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Conservation 3.0

Adaptive reuse of heritage as a resource for a sustainable future

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LUND 20 April 2023

European Sustainable Religious Heritage





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World Heritage Convention UNESCO, 1972

- The words sustainability and conservation did not feature pre-eminently in either of these initiatives at the time - the emphasis was on **environment and on protection**
- **One world**
- **Outstanding Universal Value**
- National effective and active measures for the **protection, conservation and presentation**



United Nations
Educational, Scientific and
Cultural Organization



World Heritage Convention

UN Conference on Human Environment 1972, Stockholm

- **Stockholm Declaration**
 - 7 proclamations and 26 principles
 - Safeguarding of the natural environment
 - Social issues (colonialism and oppression)
 - UN Environment Program (UNEP)

**STOCKHOLM
CONFERENCE
ECO** JOINTLY PRODUCED BY
THE ECOLOGIST
AND FRIENDS OF THE EARTH


16th JUNE 1972 THANK YOU SWEDEN

STOCKHOLMS-
KONFERENSENS EKO
ЭКО СТОКГОЛЬМСКОЙ
КОНФЕРЕНЦИИ
ECO DE LA CONFERENCE
DE STOCKHOLM
ECO DE LA CONFERENCE
DE ESTOCOLMOU
斯德哥尔摩会议



OUT OF STOCKHOLM, A NEW INITIATIVE

**World Ecological Areas
Programme Launched**



UN Conference on the Human Environment
Stockholm 1972





2015 UN Sustainable Development Goals



<https://sustainabledevelopment.un.org>

The image shows three life-sized equestrian statues of knights in armor, displayed in a museum gallery. The statues are mounted on dark brown horses and are positioned in a row, facing left. The knight in the foreground is the most prominent, wearing a dark blue and gold armor with a large ruff collar. The horse is also adorned with gold and blue decorative elements. The background features a window and a doorway, suggesting an indoor setting. The text "Conservation obstacle to development" is overlaid in white on the central part of the image.

**Conservation obstacle to
development**



Conservation obstacle to development
Preservation a moral duty



Conservation obstacle to development

Preservation a moral duty

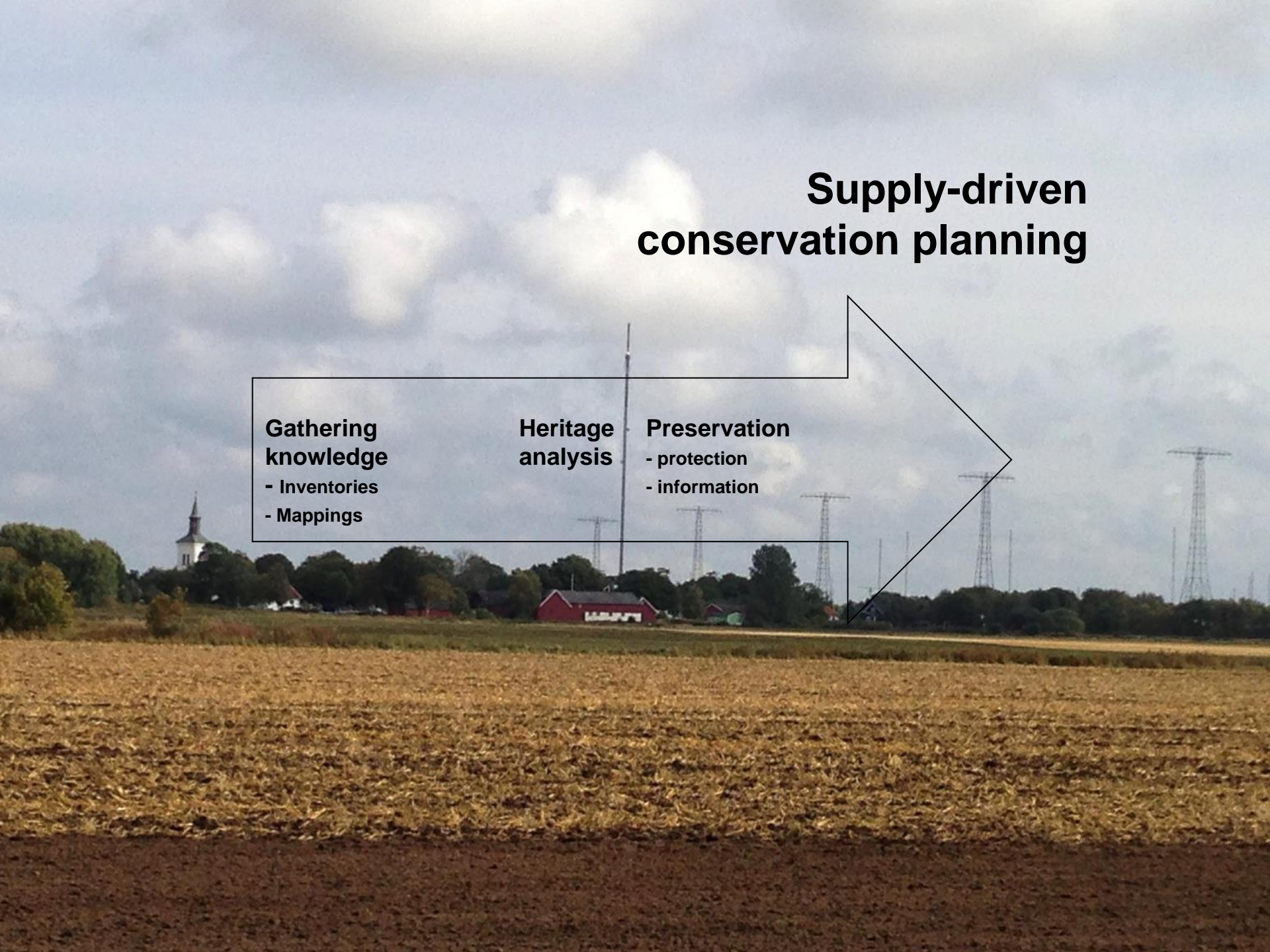
Cost to the society

Supply-driven conservation planning

**Gathering
knowledge**
- Inventories
- Mappings

**Heritage
analysis**

Preservation
- protection
- information

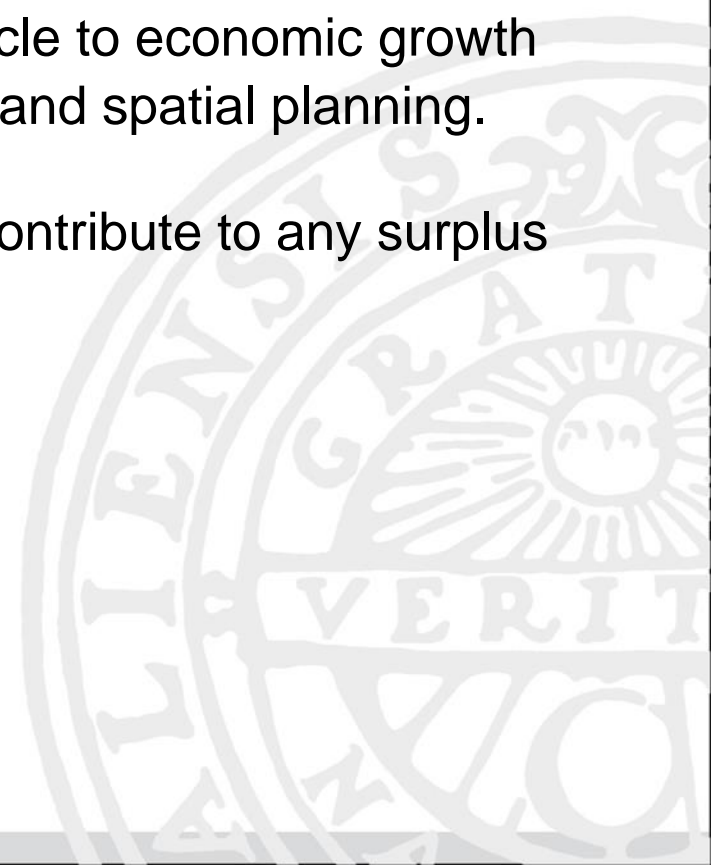





Conservation 1.0

Preservation of monuments

- Regarded as a cost to the society
- Historic buildings regarded as an obstacle to economic growth
- Preservation through legal frameworks and spatial planning.
Historic values: documentary values
- Devour financial resources but do not contribute to any surplus
- Depending on public grants



An aerial photograph of a coastal city, likely Genoa, Italy. The foreground is filled with dense, multi-story buildings in various shades of brown, tan, and white. In the middle ground, a large harbor is visible with several ships, including a prominent white and blue ferry. The background shows a range of dark, hazy mountains under a clear blue sky.

*Dynamic management of
change in order to reduce
the rate of decay*

Sir Bernard Fielden



Cultural capital

David Throsby



Cultural capital

David Throsby

Investments



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Conservation 2.0

Maintenance and Restoration

- Production of values
- Market creates economic returns: property market, tourism,
- Greater interest for traditional building techniques and material





The Halland Model

- 100 historic buildings conserved
- 1,200 new jobs in the construction industry
- One third of all construction workers trained in traditional techniques
- 235 new jobs on improved premises





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**“Old ideas can sometimes
use new buildings.”**

Jane Jacobs (1916-2006)





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**“Old ideas can sometimes
use new buildings.
New ideas must use old
buildings.”**

Jane Jacobs (1916-2006)



Conservation 3.0

Adaptive reuse and Sustainable development

- Promote inclusive, sustainable and innovation-driven development – adaptive reuse
- System-wide, inter-disciplinary and multi-problem-oriented approach
- Transition from conservation to to transmission of cultural heritage
- Preservation through integration: smart specialisation strategies and circular economy
- Infrastructure for innovative use
- Contribution

Conservation of Cultural Heritage

- Conservation - integrated part in the **development of societies**
- Conservation – important component for the **creation of the future**
- Conservation - a **fundamentally disputed concept**
- Conservation – taking care of **existing resources**
- **Integrated conservation** - integrated into the building of society and in regional planning, with social and economic issues and in collaboration with the citizens



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Conservation 1.0

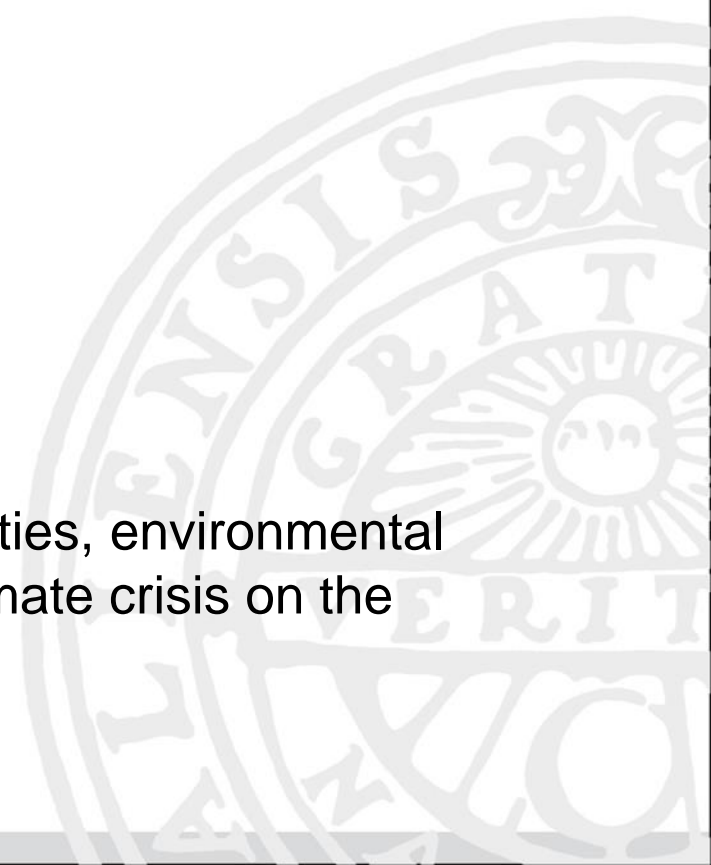
- Preservation and protection

Conservation 2.0

- Maintenance and restoration

Conservation 3.0

- New activities fighting social inequalities, environmental degradation, and an accelerating climate crisis on the improved premises





UNESCO Indicators



THEMATIC INDICATORS FOR CULTURE IN THE 2030 AGENDA

ENVIRONMENT & RESILIENCE

- 1 Expenditure on heritage
- 2 Sustainable management of heritage
- 3 Climate adaptation & resilience
- 4 Cultural facilities
- 5 Open space for culture



- 14 Sustainable tourism management
- 15 Climate & disaster resilience
- 16 Marine areas ecosystem
- 17 Sustainable terrestrial ecosystems
- 18 Recovery of stolen assets

PROSPERITY & LIVELIHOODS

- 6 Culture in GDP
- 7 Cultural employment
- 8 Cultural businesses
- 9 Household expenditure
- 10 Trade in cultural goods & services
- 11 Public finance for culture
- 12 Governance of culture



- 8.2 Jobs, entrepreneurship & innovation
- 8.3 Policies for sustainable tourism
- 8.4 Increase in trade
- 10.2 Differential treatment on trade
- 12.4 Cultural & natural heritage

KNOWLEDGE & SKILLS

- 13 Education for Sustainable Development
- 14 Cultural knowledge
- 15 Multilingual education
- 16 Cultural & artistic education
- 17 Cultural training



- 4.4 Skills for employment
- 4.7 Skills for sustainable development
- 8.2 Jobs, entrepreneurship & innovation
- 9.2 Access to information technologies
- 12.2 Sustainable consumption
- 13.2 Education on climate adaptation

INCLUSION & PARTICIPATION

- 18 Culture for social cohesion
- 19 Artistic freedom
- 20 Access to culture
- 21 Cultural participation
- 22 Participatory processes



- 9.1 Quality infrastructure/equitable access
- 9.2 Access to information technologies
- 10.2 Social inclusion
- 12.2 Inclusive public spaces
- 16.7 Participatory decision-making
- 16.9 Fundamental Freedoms
- 16.1 Prevention of violence
- 16.3 Non-discriminatory policies

SDG & TARGETS

THE CULTURE | 2030 INDICATORS

ALSO CONTRIBUTE TRANSVERSALLY TO:



5 Women participation & leadership
5c Policies on gender equality



17 Capacity building
17b Global partnership
17c Public, private and civil society partnerships
17d Measuring of sustainability



Regional Development Strategy

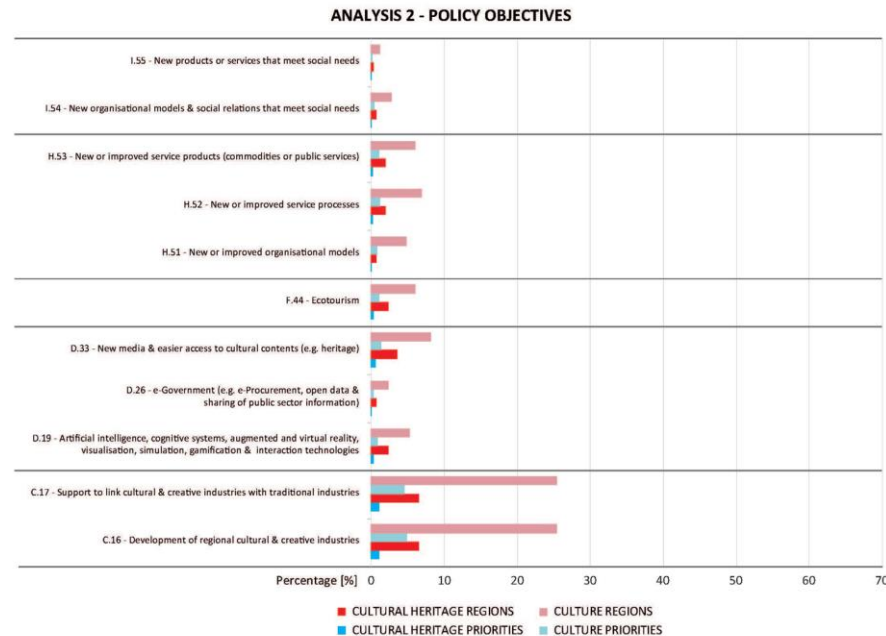


- Place-based approach - the assets and resources available to regions
- Strategy means to make choices for investment
- Inclusive process of stakeholders' involvement
- broad view of innovation, supporting technological as well as practice-based and social innovation.

Getting Cultural Heritage to Work for Europe

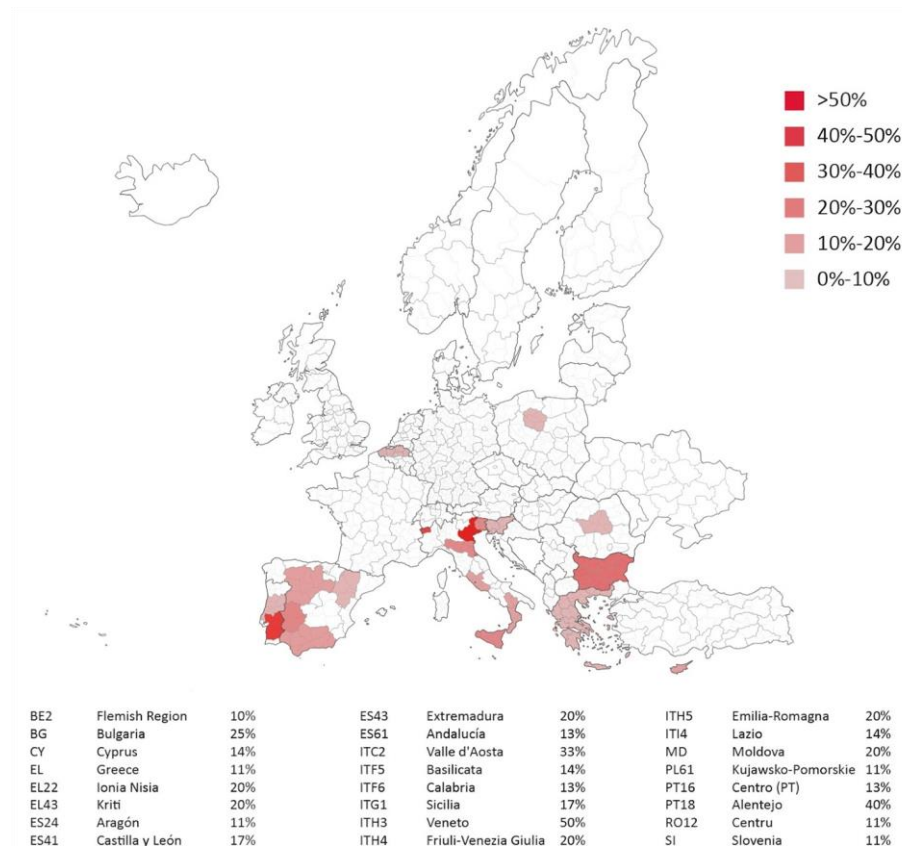
- The agenda for cultural heritage research and innovation cultural heritage is understood as a **production factor**
 - An important resource for **innovation, social inclusion and sustainability.**
 - Focus is on **adaptive re-use** of historic buildings and places
 - The key-word conservation has often been replaced by **transmission.**
-
- http://ec.europa.eu/culture/news/2015/0427-heritage-2020_en.htm

Smart Specialisation Strategies – Cultural Heritage as a Priority



Presence of cultural heritage and culture under regions and priorities according to Policy Sub-Objectives related to the total number of regions and priorities

Smart Specialisation Strategies – Cultural Heritage as a Priority



Stanojev, J. and Gustafsson, C. (2019) *Circular Economy Concepts for Cultural Heritage Adaptive Reuse implemented through Smart Specialisations Strategies*

Inclusive and sustainable approach

Active participation in culture

Involvement of different stakeholders

Bottom-up approach





How can we plan adaptive reuse of cultural heritage?

Can cultural vibrancy be the point of departure for regional sustainable development?

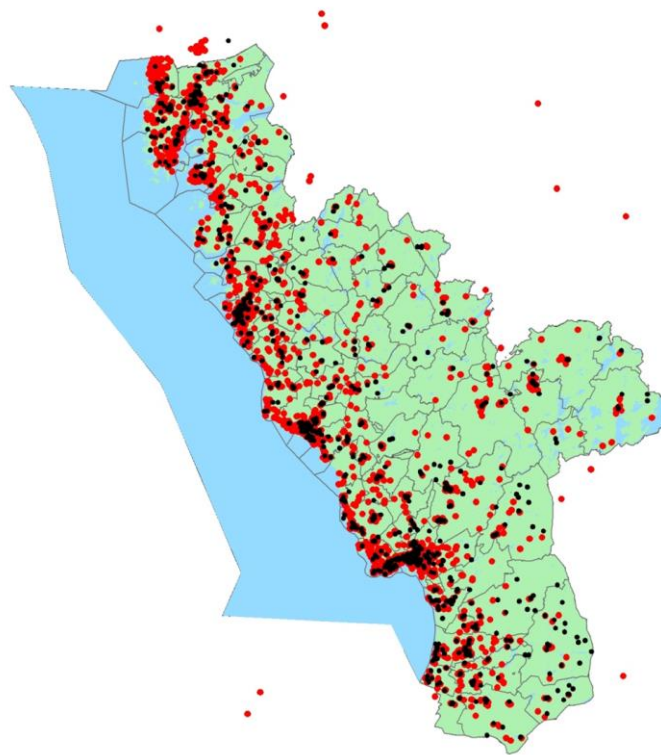
How are relations for bottom-up approaches constructed?

Which relations are strongest?

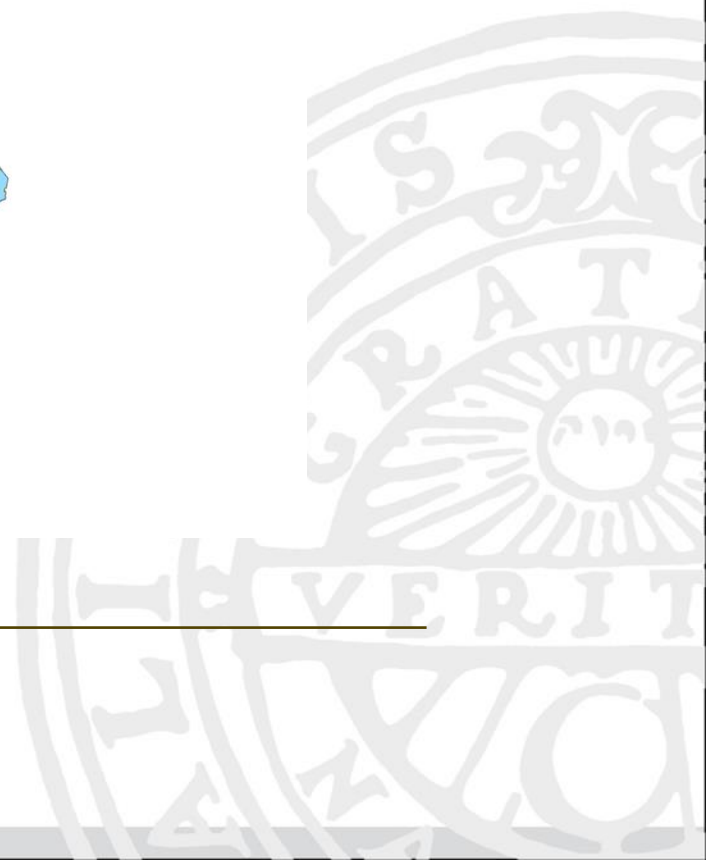


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Big Data Halland Fields of Creative Power



Sacco, Buscema, Ferilli, and
Gustafsson 2019

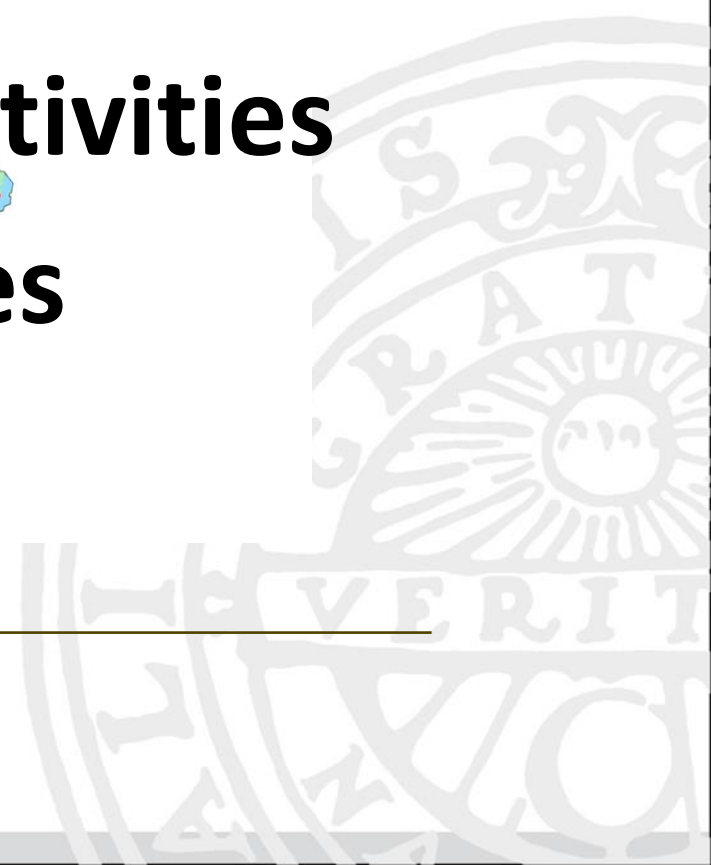




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Fields of Creative Power

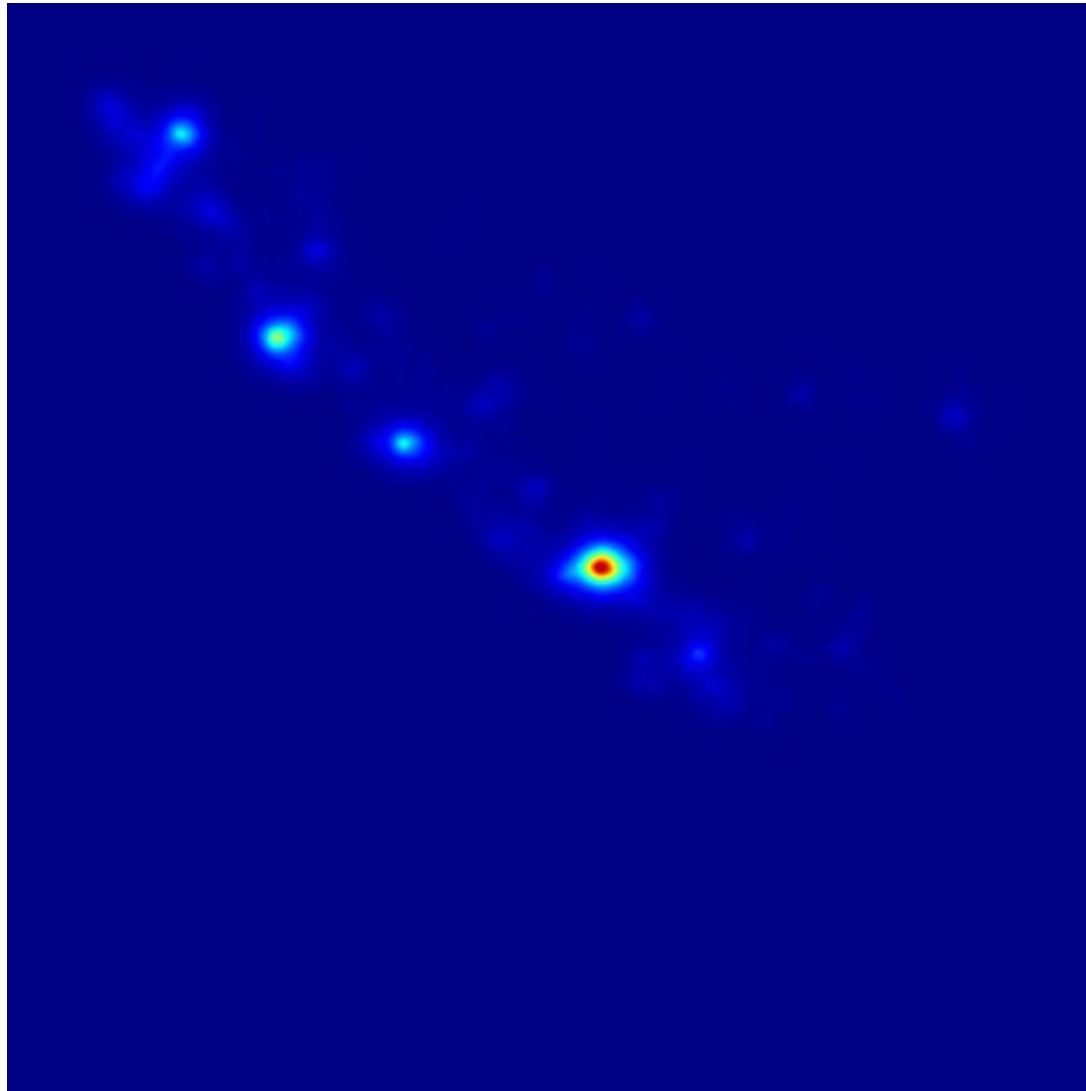
**6.800 Cultural activities
and facilities**

A map of the Uppsala region in Sweden, showing the distribution of cultural activities and facilities. The map is colored in shades of green and blue, with a large blue area representing the city of Uppsala. Numerous red and black dots are scattered across the map, indicating the locations of these activities and facilities. The dots are most densely clustered in the central and northern parts of the region.



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Fields of Creative Power

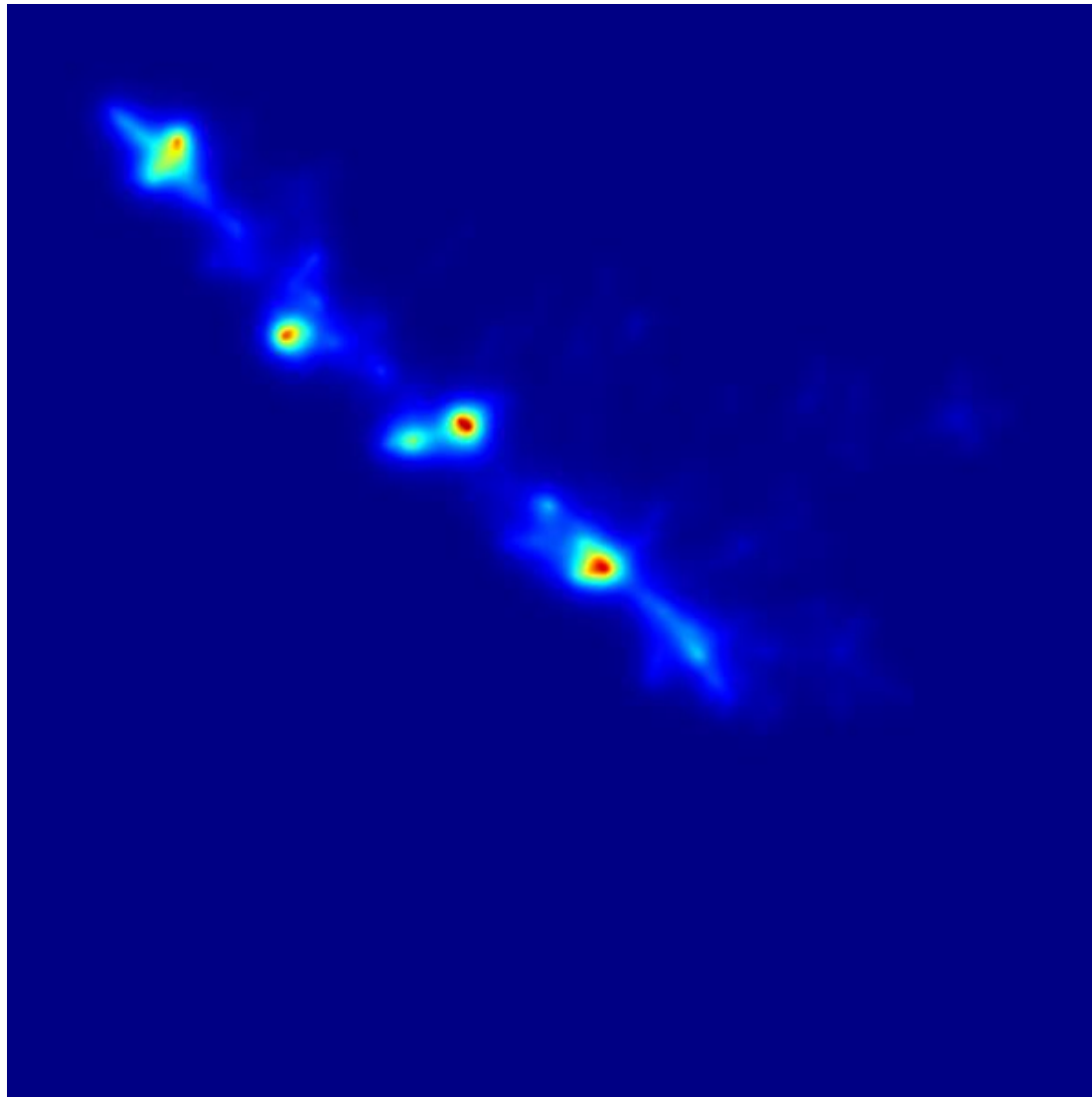


Today



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Fields of Creative Power

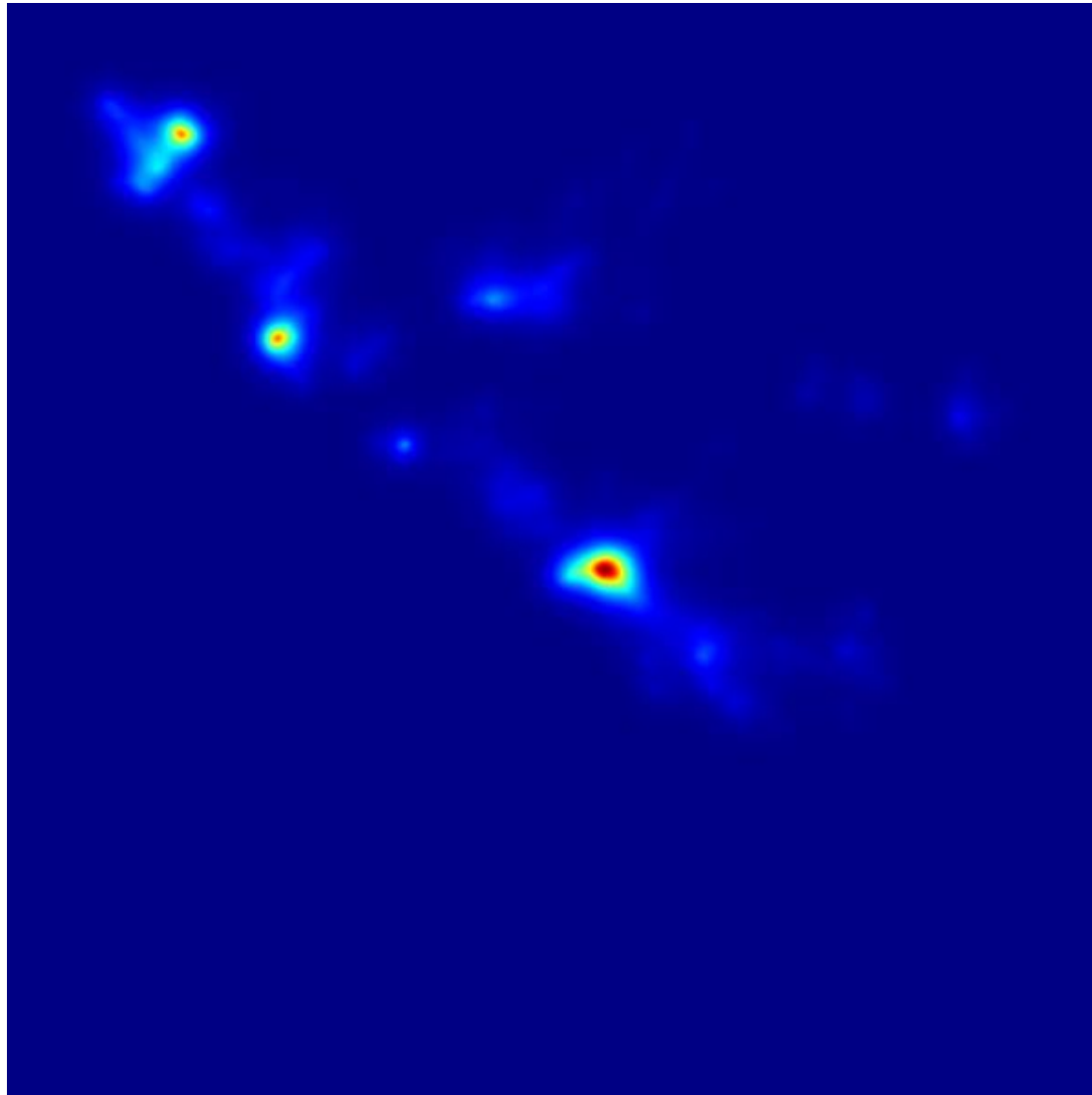


Tomorrow



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Fields of Creative Power

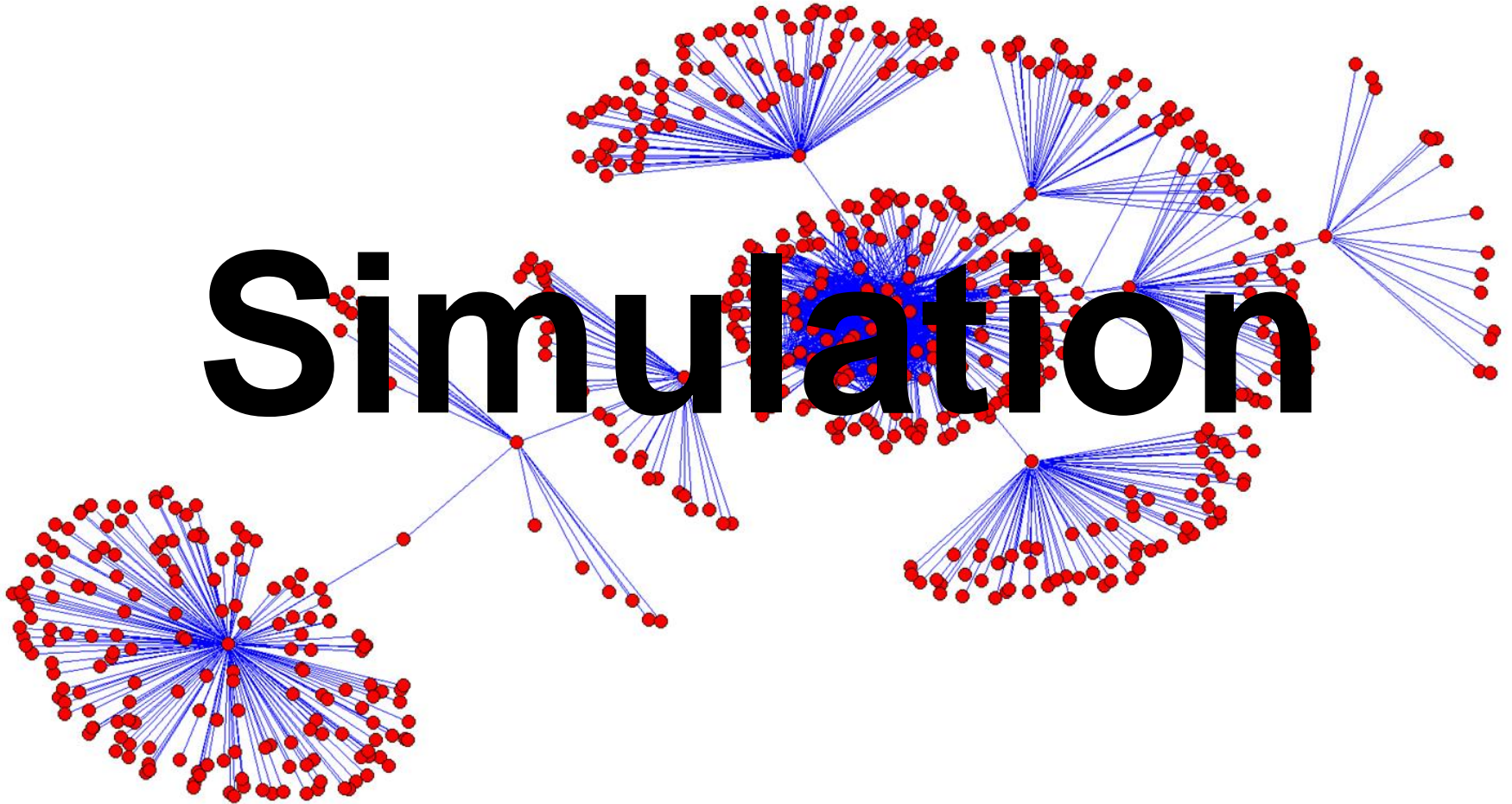


Day after tomorrow



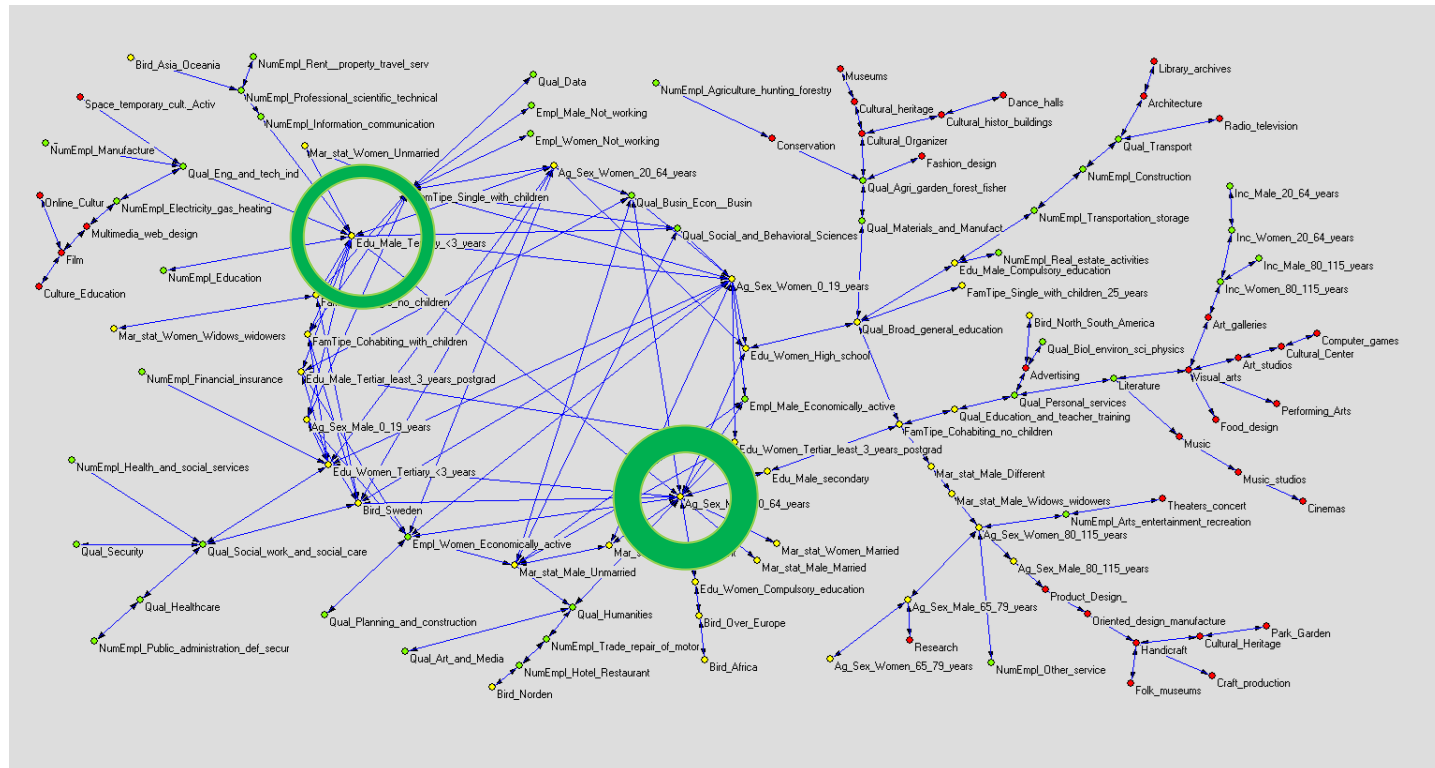
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Simulation





Relations Fyrbodal district (SE)





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Circular models Leveraging Investments
in Cultural heritage adaptive reuse













- **Evaluation and comparison** of the **impacts** of **systemic adaptive reuse** in the **economic, social, environmental and cultural dimension**, through the identification of specific **criteria and indicators** in the perspective of the **circular economy**.
- Create a **common framework** for the identification of innovative circular financing, business and governance models for cultural heritage systemic adaptive reuse.

Circular business models

A ROBUST DESIGN & ACCELERATION PROCESS

SOCIETAL IMPACT CANVAS

Project : Date : Version :

PURPOSE		VALUE PROPOSITIONS		SOCIETAL CHALLENGES	
<p>What is our guiding North Star ? What's our Massive Transformation Purpose (MTP) ? What is the expected impact ? How is it connected to our passion, our drivers ?</p> 		<p>What are the Unique Value Propositions (from functional, societal and/or environmental perspectives) ? How each of them uniquely answers to customers / users / beneficiaries' needs ?</p>		<p>Which societal challenges does our project address ? Which SDGs ? Which stakes of the Doughnut Model can we connect my project to ?</p> 	
KEY PARTNERS	PROBLEMS (macro & micro)	CHANNELS & CUSTOMER REL.		TARGET SEGMENTS (customers / users / beneficiaries)	
<p>Who are our main partners ? At which level of the value chain do they connect ? What do they bring that is unique ? Why do they contribute to our success ? What do they expect from us ?</p> 	<p>Today, what are the challenges, problems faced by users, beneficiaries, clients to meet their objectives, answer to their needs, seize opportunities ?</p> 			<p>How are relationships with users / beneficiaries / customers developed, established and maintained ? Which channels are used to : • get in touch with them ? • make our solution known ? • reach our segments ? • make our solution available ?</p>	<p>To whom does our solution create value ? What are our customers / users segments ? Who are our early adopters ?</p>
RESOURCES & ACTIVITIES	EXISTING SOLUTIONS	SOLUTION			
<p>What are the critical resources (scarce and/or mandatory) required to achieve the solution (Physical, intellectual, human, financial) and run underlying key activities ?</p> 	<p>Today, how do customers / users / beneficiaries answer to their needs / problems ?</p> 	<p>How is the solution materialized ? How does it concretely look like ? What are its main features / components ?</p> 			
COST STRUCTURE		« - » SOCIETAL IMPACTS « + »		REVENUE STREAMS	
<p>What are the main fixed and variable costs of our solution ?</p> 		<p>What are the negative and positive impacts of our solution ? From social, economical and environmental perspectives ? Which indicators do we use to evaluate these impacts ?</p> 		<p>What are the main revenue streams generated by our solution ? What are the recurring financing schemes ? What are customers ready to pay for ? At what price ?</p> 	
GOVERNANCE			PROFITS & SURPLUSES ALLOCATION		
<p>Which principles and signposts that guide decision making, responsibilities / power sharing & distribution, empowerment within the collective ? How are stakeholders integrated in the governance, the implementation and the evolution of the solution ?</p> 			<p>What are the allocation principles for profits / surpluses generated by the solution ? What are they allocated for ? Why ?</p> 		

■ DESIRABILITY ■ VIABILITY
■ FEASIBILITY ■ SOCIETAL IMPACT

Innovative, entrepreneurial and circular adaptive re-use of cultural heritage

Adaptive re-use and its **spill-over effects** in connection with inclusive, sustainable and innovation-driven development at local and regional levels.

Changing the mind-set **from protection to pro-action**, the objective is to develop analyse the **cultural vibrancy** and based on that develop **new planning strategies, financing and circular business models** as well as opportunities for **implementation** of these.

How to find new innovative activities/business working in a sustainable way for adaptive reuse of historic buildings?

Innovative, entrepreneurial and circular adaptive re-use of cultural heritage

Common framework for the identification of innovative circular financing, business and governance models for cultural heritage systemic adaptive reuse.

Flexible, transparent, integrated and inclusive tools to **manage change** to leverage the potential of cultural heritage, fostering adaptive reuse of cultural heritage in a systemic perspective.

Develop innovative circular business models, which are being used in case studies of adaptive reuse. The business models selected will cover different types of actors, public, private, social, and in particular, **new partnerships** between these three types of actors. See how adaptive reuse projects can be related to the various forms of partnerships.

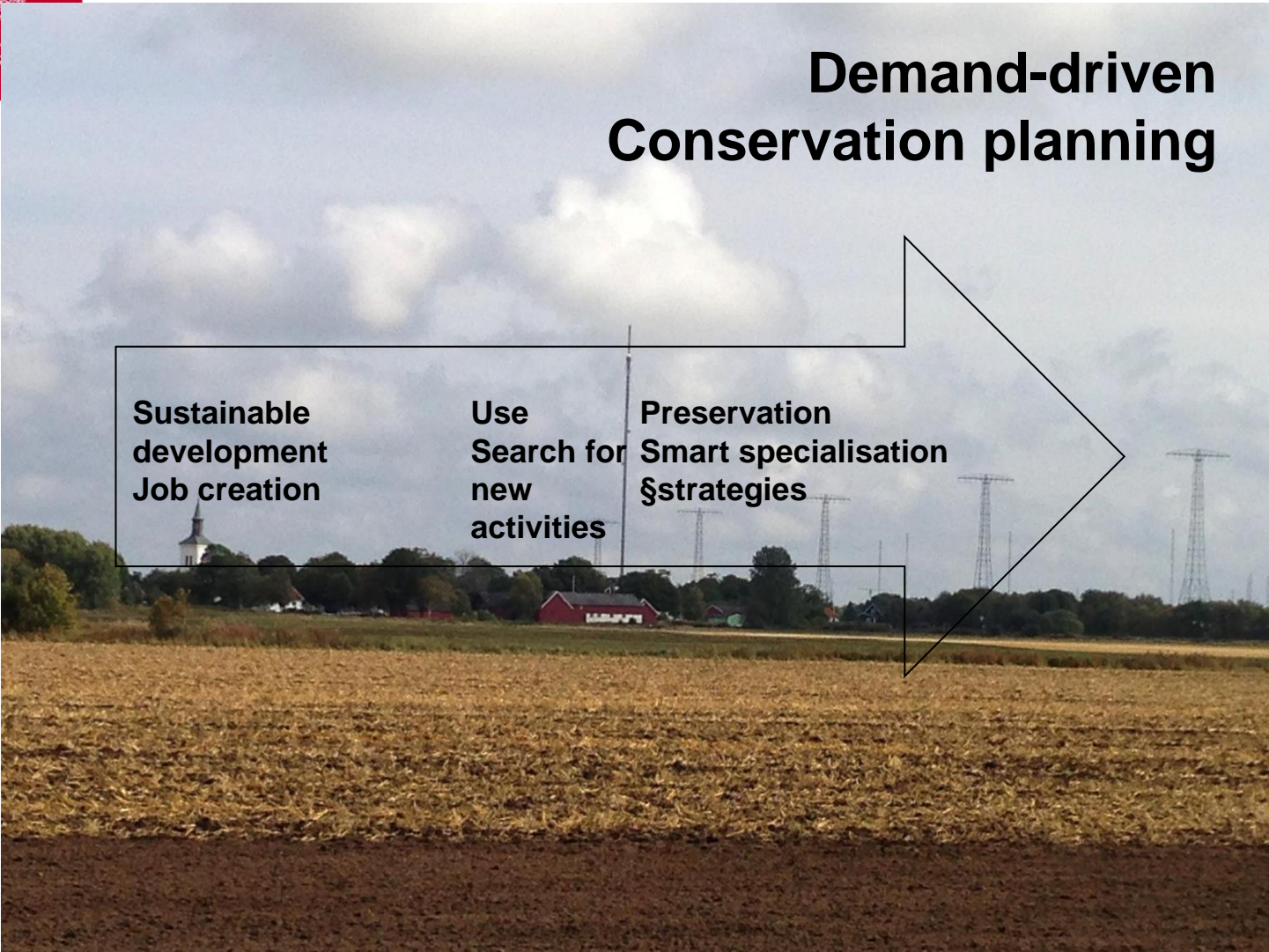


Demand-driven Conservation planning

**Sustainable
development
Job creation**

**Use
Search for
new
activities**

**Preservation
Smart specialisation
§strategies**





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Call for proposals

Education

Call 1: New curricula within existing Master's and new Master's for CCSI offering hybrid learning on future skills and new technologies, societal transformation, ethical entrepreneurship, and creativity.

Call 2: New lifelong learning courses, renewing and refreshing the skills of those active in CCSI with action-based and challenge-based learning methodologies and cross-disciplinary training formats.

Innovation - Create cross-domain opportunities

Call 3: Support innovations close to customers or audiences with high impact on the green, digital and social transition, with a focus on Architecture, Audio-visual, Cultural Heritage, Design and Fashion.

Creation – Build and scale strong ventures for impact and growth

Call 4: Strengthen and innovate existing and/ or establish innovative incubation and accelerator programmes tailored for the diversity of CCSIs' specific profit and non-profit business models.

Society - Regenerate Values and Social Cohesion

Call 5: Scale social innovation on the reuse of spaces to solve local challenges and contribute to social cohesion through CCSIs-driven pilots in three countries.