

FORMAT		
1. Name of resource	Place-making, promotion and commodification of CH resources (RICHS project)	
2. Location	https://resources.riches-project.eu/wp-content/uploads/2016/03/RICHES-D5.2-Place-making-promotion-and-commodification-of-CH-resources_public.pdf	
3. Alternative location		
4. Author[s]	Ernest Taylor, Moya Kneafsey (COVUNI) Núria Campreciós, Marc Aguilar (i2CAT) Kristina Koebe, Anke Wunderlich, Steffen Stuth (Rostock) Lucie Duggan, Karol Jan Borowiecki (SDU) Valentina Bachi, Pietro Masi, Mercè López, Tania Masi (Promoter) Eline Kieft and Tim Hammerton (COVUNI)	
5. Publisher/producer/host	RICHS	
6. Year	2015	
7. Suggested citation	Taylor, E. and others. D5.2 Place-making, promotion and commodification of CH resources. RICHS, available at https://resources.riches-project.eu/wp-content/uploads/2016/03/RICHES-D5.2-Place-making-promotion-and-commodification-of-CH-resources_public.pdf	
8. Languages in which available	English	
9. Geographic area resource relates to	Europe, but with worldwide relevance	
10. Does the resource relate to a specific time frame?		
11. Type	Report	Yes
	Toolkit/Framework/Roadmap	
	Sign-post to other resource (database)	
	Case studies	Yes
12. Part of an initiative?	<p>“RICHS (Renewal, innovation & Change: Heritage and European Society) is a project co-funded by the European Union’s Seventh Framework Programme for research, technological development and demonstration.</p> <p>The aim of project is to bring cultural heritage and people together in a changing Europe in the digital age. RICHS Team, composed by experts from cultural institutions, public and national administrations, SMEs, humanities and social sciences, researched the context of change in which European Cultural Heritage is transmitted that is enormously rich, but it is often “locked away” or</p>	

	badly preserved.	
	The project employed traditional and innovative research methods and tools to find new ways of engaging with heritage in a digital world for the benefit of all audiences and communities.”	
COLLECTIONS AND COLLECTIONS-BASED INSTITUTIONS		
13. Explicit links to collections	Yes	
14. Explicit links to museums/libraries/archives	Yes	
15. Types of institutions relevant to	Museums	X
	Archives	X
	Libraries	X
	Other	X Sites and monuments
16. Does the resource relate to specific disciplines?	Arts, humanities and social sciences: philosophy, psychology, religion, social sciences, law, politics, language, arts and recreation, architecture, literature, history, geography and ethnology, anthropology, archaeology	X
	Science, natural history, technology, medicine, engineering, manufacturing	X
17. If no explicit links to collections, justification for inclusion		
HOW IT CONTRIBUTES TO SUSTAINABLE DEVELOPMENT		
18. Collections-related activities the resource relates to (mark all that apply)		
Develop collections to protect and safeguard wider cultural and natural heritage more effectively , for example by targeting collecting to threatened forms of heritage in strategic ways		
Use collections to promote learning and educational opportunities that contribute to sustainable development more effectively , for example education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture’s contribution to sustainable development and/or skills development relating to collections		
Use collections to promote cultural participation/social inclusion		

more effectively , for example by reducing barriers to participation, to ensure no-one is 'left behind'	
Use collections to promote sustainable tourism more effectively , for example by developing new products based on local cultural heritage, and/or considering the rights of stakeholder groups in relation to collections	X
Use collections to support research that contributes to sustainable development (including all forms of personal and self-directed research at all levels that make use of stored collections) more effectively, for example by providing effective facilities, collections and information to meet researchers' needs	
Make decisions around collections that contribute to sustainable development more effectively	
i. employment (recruiting, staff training, staff safety)	
ii. energy consumption, greenhouse gas emissions, reduction, monitoring and reporting	
iii. waste management and reduction of waste	
iv. transport (forms of transport, energy use)	
v. commercial activities including copyright and IP	X
vi. governance and management	
vii. security, disaster preparedness and risk reduction	
Direct external leadership, partnerships and collaborations towards sustainable development more effectively , for example by developing impactful partnerships	
19. Does the resource relate clearly to any international conventions (mark all that apply)?	
Culture conventions:	
1952, 71 Protection of Copyright and Neighbouring Rights	
1954 Protection of Cultural Property in the Event of Armed Conflict	
1970 Fighting Against the Illicit Trafficking of Cultural Property	
1972 Protection of the World Cultural and Natural Heritage	
2001 Protection of the Underwater Cultural Heritage	
2003 Safeguarding of the Intangible Cultural Heritage	
2005 Protection and Promotion of the Diversity of Cultural Expressions	
Rio Conventions:	
Convention on Biological Diversity (CBD), Convention to Combat Desertification (UNCCD), Framework Convention on Climate Change (UNFCCC)	
AIMS AND CONTENT	
20. What issues does the resource aim to address?	"This study explores the role of place making and promotion in the commodification of cultural heritage resources and how digital technologies intertwine with these processes. This research examines whether locations have coherent strategies to appeal to consumers using cultural resources and attributes such as place

	<p>promotion, product and quality. Analysis will centre on the contemporary influences and contribution of digital technologies in the exploitation of cultural heritage. The study adopts a culture economy approach, which is concerned with the exploitation of cultural products for achieving territorial development goals. These products comprise historical and pre-historical sites, landscapes, artisanship, languages, dialects, folklore, drama, literary references and visual arts. A further dimension under consideration is the watering down or ‘Disneyfication’ effect of commodification on place image and identity. This relates to practice or situations where cultural items, interpretations and rituals are homogenised or diluted to the extent that they are no longer meaningful or representative of local people...</p> <p>While digital technologies can provide exciting windows and access routes into cultural heritage, there are also challenges around how to promote a deeper and more lasting engagement with cultural heritage. In this context, the practice of commodification appears to present a paradox to heritage promoters. The dilemma is how to attract visitors, preserve cultural heritage assets and maintain the cultural meaning(s) for local people, simultaneously. Part of the solution is increased diversification – both in terms of audience and employing a range of activities to avoid pressure solely on one attraction. Striving for equilibrium in the exploitation of cultural heritage promotes an increase in the diversity of activities, usage and education content, which helps to augment a more robust refashioning of cultural heritage sites as spaces of consumption...” (p.6-7)</p>
21. Intended audience of resource	[Cultural sector and partners concerned with local development and tourism]
22. Process of development	<p>“Drawing on case studies of reshaping built environments across Europe, the study examines efforts to promote and produce distinctive place images using digital technologies, which are able to compete in an increasingly crowded virtual marketplace. The research further considers the economic role of localism, local initiatives and community action in taking responsibility for local cultural heritage... In addition to the case studies, a desk research chapter examines three larger scale examples to further illustrate how place making, promotion and commodification of cultural heritage resources have become intertwined with digital technology innovations.” (p.6)</p>

23. Organisation/structure/contents	1 EXECUTIVE SUMMARY 6 2 INTRODUCTION 8... 3 EMPÚRIES ARCHAEOLOGICAL SITE 14... 4 THE MONASTERY OF THE HOLY CROSS 26... 5 TALKING STATUES COPENHAGEN 33... 6 PALAZZO PRETORIO, PONTEDERA 46... 7 FURTHER REFLECTIONS ON PLACE MAKING 61 7.1 INTRODUCTION 61 7.2 CULTURAL HERITAGE AT STRATFORD-UPON-AVON 61... 7.3 GOOGLE AND UNESCO'S CULTURAL HERITAGE ALLIANCE 67 7.4 DIGITAL TECHNOLOGIES AND THE VATICAN'S CULTURAL HERITAGE 69 7.5 SUMMARY 71 8 CONCLUSION 73
FRAMEWORKS	
24. Framework structure	
25. Relevant policy considerations	Yes
26. Resources for implementation identified	Yes
27. Specific assessment points/indicators/milestones/action plan for monitoring	No
28. ASPECTS OF SUSTAINABILITY COVERED BY RESOURCE (mark all that apply)	
People (social sustainability)	
Planet (environmental sustainability)	
Prosperity (economic sustainability)	X
Peace	X
Partnerships	
29. CROSS-CUTTING CONSIDERATIONS COVERED BY RESOURCE (mark all that apply)	
Gender perspectives	
North and South perspectives	
HOW THE RESOURCE CONTRIBUTES TO AGENDA 2030 AND THE SDGs	
HOW AGENDA 2030 AND THE SDGs FEATURE IN THE RESOURCE	
30. SDGs and Agenda 2030 specifically mentioned?	No
31. SDGs specifically	No

mentioned?	
32. SDG targets specifically mentioned?	No
33. SDG indicators specifically mentioned?	No
SDGs AND SDG TARGETS AND LINKAGES	
34. Comments on SDG linkages	The resource is strongly linked to SDG 8.9 (Promote beneficial and sustainable tourism). This relates to a wide range of other SDGs and targets. The resource aims to capitalize on heritage, without overwhelming it or local communities, contributing to SDG 11.4 (Protect and safeguard cultural and natural heritage) and 11.3 (Inclusive and sustainable urbanization), and also to SDG 9.1 and 9.2 (develop sustainable infrastructure and promoting sustainable industrialization, respectively). Use of technology to contribute to interpretation and understanding of heritage can contribute to SDG 4.7 (Education for sustainable development and global citizenship), welcoming and effective learning environments (SDGs 11.7 and 4.A), and SDG 10.2 (Promote universal social, economic and political inclusion). Use of new technology and applications for economic development contributes to SDGs 8.2 and 8.3.
35. SDGs and SDG targets the resource helps advance	
SDG 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all 4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable	<p>Numbers of people in each type of programme drawing on collections from different demographic groups.</p> <p>Increases in numbers of people in each type of programme from different demographic groups.</p> <p>Proportion of people involved in such programmes in relation to overall audience size.</p> <p>Evidence that learners have acquired knowledge and skills to promote sustainable development.</p>

development	
<p>SDG 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</p> <p>4.A Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, non-violent, inclusive and effective learning environments for all</p>	<p>Number and proportion of education facilities that are child, disability and gender sensitive.</p> <p>Proportion of education facilities that provide safe, non-violent, inclusive and effective learning environments for all.</p> <p>Number and type of initiatives to improve effectiveness of learning environments.</p> <p>Support given to other education facilities to make them more inclusive and effective</p>
<p>SDG 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</p> <p>8.2 Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors</p>	<p>Number of innovation-driven projects that aim to enhance or add to the range of activities drawing on collections.</p> <p>Staff training initiatives aimed at innovation, skills for enterprise.</p> <p>Number of public-facing activities that make use of new or emerging technologies, involving collections.</p>
<p>SDG 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</p> <p>8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services</p>	<p>Development-oriented policies in place for the range of activities, or development-oriented considerations are included in other policies.</p> <p>Number of micro-, small- and medium-sized enterprises supported.</p> <p>Number and proportion of formalised arrangements with micro-, small- and medium-sized enterprises.</p> <p>Total value of financial services or financial support provided to micro-, small and medium-sized enterprises.</p>
SDG 8. Promote sustained,	

<p>inclusive and sustainable economic growth, full and productive employment and decent work for all</p> <p>8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products</p>	<p>Numbers of jobs created or supported that relate to sustainable tourism drawing on local products (e.g. craft producers).</p> <p>Develop and implement plans to reduce and remove negative impacts of tourism.</p> <p>Numbers of activities and/or products drawing on local culture.</p> <p>Value to artisans and source communities of activities and products drawing on local culture.</p>
<p>SDG 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation</p> <p>9.1 Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all</p>	<p>Development of research-useful collections to support reliable, sustainable and resilient use by researchers and others.</p> <p>Number and proportion of collections facilities and stores that support economic development and human well-being.</p> <p>Number and proportion of collections facilities and stores that provide affordable and equitable access for all.</p> <p>Investment in collections facilities.</p> <p>Inclusion of collections information in regional and transborder initiatives, notably via digital access for discoverability.</p>
<p>SDG 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation</p> <p>9.2 Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry's share of employment and gross domestic product, in line with national circumstances, and double its share in least developed countries</p>	<p>Number of products and services developed, either alone or in partnership, that contribute to the green economy in some way.</p> <p>Number of jobs created, and working hours spent, that contribute to the green economy.</p> <p>Number of partnerships that produce products and services that add value to the economy, and that have positive social and environmental impacts.</p>
<p>SDG 10. Reduce inequality</p>	

<p>within and between countries 10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status</p>	<p>Collections development to ensure that collections effectively meet the needs of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.</p> <p>Numbers and proportions of people making use of collections in relation to the demographic of the local population.</p> <p>Numbers and proportions of people involved in focused programmes aimed at promoting social, economic and political inclusion.</p> <p>Numbers and proportions of people from different demographic groups involved in decision-making processes relating to collections and collections-based institutions.</p> <p>Number and types of partnerships that build relationships with marginalized groups, individuals and communities.</p>
<p>SDG 11. Make cities and human settlements inclusive, safe, resilient and sustainable 11.3 By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries</p>	<p><i>11.3.2 Proportion of cities with a direct participation structure of civil society in urban planning and management that operate regularly and democratically</i></p> <p>Plans in place for collections-based institutions to facilitate the incorporation of communities' views into local planning and town management processes in a regular way.</p> <p>Plans in place for collections-based institutions to facilitate the incorporation of minorities' views into local planning and town management processes in a regular way.</p>
<p>SDG 11. Make cities and human settlements inclusive, safe, resilient and sustainable 11.4 Strengthen efforts to protect and safeguard the world's cultural and natural heritage</p>	<p><i>11.4.1 Total expenditure (public and private) per capita spent on the preservation, protection and conservation of all cultural and natural heritage, by type of heritage</i></p> <p>Plans, policies and procedures in place for the safe use of collections for a variety of purposes, protecting and safeguarding both collections and those who use them.</p> <p>Plans, policies and procedures in place for the identification, safeguarding and protection of cultural and natural heritage at risk.</p> <p>Collecting programmes in place to protect, safeguard and</p>

		<p>make use of cultural and natural heritage, addressing the needs of communities and stakeholders, and ensuring that collections can be an effective resource for sustainable development.</p> <p>Number and diversity of educational, awareness-raising, research programmes, and partnerships that aim to strengthen protection of cultural and natural heritage.</p>			
<p>SDG 11. Make cities and human settlements inclusive, safe, resilient and sustainable 11.7 By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities</p>		<p>Numbers of people accessing collecting institutions from different demographic groups, notably women, children, older people and persons with disabilities.</p> <p>Increases in numbers of people accessing collecting institutions from different demographic groups.</p> <p>Measures taken to remove barriers to access green and public spaces.</p> <p>Extent of green space provided by collections institutions.</p>			
1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	