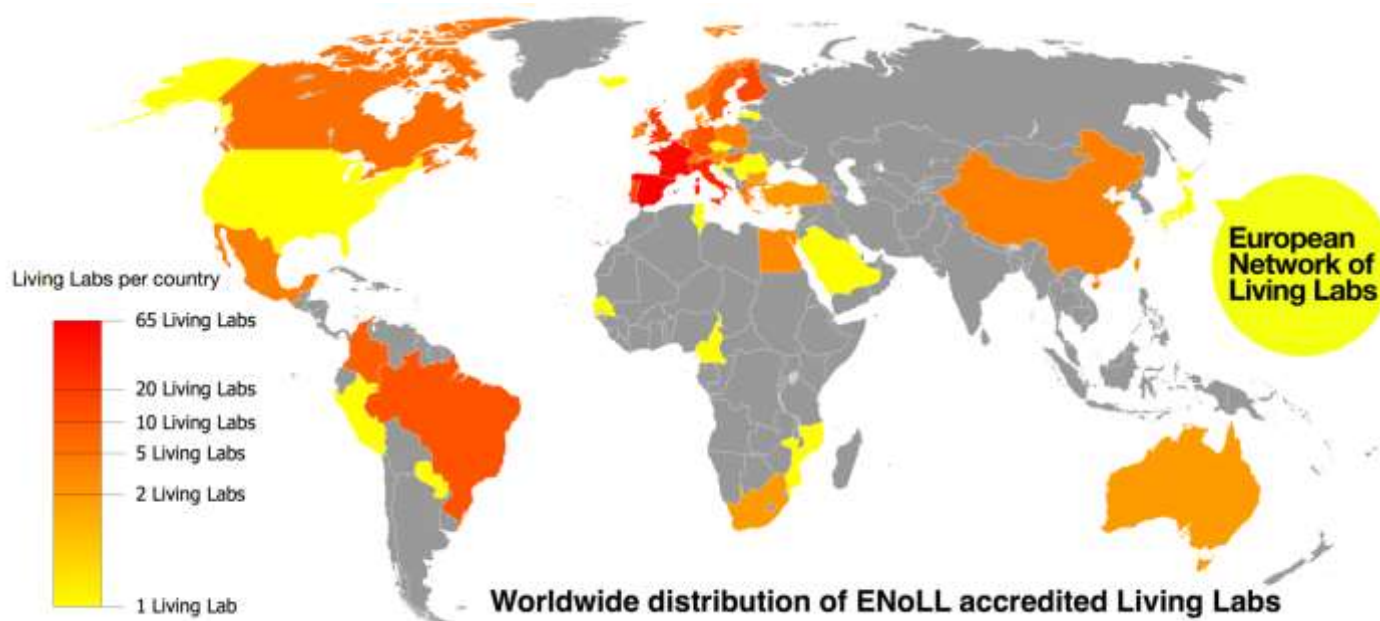
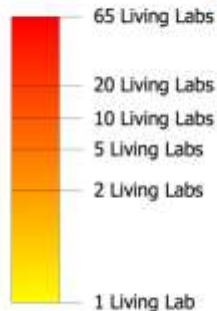
Active in 20 of the 28 EU member states, and 2 of the candidates (Serbia and Turkey)

Present in all the continents (20% members are non-EU)

European
Network of
Living Labs

International outreach

Living Labs per country



Worldwide distribution of ENoLL accredited Living Labs



Active in
SC5-21-2016
Cultural heritage as a
driver for sustainable
growth

Transferability of Knowledge and
knowledge management, best practices,
Networking, support and training, communication and
dissemination.

Living Labs (ENoLL Members)

Innovation Intermediaries: Develop and manage
ecosystem and Inter-disciplinary teams.

User engagement, empowerment and data collection.

Multi-thematic: Strong community in Culture ,urban innovation,
cultural-heritage, well-being, ICT, sustainability,
skills development and inclusion.

Business and governance models.

Experience and track record in real-life co-creation,
testing and experimentation activities.

Toolkits, methodologies, Open data and Open Platforms



HORIZON 2020
Societal Challenge 5
***"Climate action, Environment,
Resource Efficiency and Raw Materials"***

Stakeholder Partnership Event
20 October 2015
**Innovating Cities with Nature
and Culture**

The Boost of Heritage Reuse to Economic,
Social and Environmental Regeneration

BOOSTHER



The Boost of Heritage Reuse to Economic, Social and Environmental Regeneration

BOOSTHER

- Wout v d Toorn Vrijthoff, Delft University of Technology
- Dag Kittang, Norwegian University of Science and Technology
- Academic institutions
- The Netherlands and Norway
- Urban and architectural conservation
- Contact:
 - Wout van der Toorn Vrijthoff, 00 31 (0)6 30313661
 - W.vanderToornVrijthoff@tudelft.nl
 - Dag Kittang, +47 93058626
 - dag.kittang@ntnu.no
- URL:
 - <http://www.bk.tudelft.nl/>
 - <http://www.ntnu.no/>

The Boost of Heritage Reuse to Economic, Social and Environmental Regeneration

BOOSTHER

- Topic: Heritage-led urban regeneration
- Idea: Evaluate existing and initiate projects demonstrating how to reuse heritage in an innovative and creative way
- Ex. partnership:
 - Delft University of Technology, the Netherlands,
 - University of Newcastle, United Kingdom,
 - Norwegian University of Science and Technology, Norway,
 - University of Venice, Italy,
 - University of Dublin,
- We offer expertise in: Urban planning, urban and architectural conservation, city governing and governance

The Boost of Heritage Reuse to Economic, Social and Environmental Regeneration

BOOSTHER

- We are seeking partners with
- relevant role models and interesting cases which can serve as replicators,
- partners active in the field of real estate, finance and development with interest in heritage properties
- governmental and civic institutions devoted to preservation and development of urban cultural heritage
- The proposal will be in line with ongoing projects:
- A Sustainable Future for the Historic Urban Core (SHUC),
- The impact of urban planning and governance reform on cultural heritage (PICH)



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the art of **HKU**



Prof. dr. Elisabetta Lazzaro

HKU University of the Arts Utrecht, The Netherlands

Creative Economy

Areas: Economics, management, entrepreneurship and policy of cultural heritage & the creative industries

elisabetta.lazzaro@hku.nl hku.nl

Our area of interest

Heritage-led urban regeneration: combining the creative industries and cultural heritage for cultural-led urban regeneration



Our expertise

- Design, analysis, implementation and assessment of business models and organisational principles in the creative industries including cultural heritage
- Development of target users and consumers, including effects of social interactions and wellbeing
- Socio-economic impact and capacity building of culture for urban development and cohesion, including crossover effects and indexing



HKU's previous/on-going projects





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Consortium Apulian Public Theatre
**Mr. Lino Manosperta, Head of
International Projects Dept.**

Who we are



- Mr. **Lino Manosperta**, Head of International Projects Dept of **Consortium Apulian Public Theatre (TPP)**.
- It is a **PUBLIC BODY** participated by the **Puglia Region and 44 Municipalities**.
- TPP is based in **Bari, Region of Puglia, Italy**
- Email: linomanosperta@teatropubblicopugliese.it
- Phone: +39 335 607 4823
- www.teatropubblicopugliese.it

What we want to do



- Topics of interest : Cross-Innovation, Culture-led Economic Growth, Sustainable Tourism, Creative Industries.
- Idea : Slow mobility allowing the narration of natural and cultural landscape with economic valorisation of goods and asset.
- Ideal partnership : Private Companies, Universities, Managing Authorities of Natural and Cultural Heritages, institutions with experience and skills in cross-innovation and sustainable management of cultural and heritage assets.

Our Expertise



- Experience in 30 projects funded by ERDF and Transnational Cooperation on the **valorization of cultural and natural heritage assets through cultural projects of Theatre, Dance and Music**
- Previous projects in the area include:



[Www.teatropubblicopugliese.it/catalogo15](http://www.teatropubblicopugliese.it/catalogo15)

Thanks for your attention!



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**Dr. Simon McKerrell
Head of Music
Newcastle University**



Dr Simon McKerrell

Head of Music

Newcastle University, UK

- Large research-intensive UK university
- Project based in *International Centre for Music Studies*
- Strong Heritage department at Newcastle University
- Project involves academic partners in ethnomusicology and heritage studies across Europe
- My specialism: cultural heritage, belonging and traditional music, particularly in Scotland.
- My School: <http://www.ncl.ac.uk/sacs/>
- Project Partners already established in: UK, Croatia, Ireland, Norway, Portugal.

simon.mckerrell@newcastle.ac.uk

- **European Traditional Arts as Intangible Cultural Heritage**
- The *central aim*—to map, theorize and replicate the best models of cultural and economic sustainability for European traditional arts.
- Research focused upon a comparative analysis of contemporary traditional arts across Europe and their socio-economic and cultural sustainability.

Outputs:

- Mapping of traditional arts role models and implementation of replicator case studies
- Provide best practice policy recommendations for the traditional arts as ICH at the local, national and European levels, including for UNESCO.
- Original research articles on cultural and economic models for sustainable European traditional arts.



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**Stakeholder Partnership Event
20 October 2015**

**Innovating Cities with Nature
and Culture**

Antonia Moropoulou

**Professor - National Technical University of Athens
Vice President – Technical Chamber of Greece**

Email: amoropul@central.ntua.gr

Tel. +30 210 772 3276, +30 6932 303337

National Technical University of Athens, [http: www.ntua.gr](http://www.ntua.gr)

School of Chemical Engineering, Zografou Campus

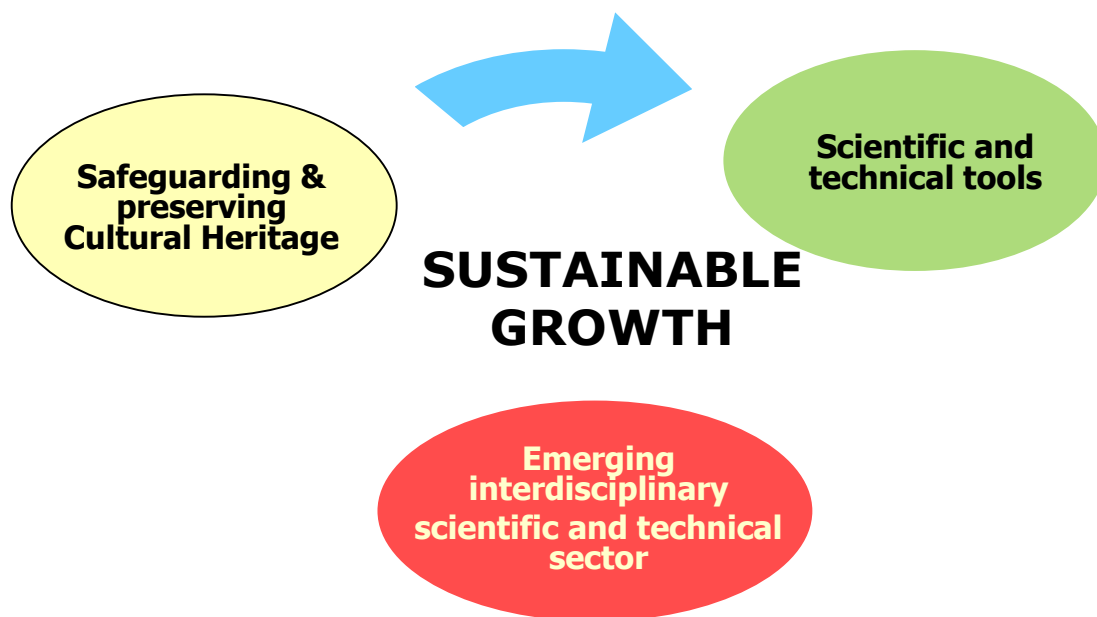
9 Iroon Polytechniou, Zografou, GREECE



SC5-21-2016 - Heritage-led urban regeneration

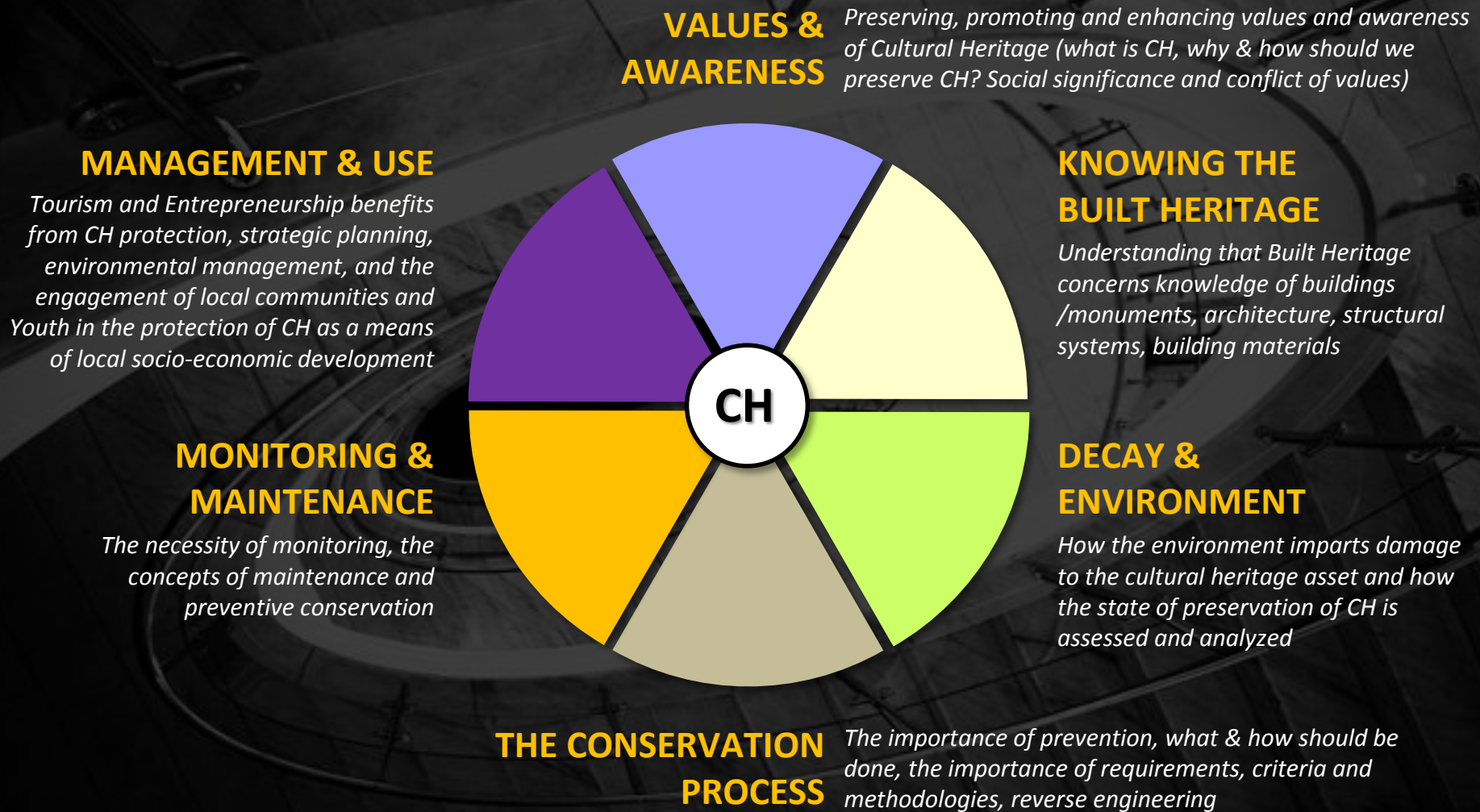
The challenges faced by most European Cities create a demand for testing and experimenting with innovative pathways for regeneration. **Cultural Heritage** can be used **as a driver for the sustainable growth** of urban areas, **as a factor of production and competitiveness** and a **means for introducing socially and environmentally innovative solutions**.

The **overall challenge** is to go far beyond simple conservation, restoration, physical rehabilitation or repurposing of a site and to **demonstrate heritage potential as a powerful economic, social and environmental catalyst for regeneration, sustainable development, economic growth and improvement of people's well-being and living environments.**



INTERDISCIPLINARITY OF THE PROJECT

Thematic Issues addressed to transform CH as a driver for sustainable growth



- The project will incorporate **processes and methodologies that account, estimate and forecast how development and regeneration interventions should respond to the cultural context** and the particularities of a specific CH asset.
- These processes will also **assess the community-wide social, economic and environmental impacts of any adaptation, preservation, regeneration, sustainable development and economic growth strategies**.
- **Actions will be proposed consistent with the anticipated revenue generation** opportunities arising through the corresponding sustainable, inclusive and equitable outcomes such as the support to cultural and creative industries or sustainable cultural tourism.
- The project **will engage stakeholders and decision makers**, monitor and contribute to standardization bodies and **promote synergies within different disciplines** in the cultural heritage management ecosystem.

Role Models	Replicators
Barcelona	Heraklion
Berlin	Madrid
Istanbul	Porto
Prague	
Rhodes	plus 3 among:
Venice	Alexandria, Izmir, Fez, Tunis (Medina), Jerusalem

OVERALL SCOPE OF THE PROJECT

Upgrade and sustain the Role Models' evolution
through Structural Funds

Assess and evaluate the function of Role Models
in transferring Knowledge to Replicators:

Development of a Knowledge Transfer
Mechanism

Expertise / Involvement in previous and on-going projects in the area

- Restoration projects in **Hagia Sophia** in Istanbul, the **Church of the Holy Sepulchre** in Jerusalem, **architectural monuments of Venice and Magna Grecia**, the Temple of Luxor in Egypt, **Byzantine and Post-Byzantine Monasteries in Mount Athos and Crete, Byzantine Monasteries in Serbia and Kosovo, the Venetian Fortresses and Historic Cities of Rhodes, Rethymnon, Herakleion and Corfu, the Demeter Temple of Eleusis, Fortresses, Temples and Monuments in the Mediterranean** (France, Italy, Spain, Portugal, Malta, Turkey, Israel, Lebanon, Syria, Palestine, Tynisia, Egypt).
- 2015-2019 **INCEPTION** (Inclusive Cultural Heritage in Europe through 3D semantic modelling). H2020 project funded under REFLECTIVE-7-2014: Advanced 3D modelling for accessing and understanding European cultural assets
- 2014-2015 **MEDNETA** "Mediterranean cultural network to promote creativity in the arts, crafts and design for communities regeneration in historical cities" ENPI CBC Mediterranean Sea Basin Programme 2007/2013
- 2009-2012: "European Cultural Heritage Identity Card – **EU CHIC**", funded by European Commission, Research DG, FP7 ENVIRONMENT, Contract No: 226995
- 2009-2012 **ELAICH** "Educational linkage approach in cultural heritage", European Commission, EUROMED Heritage IV, Contr. No: ENPI 2008/150-58
- 2013-2017: "**FP7-ITN-DCH**": Initial Training Network for Digital Cultural Heritage