DESIRA
Digitalisation: Economic and Social Impacts in Rural Areas

Rural Digitalisation Forum (RDF) – 1st Webinar

RURITAGE
Heritage for Rural Regeneration

Rural Regeneration Through Systemic Heritage-Led Strategies

Rural Digitalisation: Lessons from H2020 Projects

Francisco Barrientos (CARTIF)

RDF 1st Webinar | 10 September 2020

Why regenerating rural areas through CNH??

European rural areas embody outstanding examples of Cultural and Natural Heritage (CNH) that need not only to be preserved but also to be promoted as a catalyst of economic competitiveness and sustainable and inclusive growth.

27.8% of the EU population lives in rural areas and 32% in "intermediate" areas [EUROSTAT]

around 46.5% of EU 'GVA' is created in intermediate and predominantly rural areas

most rural areas are facing chronic economic, social and environmental problems, resulting in unemployment, disengagement, depopulation, marginalisation or loss of cultural, biological and landscape diversity. In most cases, tangible and intangible Cultural Heritage is threatened.

RURITAGE aims at demonstrating **how CNH can emerge as a driver of sustainable development and competitiveness**, by the recognition of **rural areas as 'poles of excellence' in heritage** capitalization

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RURITAGE objectives

➤ RURITAGE establishes a **new heritage-led rural regeneration paradigm** able to transform rural areas in sustainable development demonstration 'laboratories', through the enhancement of their unique Cultural and Natural Heritage potential.

- Increase **knowledge** about successful practices of heritage-led rural regeneration and provide **tools** making successful practices and solutions available and replicable.

- Identify the **financial resources** needed to preserve cultural heritage in rural areas, and promote the **engagement** of rural communities in the decision-making processes

- Enhance awareness on **exploitation** possibilities in CNH sector in rural areas, providing roadmaps for the **long-term sustainability** of heritage-led regeneration strategies.

- Address and overcome potential regulatory and legislative barriers

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RURITAGE Systemic Innovation Areas (SIAs)

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RURITAGE Partners

- **13 Role Models** in Europe and beyond

- **6 Replicators** where RURITAGE supports the co-creation and implementation of heritage-led regeneration strategies

- **15 Knowledge Facilitator Partners**
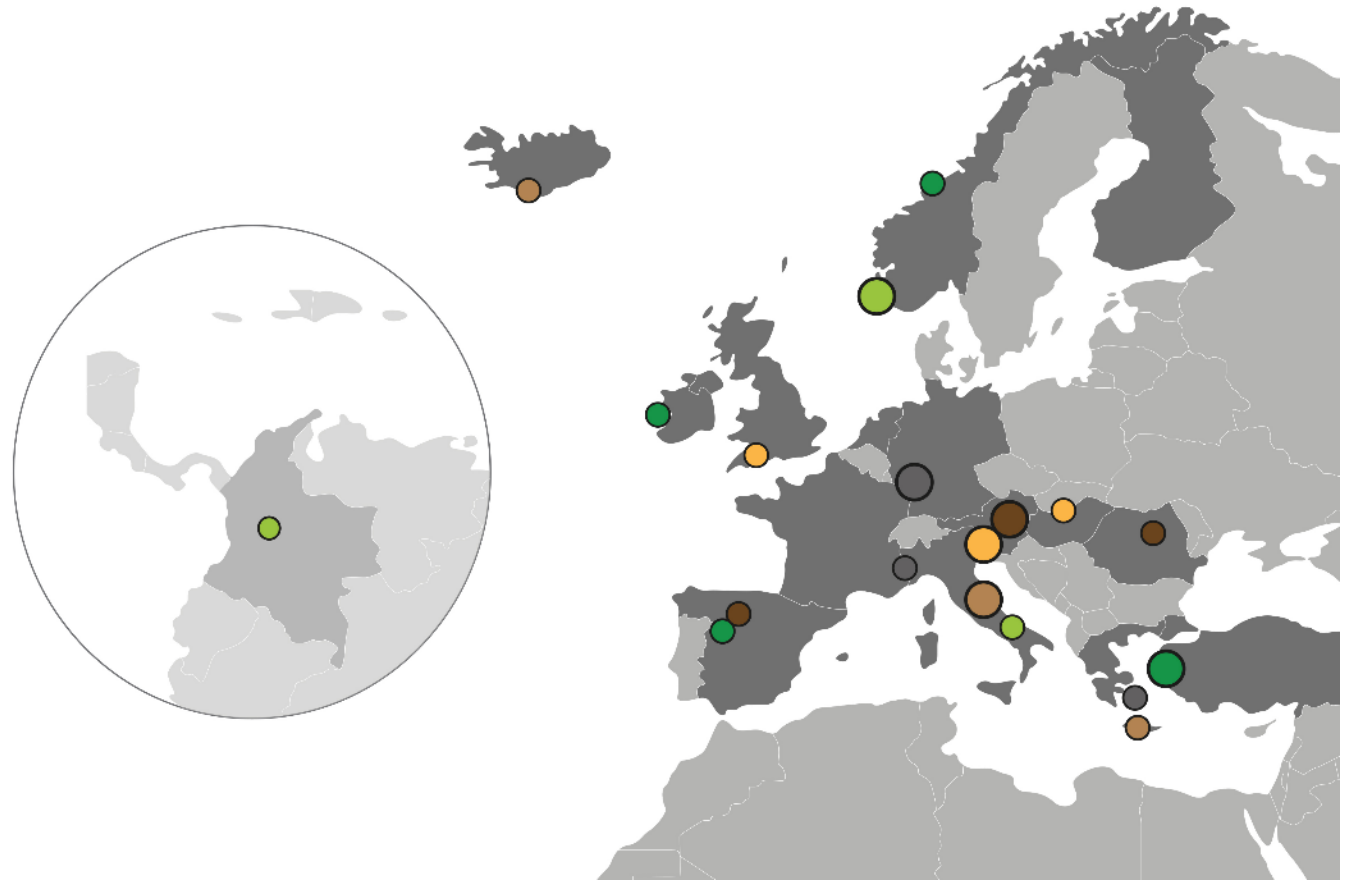
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RURITAGE – Knowledge transfer

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RURITAGE – knowledge transfer and capacity building
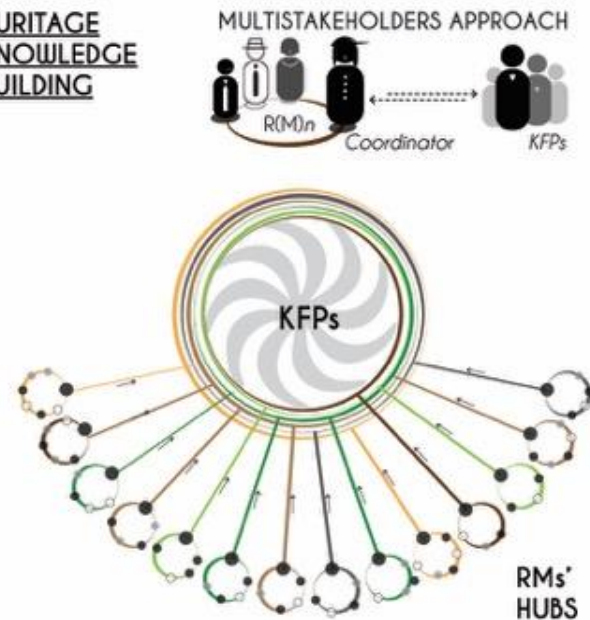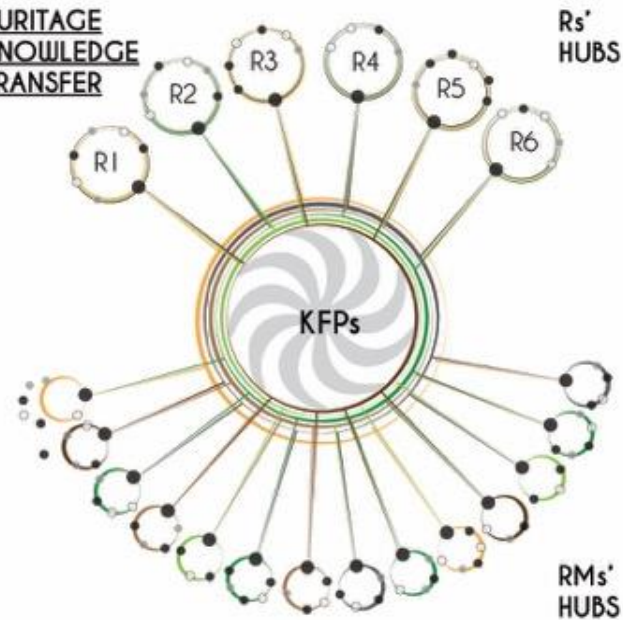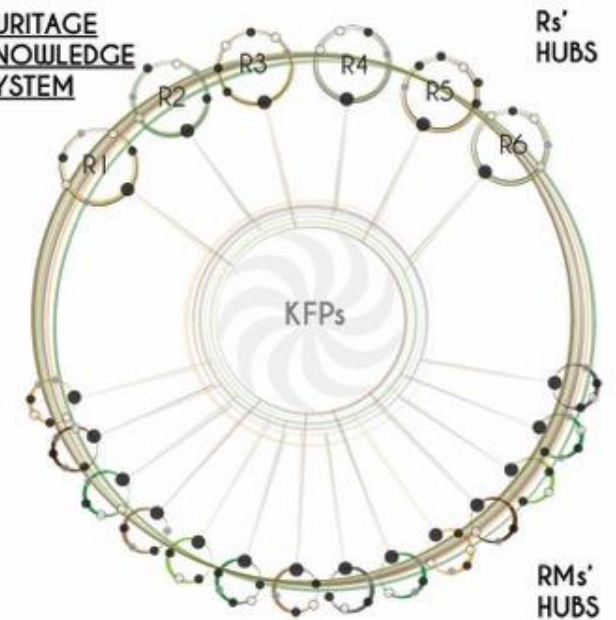
- 19 Rural Heritage Hubs
- 1 Digital heritage Hub
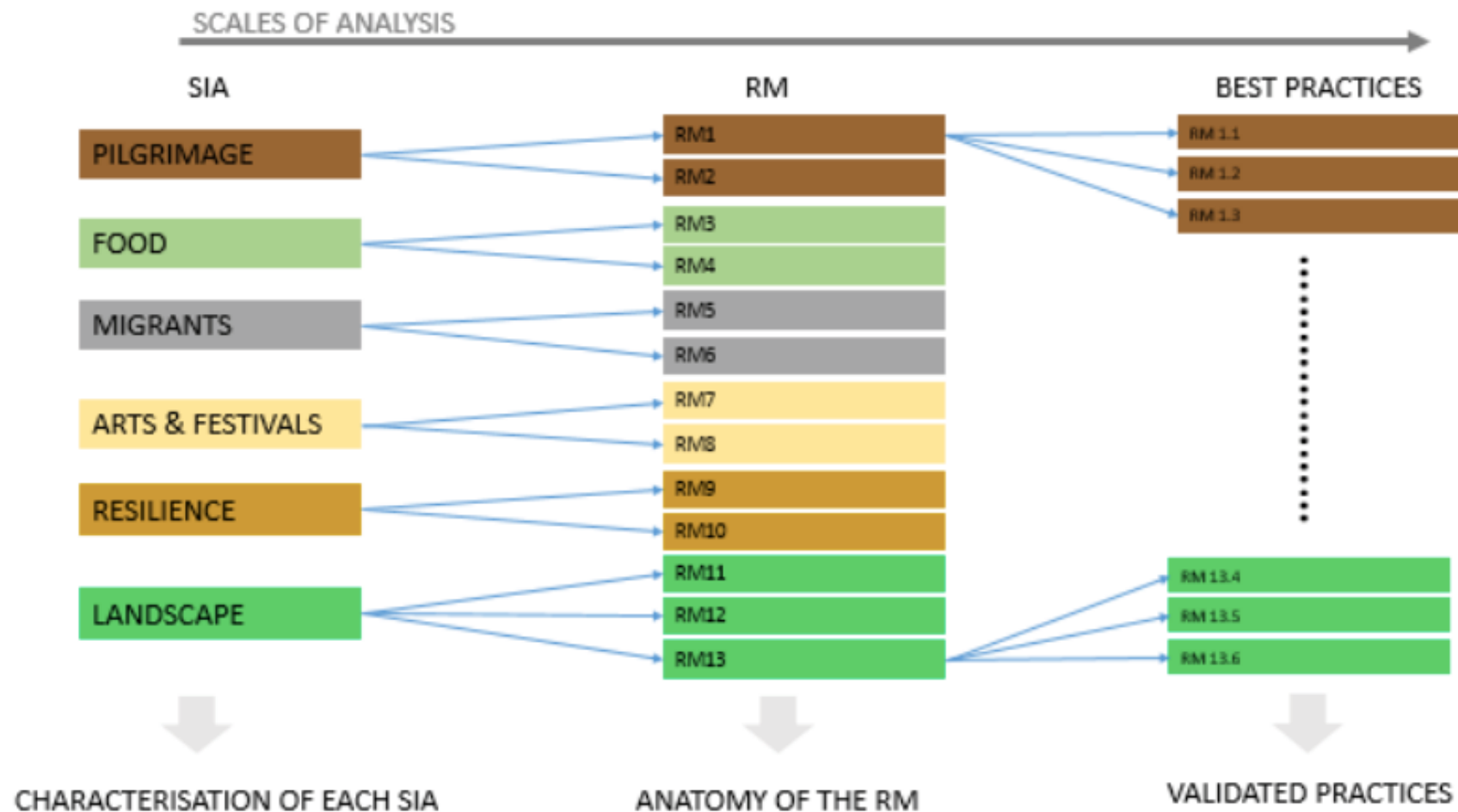
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RURITAGE Practices Repository

RURITAGE Practices Repository

Anatomy of the RMs

1. <u>Context and challenges:</u>
   - geographical and economic context
   - challenges: i) ageing of the population, ii) immigrants, iii) depopulation, iv) unemployment and, v) poverty.

2. <u>Process and timeline</u>: process structured in sequential milestones and framed in a timeline

3. <u>Plan and strategies</u>: the formal plans and strategies of the process with their objectives.

4. <u>Drivers and barriers</u>

5. <u>Capitals:</u>
   - cultural (including intangible heritage), natural, built (including built cultural heritage), social (including political), human and financial as framework to measure the effectivity of the SIAs, RM and practices as mechanisms of capitals transformation (from the initial stock of capitals to other kind of capitals).
   - initial, developed and obtained capitals

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RURITAGE Practices Repository

Each SIA has been characterised to facilitate the knowledge transfer and replication

- seasonality degree

- required key resources

- level of replicability

- driver for changing (development-driven and challenge driven),

- addressed challenges and the transformation of capitals

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RURITAGE Practices Repository

➢ RURITAGE practices are conceived as actions that have been implemented and supported the rural regeneration process in Role Models territories.

➢ They are context related and strictly linked to one Role Model

1- PILGRIMAGE

	CODE	BEST PRACTICES	INVOLVED CAPITALS	RELEVANCE
PILGRIMAGE	RM1	Camino de Santiago (Spain)		
	RM1-1	Promote a governance model with the involvement of public and private bodies	SOCIAL	Very relevant
	RM1-2	Develop Heritage innovation as Monitoring Heritage System	BUILT	Very relevant
	RM1-3	Form a tourism body with the specific charter for developing these resources and attracting tourism (see Spanish Federation of Associations of Friends of the Camino de Santiago)	SOCIAL	Relevant
	RM1-4	Promote the restoration of old or unused buildings to offer them as temples, shelters, hotels, restaurants and shops for pilgrims.	BUILT	Relevant
	RM1-5	Study and research the historic traces of the pilgrimage routes and the traditions related to them (in literature, historic maps, art, etc.)	CULTURAL	Relevant
	RM1-6	Digitalization of the pilgrimage - through websites, GIS maps, apps.	CULTURAL	Relevant
	RM1-7	Foster training and employment: schools' workshop and internships	HUMAN	Relevant
	RM2	Maria-UT (Romania)		
	RM2-1	Improve services: eco-mobility, Wi-Fi connection, tourism services (hostels, bar and restaurants), signals, maps, radio...	BUILT	Very relevant
	RM2-2	Expand the offer, promoting eco-tourism: link the pilgrimage route to other activities (outdoor sports, excursions...)	CULTURAL	Very relevant
	RM2-3	Create a set of guided tours or organized travels, tailored for different targets	CULTURAL	Relevant
	RM2-4	Pilgrim's passport: a fidelity card to involve local business into the project and create new business opportunities.	FINANCING	Relevant

Table 82 Pilgrimage SIA best practices

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RURITAGE Inventory of Lessons Learned

➢ Lesson Learnt level: this level is the conceptualisation of the knowledge generated at the practices level.

➢ It aims to provide no context -dependant replicable strategies to replicators.
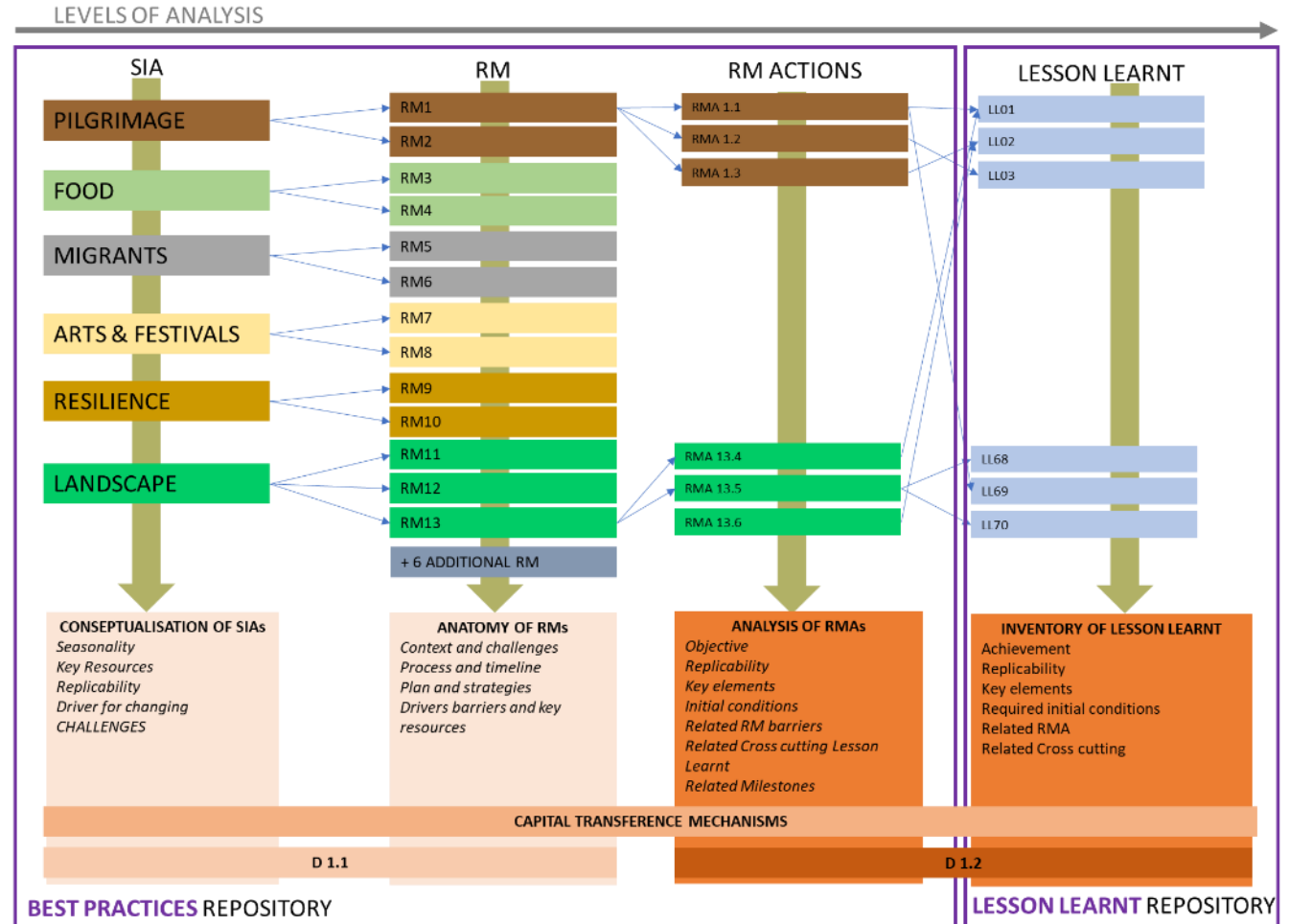
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RURITAGE Inventory of Lessons Learned
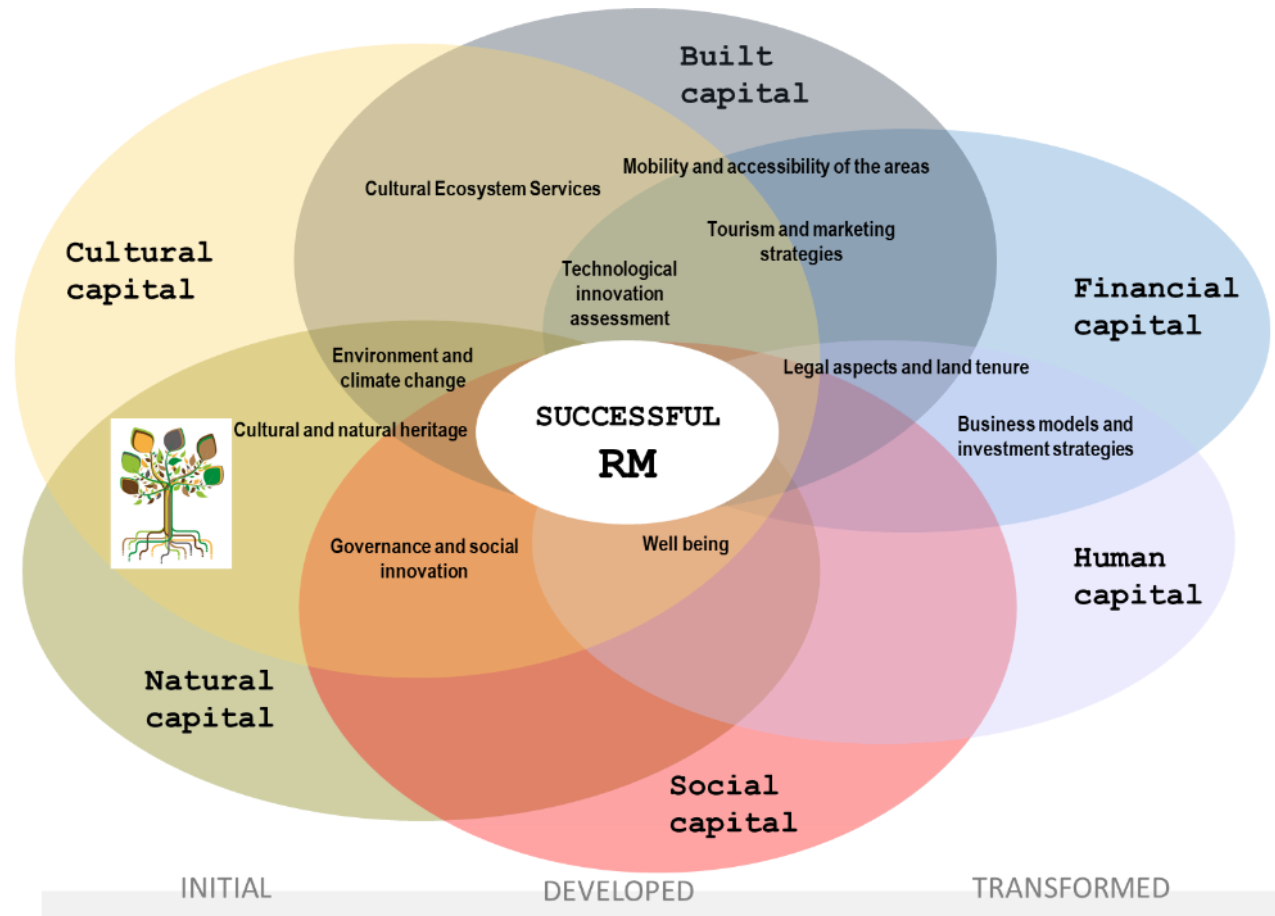
RURITAGE Cross Cutting Themes

Business models and investment strategies

Governance and regulatory framework:

Legal aspects and land tenure

Technological innovation

Social innovation

Energy and climate change mitigation and adaptation

Cultural Ecosystem Services

Mental wellbeing

Tourism and Marketing strategies

Cultural and natural heritage (both tangible and intangible) safeguarding, appreciation and interpretation

Mobility and accessibility of the areas

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RURITAGE – Resources ecosystem
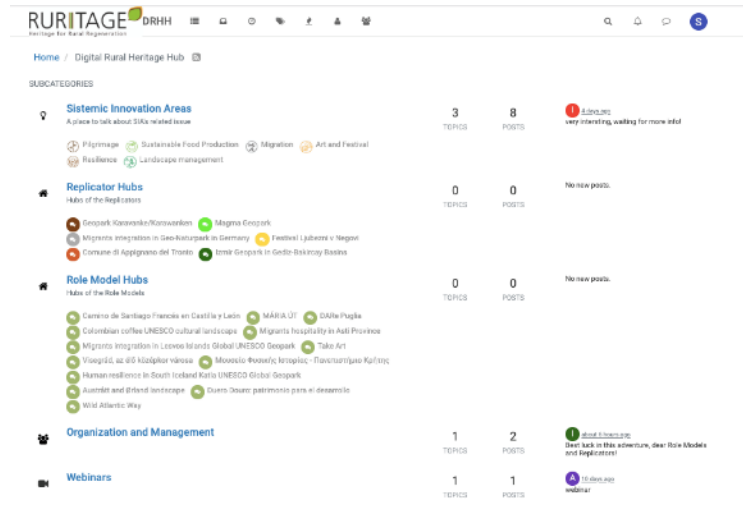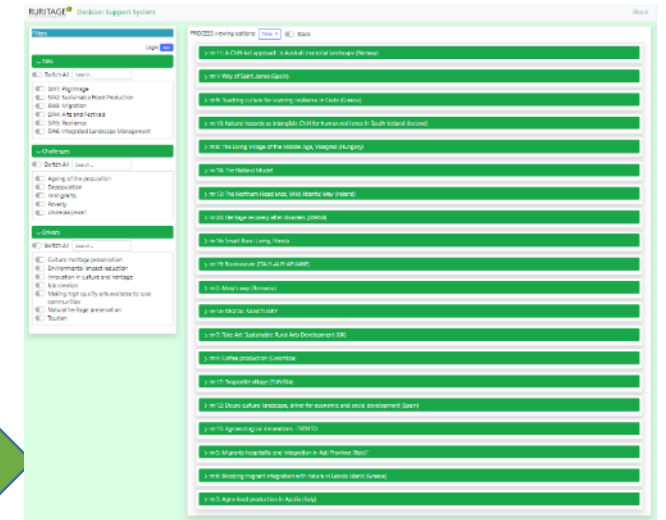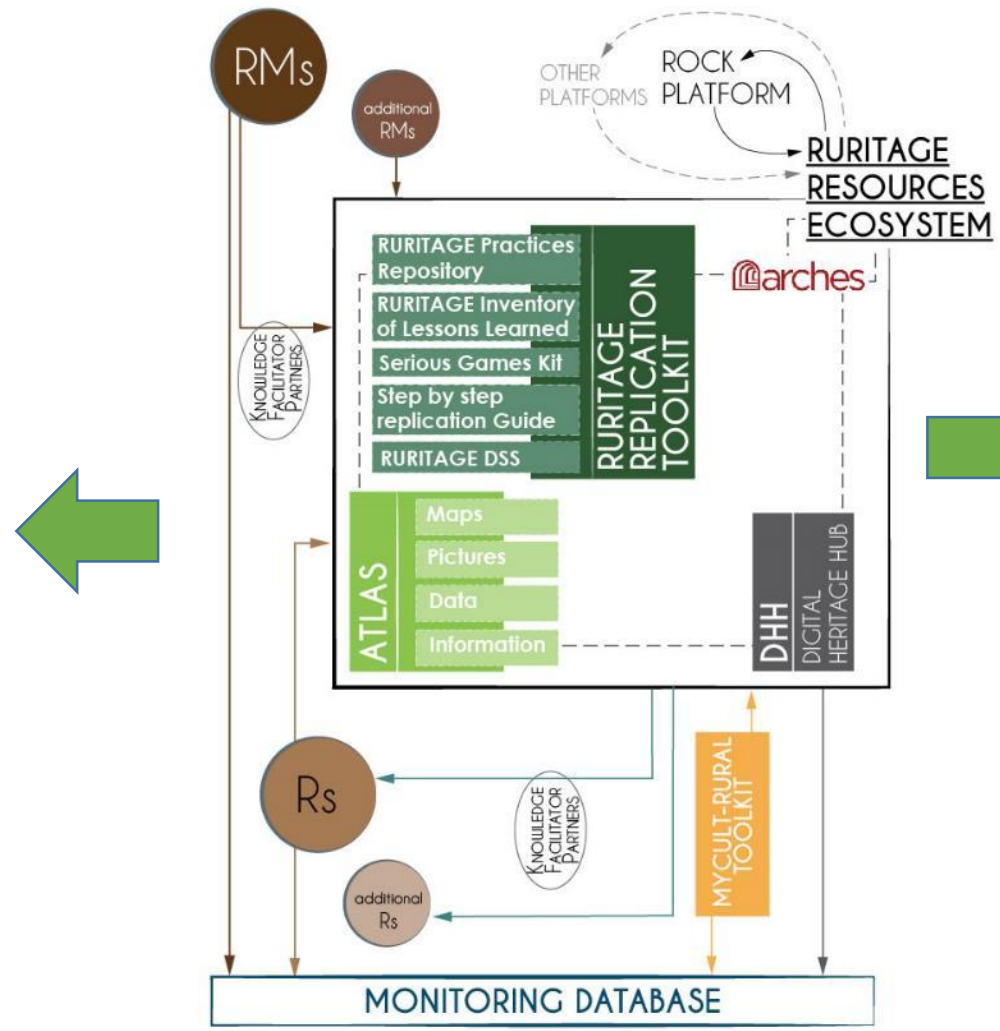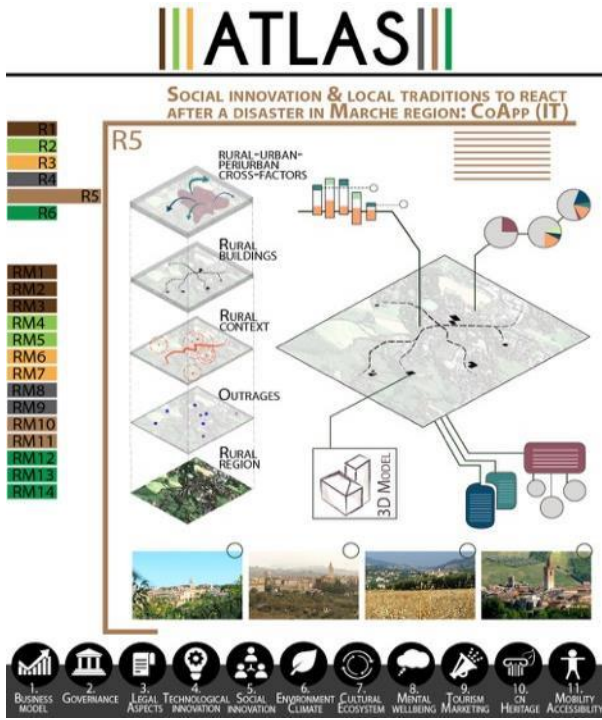
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Additional Replicators

Legend (pie chart):
- Pilgrimage — 3
- Local Food — 3
- Migration — 2
- Art & Festival — 2
- Resilience — 3
- Landscape — 5

18 applications covering all SIA's
including top **10 best applications**, whose travel to RURITAGE events is covered by the project

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Digital Replicators
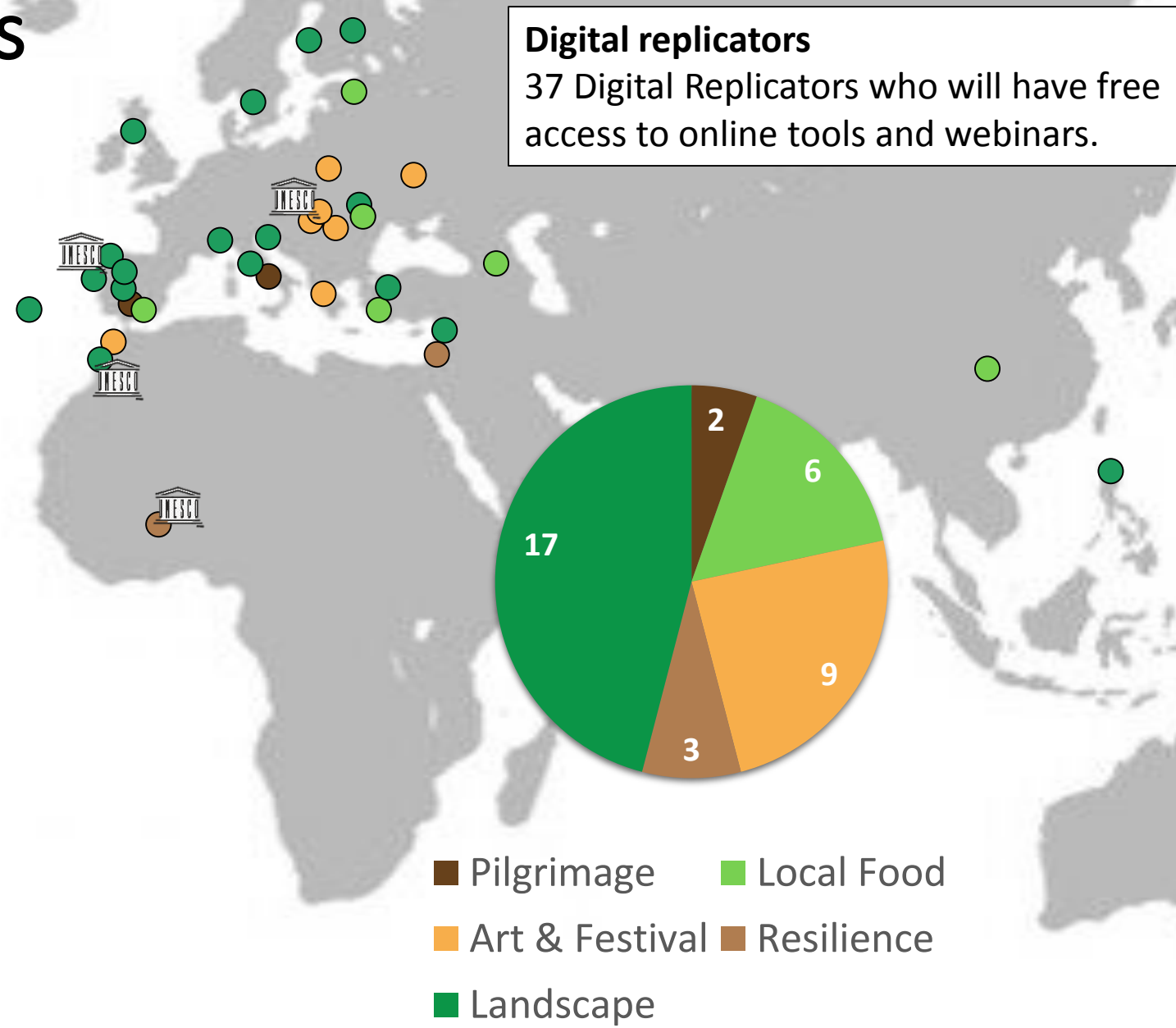
Pie chart values: 2, 6, 9, 3, 17

Pilgrimage   **Local Food**

**Art & Festival**   **Resilience**

Landscape

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RURITAGE online tools: ATLAS, DSS, DRHH, Toolkit, Monitoring

- ATLAS

RURITAGE online tools: ATLAS, DSS, DRHH, Toolkit, Monitoring

- My Cult-Rural Toolkit

RURITAGE online tools: ATLAS, DSS, DRHH, Toolkit, Monitoring

- DSS

Webinar 1

16 July 2019

RURITAGE online tools: ATLAS, DSS, DRHH, Toolkit, Monitoring
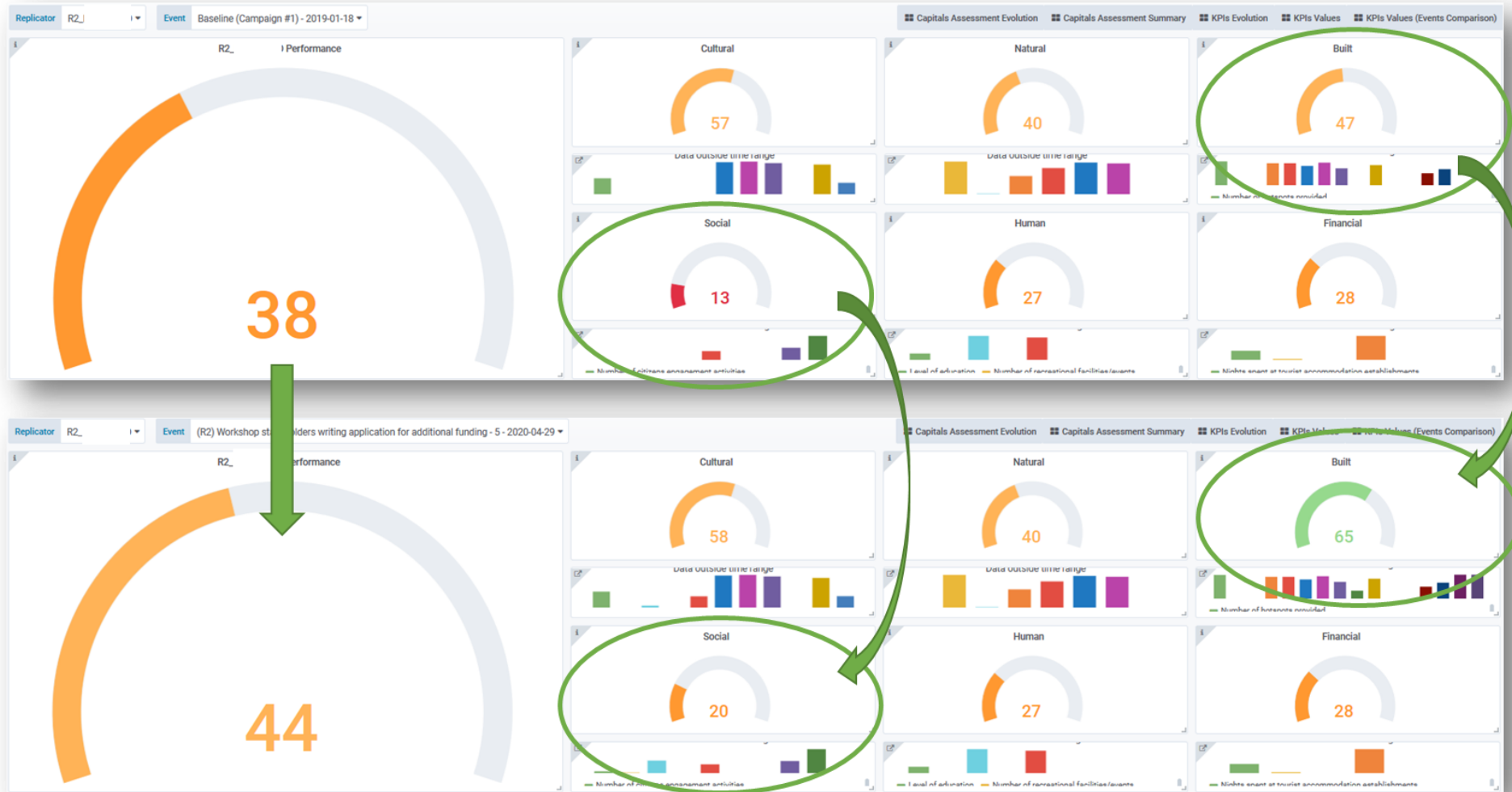
- DRHH

RURITAGE online tools: ATLAS, DSS, DRHH, Toolkit, Monitoring
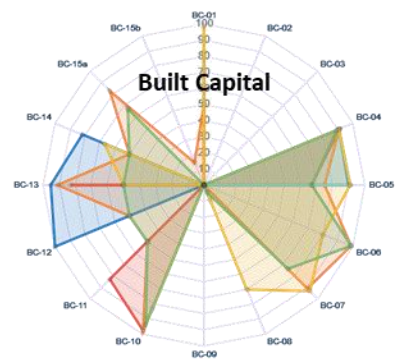
- Monitoring

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RURITAGE online tools: ATLAS, DSS, DRHH, Toolkit, Monitoring

- Monitoring
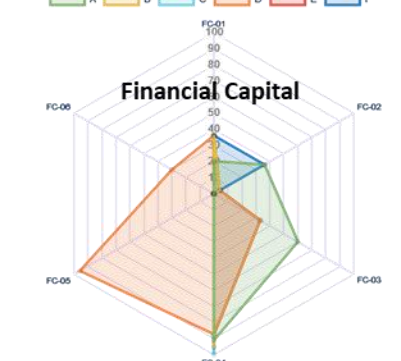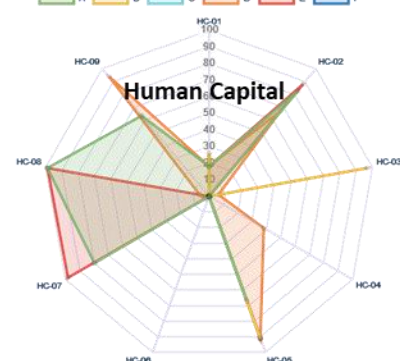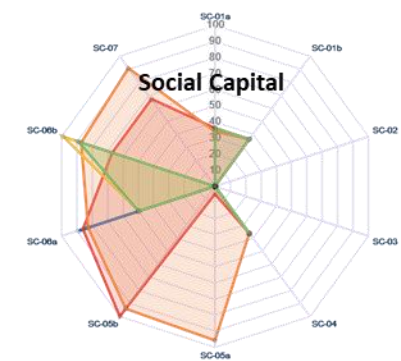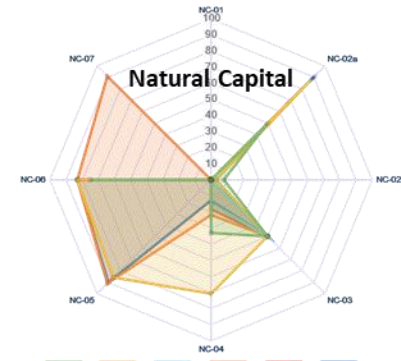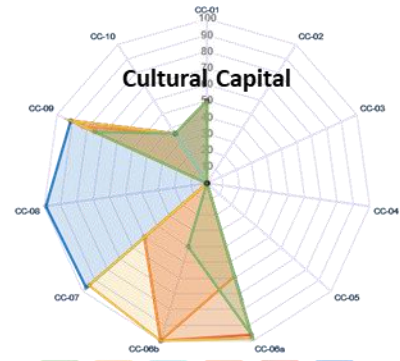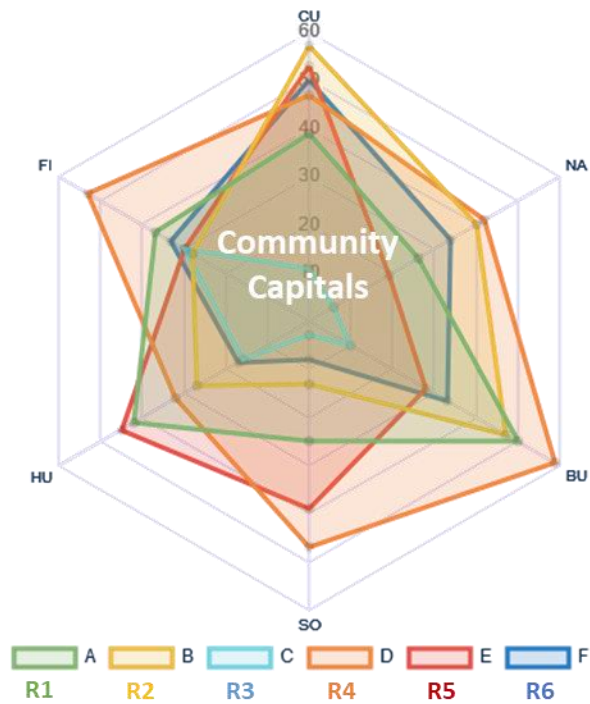
THANK YOU FOR YOUR ATTENTION

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