



# Measuring the economic impact of cultural heritage

## The Flemish experience

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Vlaanderen  
is erfgoed

# Economic research in Flanders

▶ 2011:

*'The socio-economic impact of immovable heritage(policy) in Flanders'*, De Baerdemaeker et al

▶ 2014-2015-2016:

**data collection** (e.g. turnover in construction, architecture, tourism)

▶ 2017:

*'Research into the effects of heritage characteristics of dwellings and their environment on market prices of dwellings in Flanders'*, Damen et al

▶ 2018:

*'The direct economic impact of immovable heritage in Flanders: Heritage Satellite Account Flanders - conceptual framework 2018'*, Vanhoutte



# Heritage Satellite Account 2018

- ▶ Framework for the analysis of the direct economic impact of cultural heritage (no indirect/induced impact, no ROI)

- ▶ Separate from **Culture Satellite Account**

because natural heritage/cultural activity/heritage-related activities hardly occur in National Accounts

- ▶ **Building blocks:**

- Economic activities in the value chain model

- Actors: government – non-profit – profit – private persons

- Indicators

# Actor-activity table



	Creation 1.Listing 2.Protecting 3.	Production 1.Restoration & maintenance	...	Exhibition 1.Physical unlocking	Management/regulation
1.Government	x				x
2.Non-profit					
3.Profit		x			
4.Private persons				x	x
(5.Managers)					

# Actor-activity table example

Tabel 3. Actor-activiteitabel voor de toekenning van erfgoedwaarde (niet-exhaustieve lijst).

		ACTIVITEIT			
		Onderzoek (archeologisch*, bouwhistorisch, landschaps- historisch)	Benoemen in publicaties	Wettelijk beschermen	Inventariseren (=opname in lijst)
ACTOR	Overheid				
	Vlaams	x	x	x	x
	Provinciaal	x	x	x (via verordering)	x (vb. <a href="http://www.veurne.be/product/894/inventarisatie-van-het-veurnse-funeraire-erfgoed">http://www.veurne.be/product/894/inventarisatie-van-het-veurnse-funeraire-erfgoed</a> )
	Stedelijk en gemeentelijk (IOED, ...)	x			x
	Non-profit				
	Regionale Landschappen				x
	Kennis- en onderwijsinstellingen	x	x		
	Erfgoedverenigingen	x	x (vb. AVRA, Agilas)		x (vb. AVRA)
	Natuurverenigingen				x
	Profit				
	Adviesbureaus	x	x		x (vb. inventariseren door studie bureaus i.f.v. beheersplannen)
	Archeologische	x	x		



# Indicators/tables (1)

## Supply table

	U1 Government	U2 Non-profit	U3 Profit	U4 Private persons	U5 Foreign countries	
A1.Creation						Total activity 1
A2.Production			x			Total activity 2
A3.Distribution & trade						Total activity 3
A4.Exhibition&unlocking						Total activity 4
A5.Managemen&regulation						Total activity 5
A6.Research, education&training						Total activity 6
	Total government	Total non-profit	Total profit	Total private persons		



# Indicators/tables (2)

Financing of the activities (Who is financing what?)

	F1 Government	F2 Non- profit	F3 Profit	F4 Private persons	F5 Insurance	F6 Foreign countries
A1.Creation						
A2.Production	x					
A3.Distribution & trade						
A4.Exhibition&unlocking						
A5.Managemen&regulation						
A6.Research, education&training						



# Indicators/tables (3)

Financing of the actors (Who is financing whom?)

	F1 Government	F2 Non-profit	F3 Profit	F4 Private persons	F5 Insurance	F6 Foreign countries
U1.Government	self-financing					
U2.Non-profit				donations		
U3.Profit				restoration works		
U4.Private persons						
U5. Foreign countries						





# Indicators/tables (4)

## Labour

	Number of ...			Number of ...		
	employees	self-employed persons	volunteers	employee-hours	self-employed person-hours	volunteer-hours
Government	X			X		
Non-profit	X			X		
Profit	X	X	X	X	X	X
Private persons			X			X



# Indicators/tables (5)

- ▶ Capital stock account:  $\text{stock } t_1 = \text{stock } t_0 + \text{increase in stock} - \text{decrease in stock}$
- ▶ Consumption of immovable heritage
  - Tourism
  - Food and fiber
  - Audiovisual sector
  - Impact heritage value on real estate prices



# Policy use

- ▶ Strategic instrument
- ▶ Dashboard of sector activities and actors
- ▶ Who is doing what? Who is paying? Who is gaining? Who is working?
  
- ▶ Comparing efforts between institutional sectors
- ▶ Simulation tool for new financing models
- ▶ Who is gaining most versus who is paying most
- ▶ Long-term maintenance plans
- ▶ Labour policies



# ESPON

- ▶ ESPON is first serious attempt to streamline the measurement of economic indicators in the heritage field on a European scale
- ▶ On our way to a **European Heritage Satellite Account?**
  - 1 framework, 1 language
  - Complementary to National Accounts
  - Policy instrument
  - Data collection streamlining and embedding in National Accounts systems?



# Report (Dutch)

[https://oar.onroenderfgoed.be/uitgave/  
4598](https://oar.onroenderfgoed.be/uitgave/4598)

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Thank you!



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is erfgoed

Agentschap  
Onroerend  
Erfgoed