

SoPHIA's Virtual Stakeholder Conference Cultural Heritage – Rethinking Impact Assessments

- Agenda -

Wednesday, April 21st 2021

We invite you to a collective reflection on the diverse impact of cultural heritage and a discussion of our Holistic Heritage Impact Assessment Model developed under the Horizon 2020 funded SoPHIA project.

9:30 – 9:45 **Welcome (Hopin Stage)**

9:45 – 10:30 **Keynote Conversation (Hopin Stage)**

- **Pier Luigi Sacco** | Professor of Cultural Economics IULM University, Italy; OECD
- **Ana Schoebel** | Ministry of Education, Culture and Sport of Spain

10:30 – 12:00 **Panel 1: Bridging the Gap between Culture and Sustainability (Hopin Panels)**

This session will explore the impact of the culture sector on the environment and analyse the role cultural institutions and initiatives are playing for a sustainable future.

- **Olov Amelin** | National Museum Jamtli, Sweden
- **Aggela Veneti** | BLUEMED Project, Region of Thessaly, Greece
- **Pat Cooke** | University College Dublin, Ireland
- **Vanja Fabijančić** | Buzet old town, Croatia
- **Ioanna Vamvakouri** | Santorini, Greece

Moderation: **Caitlin Southwick** | Ki Culture

10:30 – 12:00 **Panel 2: Education and Cultural Heritage (Hopin Panels)**

This session will discuss the extent to which education is seen as a fundamental part of the work in heritage. It also asks what challenges the field faces, and how the impact of education on cultural heritage can be measured.

- **Hanna Lämsä** | Association of Cultural Heritage Education, Finland
- **Nicola Caruso** | Officine Culturali Catania, Italy
- **Rob Mark** | PASCAL Learning Cities Coordinator
- **Tomasz Adamski** | Malopolska Institute of Culture in Krakow, Poland
- **Tihana Turković** | Ogulin, Croatia

Moderation: **Nathaniel Prottas** | Wien Museum, Austria

10:30 – 12:00 **Panel 3: Public Spaces and Cultural Heritage (Hopin Panels)**

This session will focus on larger cultural areas and how to assess social capital, and access to these areas. The stakeholders and target groups are usually very broad, which also makes it important to ask how negotiation processes can be initiated, the response to different demands, and the inclusion of varying perspectives in impact assessments.

- **Claudia Bianco** | Polo del Novocento Turin, Italy
- **Djeiran Malek-Hoffmann** | MuseumsQuartier Wien, Austria
- **Gabor Sonkoly** | UNCHARTED project, Eötvös-Loránd University, Hungary
- **Grainne Millar** | Temple Bar Cultural Quarter Dublin, Ireland
- **Elisavet Bargianni** | Filopappou Hill, Athens, Greece

Moderation: **Theresa Schütz** | Architect, Art in Public Space

12:00 – 12:45	<i>Break & Virtual Networking Lounge (Hopin Networking)</i>	
12:45 – 13:00	<i>Artistic Intervention by Elif Duygu poetry slam artist (Hopin Stage)</i>	
13:00 – 14:30	Panel 4: Assessing European Capitals of Culture (Hopin Panels)	
	<p>ECOC standards of evaluation and monitoring, defined by the European Union, are sophisticated in nature, with no comparable principles of assessment in cultural programs. The panel in this session will broach the opportunities and challenges of these unique assessments, through discussions with representatives from various former and upcoming ECOCs.</p>	<ul style="list-style-type: none"> • Angeliki Lampiri Elevis 2023, Greece • Lazar Jovanov Novi Sad 2022, Serbia • Penny Mills Galway 2020, Ireland • Rosella Tarantino Matera 2019, Italy <p><i>Moderation:</i> Beatriz Garcia University of Liverpool</p>
13:00 – 14:30	Panel 5: Placing Dissonant Heritage within European Cultural Heritage Narratives (Hopin Panels)	
	<p>In the recent past, a growing emphasis of EU cultural policy on cultural heritage has been witnessed. This session will explore how Europe's dissonant past is placed within its cultural heritage narratives, and what step can be taken to facilitate Europe's relationship with its uncomfortable history.</p>	<ul style="list-style-type: none"> • Martha Keil Institute for Jewish History, Austria • Jan Ifversen University of Aarhus, Denmark • Tuuli Lähdismäki University of Jyväskylä, Finland • Visnja Kusic University of Arts, Belgrade, Serbia <p><i>Moderation:</i> Erminia Sciacchitano Cabinet of the Italian Minister of Cultural Heritage</p>
13:00 – 14:30	Panel 6: Over-tourism and the City (Hopin Panels)	
	<p>This session aims to deconstruct the phenomenon of over-tourism and its impact on the urban fabric and its heritage value(s). Panelists will also discuss strategies to deal with urban centres affected by the rising traffic of tourists.</p>	<ul style="list-style-type: none"> • Eva García Chueca Global Cities Programme at the Barcelona Centre for International Affairs, Spain • Dubravko Bačić University of Zagreb, Faculty of Architecture, Croatia • Giacomo Maria Salerno University La Sapienza Rome, Italy • Nikos Delendas ELLINIKI ETAIRIA-Society for the Environment and Cultural Heritage-Local Branch, Santorini, Greece <p><i>Moderation:</i> Evinc Dogan Bogazici University, Turkey</p>
14:30 – 14:45	<i>Break & Virtual Networking Lounge (Hopin Networking)</i>	
14:45 – 16:00	Closing Session (Hopin Panels)	
16:00 – 17:00	<i>Guided online tour through ... (Zoom)</i>	
	<ul style="list-style-type: none"> • MuseumsQuartier Wien (Vienna, Austria) • Jewish Cemetery Währing (Vienna, Austria) 	

Thursday, April 22nd 2021

Based on the discussions of the first conference day, the program of the second day focuses directly on the findings of the SoPHIA case studies and the discussion of the SoPHIA draft model.

The aim of the second day is to hold detailed discussions on cross-cutting issues and counter-effects of the impact of cultural heritage interventions. The discussion will take place in a virtual world café format, centered on six key topics that have been highlighted as capturing the overarching discrepancies between the social, economic, ecological and cultural impact of cultural heritage.

10:00 – 10:15

Welcome (Hopin Stage)

10:15 – 11:15

1st and 2nd round of the World Café (opportunity of rotating participation in 2 stations - 30 min. per station, Hopin Stations)

- **Station 1: Protection – Climate, Resource Management and Green Economy in Cultural Heritage**

The question of climate change, usage of resources and green economy in cultural heritage interventions is an overarching concern with regards to its ecological, economic, social and cultural aspects. In view of a holistic model for cultural heritage interventions, this issue must be analysed in further detail. Potential ways, mechanisms, and implication of the sustainable usage of resources for cultural heritage sites/interventions will be discussed.

- **Station 2: Social Capital and Knowledge in Cultural Heritage**

The social capital of cultural heritage strongly depends on who has access and how access is enabled via educational activities, knowledge transfer, and partnerships across disciplines, policies and communities. Challenges and opportunities for cultural heritage in ensuring diversity in social capital and knowledge will be discussed.

- **Station 3: Quality of Life and Infrastructure in Cultural Heritage**

SoPHIA research has shown that the location and reachability (via public transport, barrier-free access, etc.) of urban cultural heritage sites/interventions is an important prerequisite for the attractiveness of cultural heritage and it's potential with regard to the quality of life. Challenges in terms of location, decentralization, reachability and attractiveness to various target groups will be discussed in order to define this area of impact in more detail.

- **Station 4: Processes of Cultural Heritage Assessment**

Continuous and longitudinal monitoring and assessment has many advantages for the management of cultural heritage as well as for ensuring participation and a multi-stakeholder perspective. The ECOC examples, however, also show how challenging it is to ensure such an approach of assessment. Furthermore, a multi-stakeholder perspective and longitudinal approach in assessing cultural heritage also depend on the resources available. The possibilities and mechanisms of how such approaches can be ensured despite these challenges will be explored.

- **Station 5: Sense of Place – Identity, Memory and Narratives of Cultural Heritage**

The narratives projected and told through cultural heritage contribute to identity building, a sense of belonging and community. However, the importance of giving room to different, potentially conflictual narratives from various communities has been underlined often, including in the SoPHIA case studies. Ways of grasping a variety of narratives, communicating and reflecting them through cultural heritage will be discussed in order to define this area of impact in more detail.

	<ul style="list-style-type: none"> • Station 6: Prosperity and Profiting in Cultural Heritage The economic and social impact of cultural heritage interventions often appear to be in conflict with one another. A specific example is the tension between the touristic profitability of cultural heritage and the disadvantages stemming from tourism. In order to grasp this potential dichotomy, the dangers and advantages of economic development for social issues will be discussed, to define this area of impact in more detail.
11:15 – 11:30	<i>Break & Virtual Networking Lounge (Hopin Networking)</i>
11:30 – 12:30	3rd and 4th round of the World Café (opportunity of rotating participation in 2 stations - 30 min. per station, Hopin Stations)
12:30 – 13:00	Closing Session (Hopin Stage)