

# “Financing, Business Models and Governance of Cultural Heritage Interventions” online workshop

30 October 2020

## Agenda

Cultural heritage funding is one of the biggest challenges in ensuring heritage sustainability. Conservation activities as well as appropriate management of cultural heritage is expensive. If done properly, it requires large amounts of funds since it often requires specific techniques, materials as well as skills to keep the asset in as much as close to its original condition. At the same time, it has to be managed in a way that allows its current use. This poses financial challenges, which are among the top of all challenges relating to cultural heritage. Practice, luckily, shows that different funding sources may be applied in securing funding both for heritage conservation as well as its operation. Once funding is secured, appropriate management needs to be applied as to ensure heritage sustainability. Practice has shown, unfortunately, that poor governance as well as poor management may be equally detrimental as the lack of funding. This requires appropriate policy frameworks ensuring the proper governance models as well as business and management knowledge and skills by cultural heritage managers.

The workshop “Financing, Business Models and Governance of Cultural Heritage Interventions” organised within the Interreg Europe KEEP ON project aims to provide inspiration for ensuring financial and management sustainability of cultural heritage assets. Gained knowledge may be used in enhancing policy instruments under which heritage projects are funded as well as in action plan development with the appropriate measures aimed at ensuring heritage durability and sustainability. At the same time, it may serve as an inspiration to cultural heritage managers as well as decision-makers in ensuring sustainable policy frameworks and management models for their heritage assets.

## Agenda

10:00 – 10:05 Opening /Institute for Development and International Relations, Croatia/

10:05 – 10:15 **Main challenges for cultural heritage sustainability – Cultural Heritage Sustainability: Practical Guide** / Daniela Angelina Jelinčić, Institute for Development and International Relations, Croatia/

10:15 – 10:45 **From Cultural Heritage to Cultural Industry: Sustainability Perspective** /Antonio Piñero, Responsible for Culture in Celanova Council, Spain/

10:45 – 11:00 **Innovative Business Models of Cultural Heritage Funding and Management: the Protocol of Mayors** / Stefano Boccardo, Mayor of Candiolo, Turin, Italy/

11:00 – 11:15 **Financial, Governance and Innovative Aspects of Cultural Heritage Buildings** / Monika Majchrzyk, Royal Castle in Chęciny, Poland/

11:15 – 11:30 **Feasibility Methods and Financial Evaluation of Cultural Heritage Projects** / Sanja Tišma, Institute for Development and International Relations, Croatia/

11:30 – 11:40 Break

11:40 – 11:55 **Culture as an Instrument for Mass Construction: Communicating Cultural Values to the Public and Policy Makers** / Dorothea Papathanasiou-Zuhrt, Hellenic Open University, Cyprus Open University, Greece/

11:55 – 12:10 **Participatory Models of Cultural Heritage Management and Sustainable Cultural Tourism** / Prof. Ramiro Gonçalves, Intermunicipal Community of Alto Tâmega, Portugal/

12:10 – 12:25 **The Force of a Volunteer Heritage Network** / Jan van der Meer, Circle of Friends of 's-Hertogenbosch, Netherlands/

12:25 – 12:40 **Corona Heritage: Cultural Heritage Funding, Management and Sustainability in the Times of COVID-19** / Daniela Angelina Jelinčić, Institute for Development and International Relations, Croatia/

12:40 – 13:10 Discussion / moderated by Malgorzata Steckiewicz/

13:10 – 13:15 Closing / Institute for Development and International Relations, Croatia/

Interested participants are kindly asked to register here: [https://docs.google.com/forms/d/e/1FAIpQLSdMPkmrKR035RAX\\_vHXR2KkkbZWYJEZ2LePVPd\\_PEE6Ryzfdw/viewform](https://docs.google.com/forms/d/e/1FAIpQLSdMPkmrKR035RAX_vHXR2KkkbZWYJEZ2LePVPd_PEE6Ryzfdw/viewform). Once registered, you will receive a link to join us on the Zoom platform.