



**ESPON**    
Co-financed by the European Regional Development Fund



Inspire Policy Making with Territorial Evidence

## ESPON Workshop 28 March 2019

### Understanding the economic impact of cultural heritage:

*Better investments through  
improved evidence collection*

Nicosia, Cyprus  
[www.espon.eu/cyprus](http://www.espon.eu/cyprus)

### Outline

The workshop will **bridge the subjects of cultural heritage, economic impact and funding**, focusing mainly on built cultural heritage. Capitalising on European strategic efforts to **assimilate economic reasoning into the cultural heritage debates and vice versa**, the workshop is designed to create a discussion framework that recognises the economic impact of cultural heritage investments, is able to measure this impact and hence to demonstrate the leverage effects and return on investment towards funding programmes and financial institutions. To support these discussions, **ESPON will introduce latest evidence and methodologies** to measure the economic impact of built cultural heritage, supporting these with case studies.

The workshop brings together delegates from several EU Member States, who seek to strategically position cultural heritage on the national agendas. It puts a strategic focus on the next trios of the EU Presidencies. In addition, the workshop will involve officials from the *Council of Europe* as well as the European Commission's *Directorates-General for Education and Culture* and *Regional and Urban Policy*. The delegates will be invited to share their current national agendas and future visions as well as to exchange about the role of evidence-based investments in cultural heritage.

### Targeted audience

The workshop welcomes **all types of stakeholders involved directly in heritage initiatives or benefit from cultural heritage spill-over effects in other sectors** as well as potential beneficiaries of EU funds aimed at built cultural heritage projects. This workshop will be of interest to **local, regional**

**and national public officials** in charge of cultural heritage policy, built heritage conservation and cultural tourism in Southern Europe. The event will also be of interest of **officials and organisations** associated with cultural heritage such as UNESCO, Joint Programming Initiative on Cultural Heritage, CDCPP members, Europa Nostra, ENCATC - European Network on Cultural Management and Policy and Interpret Europe. The workshop will also be of interest to **actors interested in spatial planning** and cultural heritage as well as those with an interest in tourism and cultural heritage.

## Draft Agenda

|              |   |  |
|--------------|---|--|
| <b>08:45</b> | <b>Registration and welcome coffee</b>  |  |
| <b>09:00</b> | <b>Welcome address</b>  | Kyriakos Koundouros, Acting Director, Department of Town Planning and Housing  |
| <b>09:15</b> | <b>Setting the scene</b>  | Zintis Hermansons, ESPON EGTC<br>Irene Hadjisavva-Adam, Senior Planning Officer, Department of Town Planning and Housing   |
|              | <b>The strategic place of cultural heritage in Europe</b>   |  |
| <b>09:30</b> | Strategy 21: The relation between <b>cultural heritage</b> , the economy and governance   | Kathrin Merkle or Maguelonne Dejeans-Pons (tbc), Council of Europe   |
|              | The place of <b>cultural heritage</b> in the New European Agenda for Culture  | Erminia Sciacchitano, Chief Scientific Advisor of the European Year of Cultural Heritage 2018, European Commission's Directorate General for Education, Youth, Sport and Culture |
| <b>10:30</b> | <b>The strategic place of cultural heritage on national agendas</b>   |  |
|              | Developing a new Romanian national strategy for cultural heritage within a new legal framework – the Heritage Code  | Dr Stefan Balici, Director General of the Romanian National Institute of Heritage  |
|              | Portugal  | Paula Silva, Director General of Cultural Heritage   |
|              | Slovenia  | Barbara Mlakar (Ministry of Culture)   |
| <b>11:15</b> | <b>Coffee break</b>   |  |
| <b>11:45</b> | <b>Towards evidence inspired policy: monitoring the impact of cultural heritage</b>   |  |
|              | <b>How to monitor and assess the impact of material cultural heritage? HERITAGE project:</b><br>Presentation of a common methodological framework describing how to determine | Dr Elissavet Lykogianni, Associate Director, VVA and Richard Procee, Researcher, VVA   |

|              |   |   |
|--------------|---|---|
|              | the level of impact of material cultural heritage on various economic sectors.  |   |
|              | <b>Impact monitoring and assessment in practice</b><br>Good practice case of impact assessment of cultural heritage investment.   |   |
|              | <b>ESPON pipeline:</b><br>Applied Research on the impact of cultural heritage on societal well-being  | Zintis Hermansons, ESPON EGTC   |
| <b>13:00</b> | Lunch in the Department of Town Planning and Housing Library  |   |
| <b>13:45</b> | <b>Implications for policy making and next steps</b>  |   |
|              | <b>Round table on:</b> <ul style="list-style-type: none"> <li>• The future role of cultural heritage in national cultural agendas;</li> <li>• The role of monitoring indicators in territorial planning, funding policy and future investments</li> </ul> | The round table anticipates a discussion among national and institutional delegates including the guest speakers and; <ul style="list-style-type: none"> <li>• Ministry of the Interior (CY)</li> <li>• Ministry of Communications and Works (CY)</li> <li>• Ministry of Education and Culture (CY)</li> <li>• Stakeholders involved in cultural heritage projects financed by EU funds;</li> </ul> |
| <b>15:45</b> | Conclusions   | NN, tbd   |
| <b>16:00</b> | End of conference   |   |

## Registration and contact information

Please register at [www.espon.eu/cyprus](http://www.espon.eu/cyprus)

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## Venue and directions

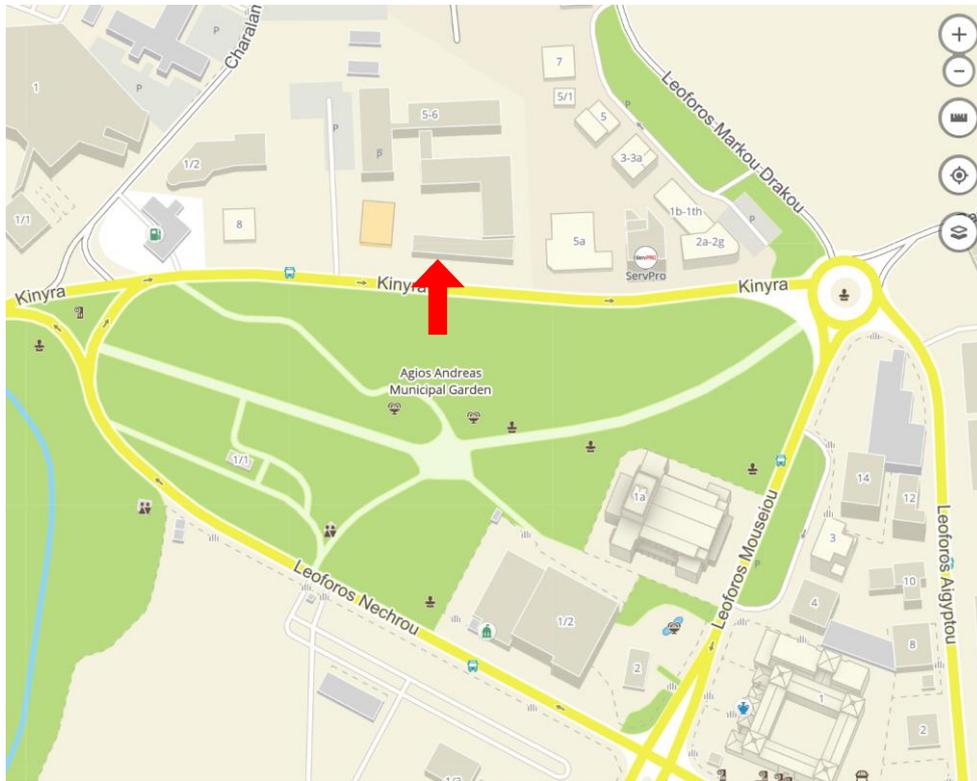
**Venue:** Nicosia, Cyprus / Department of Town Planning and Housing,  
 Headquarters / 5-6, Kinira str, 1102 Nicosia

**Morning session: Amphitheatre**

**Afternoon Session: Library**

## Map of Location

Department of Town Planning and Housing Headquarters  
5-6 Kinyra Street, 1102 Nicosia



## Directions

**Important notice:** Traveling to Cyprus should take place **only via Larnaca or Pafos airports**. In relation to the **Ercan Airport**, it is very important to mention that Ercan Airport is an illegally operating airport situated in the occupied part of the Republic of Cyprus and is not approved and registered by the Government of the Republic of Cyprus; no international insurance company insures such an illegal airport.

**Larnaca Airport:** <https://www.hermesairports.com/en/larnakahome/information>

You can get from Larnaca airport to Nicosia by one of 2 ways, take the Kapnos airport shuttle bus or a designated airport taxi. The cheapest option is the bus which runs 24/7 and costs 8€ for adults and 5€ for children. The Larnaca airport taxis are a little more expensive but is the quickest option. A Larnaca airport taxi trip will cost you between 45€ and 50€ for 4 passengers, depending on the time of day, and takes only 30 minutes to reach Nicosia

## Suggested hotels:

**Classic**, 94 Rigenis Str, 1513 Nicosia, <https://www.classic.com.cy/>

**Centrum**, 15 Pasikratous Street, Eleftherias Square, 1011 Nicosia,  
<http://www.centrumhotelcyprus.com/>

**Royiatico**, 27 Apollonos Street, 1010 Nicosia <http://royiatikohotel.com.cy/>

**Castelli**. 38, Ouzounian Street, 1010 Nicosia, Cyprus <http://www.castellihotel.com.cy/>