



ECONOMIC VALUE OF CULTURAL HERITAGE

Seminar 24. – 25.8.2011
in Hanasaari, Helsinki, Finland

The seminar is presented by the European project EVoCH – “Economic Value of European Cultural Heritage” in collaboration with the Aalto University, The Finnish National Board of Antiquities and The Norwegian Directorate for Cultural Heritage. It is supported by EU’s The Science, Youth and Culture and the Directorate-General for Cultural Heritage through the Cultural Programme, more info at www.jcyl.es/evoch.

The focus of the seminar is on the research based knowledge we have on the subject and what knowledge we lack? What strategies and priorities should guide further research for the results to be operational and useful for the heritage sector and for sustainable development policies. What research based tools and knowledge do we need to establish a cultural heritage economic observatory?

THE THEME:

The state of research and the possibility of an observatory

MAIN APPROACHES:

1. Material and immaterial values of the cultural heritage
2. Direct and indirect impacts of maintenance of the cultural heritage
3. Cultural heritage as a local resource

“There are a variety of ways to approach heritage as an economical matter. In this conference, three approaches are applied.

1. A piece of cultural heritage can be viewed in terms of direct costs, income and revenues. In addition, it may yield benefits that are obvious and tangible, but difficult or impossible to quantify such as “identity”, “beauty” or “good environment”. If a location contains a number of pieces of cultural heritages, the direct costs and benefits of these can be summed up, providing a local overview. By further aggregation, a regional or national account of the economic implications of cultural heritage can be estimated.

2. Any item of cultural heritage can be conceived in its environmental setting, which means that protection and maintenance of a piece of cultural heritage generate indirect costs, income, revenues and benefits. The indirect economic benefit of protecting dwellings or other spaces at heritage sites is that it reduces the demand for constructing new dwellings or other premises. The protection of natural heritage causes savings in the same manner as the need to compensate for existing environmental services does not increase. Moreover, the indirect benefits of protecting heritage concern the whole local community by increased attractiveness and working opportunities.

3. Cultural heritage is a matter for the local economy. By maintaining and developing traditional skills, locals can get involved in the protection and maintenance of local heritage. This may improve the opportunities of local small-scale enterprises in construction and transport, but also in various touristic activities. It is a proven fact that local firms, being small in size, generate more jobs per turnover than big firms. In addition, the local effect of local investments is 2-4 times bigger than the effect of external investments.”

Professor Christer Bengts,
Aalto University.



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Wednesday 24.8.2011

- 10.00** Meeting in front of Kiasma for bus transportation to Hanasaari
- 11.00** Lunch
- 12.00** Lectures in conference room Tage
Open session. Introduction Dr. **Terje Nypan**
- 12.15-12.45** Key note speaker MEP **Sirpa Pietikäinen**:
"The Integration of Cultural Heritage into EU policies, economic aspects"

Material and immaterial values of the cultural heritage

- 13.00-13.30** Professor **Christer Bengs**, Aalto University
- 13.30-14.00** Professor **Patrizia Lombardi**, Politecnico di Torino
- 14.00-14.15** Q&A: questions, opinions and discussion

Cultural heritage as a local resource

- 14.15-14.45** Chairman of the board **Olli Muurainen**, Case Billnäs
- 14.45-15.00** Q&A: questions, opinions and discussion
- 15.00-15.30** Coffee break

Direct and indirect impacts of maintenance of the cultural heritage

- 15.30-16.00** Professor **Dietmar Wiegand**, TUI Vienna
- 16.00-16.30** Professor **Luigi Fusco Girard**, University of Naples
- 16.30-16.45** Q&A: questions, opinions and discussion
- 16.45-17.00** Summary of the approaches from the point of view of the theme.
- 17.00** Industrial areas under the chance - excursion by bus
Introducing: **Tuomas Hakala** - City Planning Department, City of Helsinki, **Elina Kataja** - Pöyry Finland Oy
- Kaapeli
 - Korjaamo
 - Suvilahti
- 19.00** Dinner at Restaurant Savu
- 21.00 ->** Sauna at Hanasaari

Thursday 25.8.2011

- 7.00-9.00** Breakfast
- 9.00-11.00** Workshops in conference room Tage
- 11.00-12.00** Lunch
- 12.00-14.45** Round table in conference room Tage. Open session.
Chairman **Juan Ignacio Barroso Gonzalez**
Round table "*A European Heritage economic observatory*"
- Development and research requirements and possibilities for Masters and Doctoral works.
- Introduction of the workshop topics from the morning.
- 14.45-15.00** Summary and closure of the seminar
- 15.00-15.30** Coffee break
- 15.30** The shorelines of Helsinki - excursion by boat
• Introducing: City Planning Department, City of Helsinki
- 17.30** Return to Market Square, Helsinki