RICHES First Policy Seminar
NEW HORIZONS FOR CULTURAL HERITAGE
Recalibrating relationships: bringing cultural heritage and people together in a changing Europe

Contributions from the RICHES project

Chair: *Antonella Fresa, Promoter Srl*

Speakers: *Neil Forbes, Coventry University*
                 Artur Serra, i2CAT Foundation
                 Dick van Dijk, WAAG Society
                 Charlotte Waelde, University of Exeter

RICHES
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

First Policy Seminar, Brussels, 19 October 2015

Official Media Partner
DIGITAL MEETS CULTURE
www.digitalmeetsculture.net

Introduction to the project's aim and its research priorities
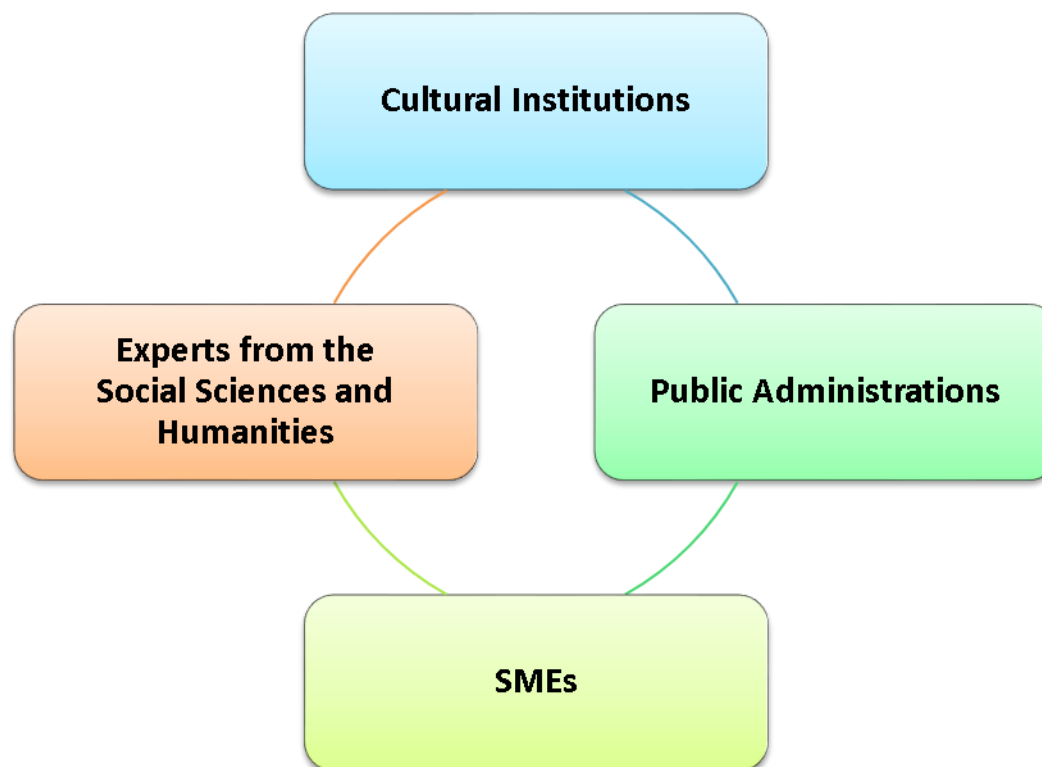
Prof. Neil Forbes

Coventry University

RICHES
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

First Policy Seminar, Brussels, 19 October 2015

Official Media Partner
DIGITAL MEETS CULTURE
www.digitalmeetsculture.net

10 Partners from six EU countries and Turkey

Cultural Institutions

Experts from the Social Sciences and Humanities

Public Administrations

SMEs

RICHES
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Official Media Partner

DIGITAL**CULTURE**
www.digitalmeetsculture.net

Research Questions

- ☐ How can CH institutions renew and remake themselves?

- ☐ How can EU citizens play a co-creative role in their CH?

- ☐ How can new technologies represent and promote CH?

- ☐ How can CH become closer to its audiences?

- ☐ How can CH be a force in the new EU economy?

RICHES
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

First Policy Seminar, Brussels, 19 October 2015

Official Media Partner

DIGITAL MEETS CULTURE .net
www.digitalmeetsculture.net

RICHES
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

ECONOMICS OF CULTURE

Economics of Culture

❑ Fiscal and economic aspects of cultural consumption

❑ Why and how CH institutions can improve the fostering of innovation and digitise their collections more efficiently and benefit through collaboration with external agencies

❑ How digital technologies are used to valorise territorial cultural identities - re-shaping human interactions with our built heritage environment

❑ Debates over whether digital commodification of place, image and identity leads to a 'Disneyfication' effect

RICHES
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Official Media Partner
DIGITAL MEETS CULTURE
www.digitalmeetsculture.net

Use of Craft Skills in new digital contexts

❑ The craft, product-development lifecycle:

   – Positioning and communicating the value of craft objects to wider audiences, platforms for learning, skills-building, knowledge exchange

   – Strengthening the economic standing of crafts practitioners and makers in the creative economy, giving rise to innovative business models.

   – Supportive/facilitative networks - crafts collectives and partnerships between makers and entrepreneurs

   – Skilled makers blending hand-making/finishing with volume production, enhanced creativity/aesthetics through visualisation of concepts and ideas, sophisticated objects produced, customisation/unique designs

RICHES
RENEWAL, INNOVATION AND CHANGE: HERITAGE AND EUROPEAN SOCIETY

Official Media Partner
DIGITAL MEETS CULTURE
www.digitalmeetsculture.net

DIGITAL LIBRARIES, COLLECTIONS, EXHIBITIONS AND USERS. EXPLORING THE STATUS OF DIGITAL HERITAGE MEDIATED BY MEMORY INSTITUTIONS.

Digital technologies are deeply transforming the ways in which heritage institutions mediate their collections and interact with their audiences. Responding to a growing and persistent demand for digital content, institutions make available large amounts of curated digital resources for study and scholarly research, for discovery and creative reuse, for enjoyment, education and learning.

This study explores the status of digital heritage mediated by libraries and museums by means of five case studies, in which the results of the research will be illustrated and validated through evaluation with end-users.

DIGITAL LIBRARIES, COLLECTIONS,

European Identity, 'Belonging' and the role of digital CH

❑ Diverse communities - how they represent, preserve, transmit, reflect on their identity and heritage in digital format to keep alive a sense of 'belonging', and engage critically with mainstream CH

– Connect communities to build understanding and create cohesion by stressing (cultural) similarities and fostering cultural exchange

– Innovative digital tools supporting awareness of cultural pluralism, providing new ways to engage with and experience CH

– Improved contextualisation of CH content to make comparisons between different cultures and communities more evident

– Digital resources that unite the past and the present – living heritage especially for younger generations

RICHES
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Official Media Partner

DIGITAL ⸱ᴍᴇᴇᴛꜱ **CULTURE** .net
www.digitalmeetsculture.net

RICHES

RENEWAL, INNOVATION AND CHANGE: HERITAGE AND EUROPEAN SOCIETY

FOOD AND CULTURAL HERITAGE IN THE URBAN AGE: THE ROLE OF LOCAL FOOD MOVEMENTS

Further information about the case study on virtual performances at the RICHES blog:

▶ Digital Echoes by Coventry University

▶ ULTRAORBISM brings performing arts a step forward

▶ Workshop on co-creation, distributed performances and alternative content for the big screen

▶ Context of change for European performance practice

Virtual Performance

- ❑ How, using audio-visual and future internet technologies, dance and performance artists can interact with digital technologies to create new artefacts and events, develop new skills which can coexist and complement traditional skills

- ❑ How cultural expressions from the past can be reinvigorated and renewed and how both artefacts and skills can be transmitted to society

- ❑ The preservation and transmission of performance-based CH through multidisciplinary collaboration between engineers and artists: how to record, store and assure future access

RICHES
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Official Media Partner

DIGITAL MEETS CULTURE
www.digitalmeetsculture.net

Contact

Prof. Neil Forbes
n.forbes@coventry.ac.uk

Coventry University

RICHES
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

First Policy Seminar, Brussels, 19 October 2015

Official Media Partner
DIGITAL**CULTURE**.net
www.digitalmeetsculture.net

Towards a Common Shared Taxonomy

Dr. Artur SERRA

i2CAT Foundation

RICHES
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

First Policy Seminar, Brussels, 19 October 2015

Official Media Partner
DIGITAL MEETS CULTURE .net
www.digitalmeetsculture.net

The RICHES Taxonomy

❑ Problems:

– The gap between people and culture, between heritage professionals and the heritage users.
– Lack of a clear, shared understanding of what CH is, how it is interpreted and communicated in the digital age and what is its future.
– The rise of new CH concepts partly due to the uptake of new technologies.

❑ The RICHES Taxonomy of terms, concepts and definitions aims to:

– Provide an integrated, **unified and global approach** to the lexicon of CH
– Be a new, **living and open tool** which will support and add rigor to research CH methodologies
– Offer a space for discussion and reflection, a virtual space for **dialogue** between the **wider CH community**: policy-makers, cultural ministries of member states, regional, national and state authorities, public administrations, European institutions and researchers and professionals generally.
– "Rough consensus and working terms, concepts and definitions".

RICHES
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Official Media Partner

DIGITAL CULTURE
www.digitalmeetsculture.net

The research process

❑ Phase 1. Initial list of terms and definitions to build on.
April 2014: 100 terms, 97 definitions

❑ Phase 2. Building the Project's Foundation
May 2014, worskhop between CH experts and the public.
Ending with 158 terms

❑ Phase 3. Constituting an Editorial Team. Creating a
structure for taxonomic definitions, merging, reshaping
terms

❑ Phase 4. Online publication. Dec. 2014. The RICHES
Taxonomy 1.0 as open online resource.

RICHES
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Official Media Partner
DIGITAL MEETS CULTURE.net
www.digitalmeetsculture.net

RICHES

**RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY**

This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 612789

| HOME | PROJECT | PARTNERS | RESEARCH FIELDS | EVENTS | RESOURCES | NETWORK | CONTACTS |

THE RICHES TAXONOMY

The RICHES Taxonomy (taken from the ancient Greek τάξις "order" and νόμος "rule, norm") is a theoretical framework of interrelated terms and definitions, referring to the new emerging meanings of the digital era (such as "preservation", "digital library", "virtual performance" and "co-creation), aimed at outlining the conceptual field of digital technologies applied to cultural heritage. Such Taxonomy constitutes the foundation of the project's research work, by providing a common background and map that will guide the RICHES studies and underpin the development of further research activity.

Through its list of definitions and explanations – and in accordance with the Greek etymology of the word – the RICHES Taxonomy classifies and orders a wide range of concepts in categories of terms.

The tool, comprising around a hundred alphabetically ordered terms, has been developed through the shared work of the project consortium, the contribution of people participating in the first RICHES workshop (13th of May 2014) and the revision of an

RICHES TAXONOMY

INTERACTIVE SHOWCASE

CO-CREATION

CALL FOR BOOK CHAPTERS

VIRTUAL PERFORMANCES

POLICY PAPERS, FORESIGHT STUDIES, RECOMMENDATIONS

DELIVERABLES

An Example of a definition

LIVING HERITAGE

'Living heritage' is the dynamic side of Cultural Heritage: heritage which is continuously transformed, interpreted, shaped and transmitted from generation to generation. It also represents the participatory, co-creative dimension of Cultural Heritage, and is characterised by its transient, non-stationary, and hard-to-grasp qualities.

This concept is often assimilated to that of 'intangible heritage' or 'living culture', referring to cultural practices, representations, knowledge, and skills transmitted intergenerationally inside a cultural system. Though these terms are often used interchangeably, 'living heritage' is used to convey and stress the role of living generations in engaging with, defining, interpreting, changing, and co-creating the heritage transmitted from past generations.

RICHES
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Official Media Partner

DIGITAL MEETS CULTURE
www.digitalmeetsculture.net

Policy recommendations

RICHES
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

First Policy Seminar, Brussels, 19 October 2015

Official Media Partner

DIGITAL**CULTURE**
www.digitalmeetsculture.net

Recommendations for building a CH Taxonomy (1)

1. To address **diversified strategies and scenarios**, as well as take into account the constant evolution of practices and the growth of innovation in the sector.

2. To develop a **close and enduring interaction** between multiple stakeholders, including CH institutions and research organisations, policy-makers and civil society.

3. To work towards a **common research culture** in the EU, which values multi- and inter-disciplinarity, diversity and inclusiveness in ways that do not undermine the clarity, validity and reliability of terminologies and theoretical and methodological frameworks.

RICHES
RENEWAL, INNOVATION AND CHANGE: HERITAGE AND EUROPEAN SOCIETY

Official Media Partner
DIGITAL MEETS CULTURE .net
www.digitalmeetsculture.net

Recommendations for building a CH Taxonomy (2)

- ☐ To develop an **internationalist approach** in order to understand renewal in CH practices, and the need to integrate a full range of perspectives represented by different minorities, groups and cultures
- ☐ To encourage and adopt on a wider scale **a co-creative practices and crowdsourcing** for bridging the gap between institutional and citizen understandings of CH.
- ☐ **Endorsement of the Taxonomy** by the European Commission is, therefore, recommended.
  An appropriately referenced use of the Taxonomy's terms and definitions in official reports and communications.

RICHES
RENEWAL, INNOVATION AND CHANGE: HERITAGE AND EUROPEAN SOCIETY

Official Media Partner
DIGITAL MEETS CULTURE
www.digitalmeetsculture.net

Some challenges

- **The fast pace in which technology evolves**: stakeholders must strive to keep pace with the rapid development of digital and virtual technologies.

- **Lack of technological knowledge and skills gaps**: underinvestment in specific training for cultural managers in the advances of technology may result in a lack of knowledge of new technologies and their possibilities.

- **Barriers to engagement and methods for exploitation**: innovative strategies are needed to bring about an effective and sustainable exploitation of CH in the digital age.

- **Long-term sustainability of crowdsourcing approaches**: open, collaborative approaches towards CH research must maintain the community's cooperation over time to remain significant.

- **Keeping CH research relevant for society**: CH research must provide value to key stakeholders.

RICHES
RENEWAL, INNOVATION AND CHANGE: HERITAGE AND EUROPEAN SOCIETY

Official Media Partner

DIGITAL MEETS CULTURE
www.digitalmeetsculture.net

Contact

Dr. Artur Serra
artur.serra@i2cat.net

i2CAT Foundation
Barcelona

RICHES
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

First Policy Seminar, Brussels, 19 October 2015

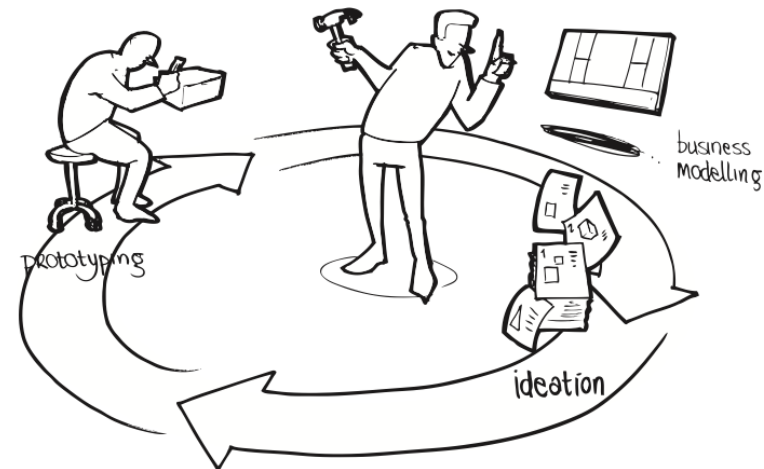**Official Media Partner**
DIGITAL **CULTURE**
www.digitalmeetsculture.net

Co-creation strategies: from incidental to transformative

Dick van Dijk

Waag Society

First Policy Seminar, Brussels

RICHES
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

www.digitalmeetsculture.net

nature
International weekly journal of science

Search | Go
▸ Advanced search

Home | News & Comment | Research | Careers & Jobs | Current Issue | Archive | Audio & Video | For Authors

Archive > Volume 526 > Issue 7573 > Comment > Article

Policy advice: Use experts wisely

William J. Sutherland & **Mark Burgman**

14 October 2015

Policymakers are ignoring evidence on how advisers make judgements and predictions, warn William J. Sutherland and Mark A. Burgman.

Recommendations (1)

- ❑ Encourage co-creative processes to build open, responsive and creative institutions in the light of current and future demographic changes;

- ❑ Involve cultural heritage professionals at all levels of the organisation in achieving the open-ended outcomes of co-creation, to ensure a systemic change in the way the institution is seen by stakeholders and the way cultural heritage is made relevant;

- ❑ Co-creative projects are unpredictable, difficult to measure, often involving small groups of participants. Tools need to be developed that capture the impact of small-scale projects that are process-oriented, long-term and creative in nature;

RICHES
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Official Media Partner

DIGITAL MEETS CULTURE
www.digitalmeetsculture.net

Recommendations (2)

❑ Co-creation is not an easy process and heritage institutions can't be expected to 'do it all' and do it 'now'. Strategic partnerships are crucial. Future CH professionals and current mediators need to be trained to guide these types of projects;

❑ Facilitate adoption of novel practices, aim at the creation of a do-it-yourself approach and learning community that shares experiences and learns from each other, grows and develops over time, inspired by concurrent developments.

RICHES
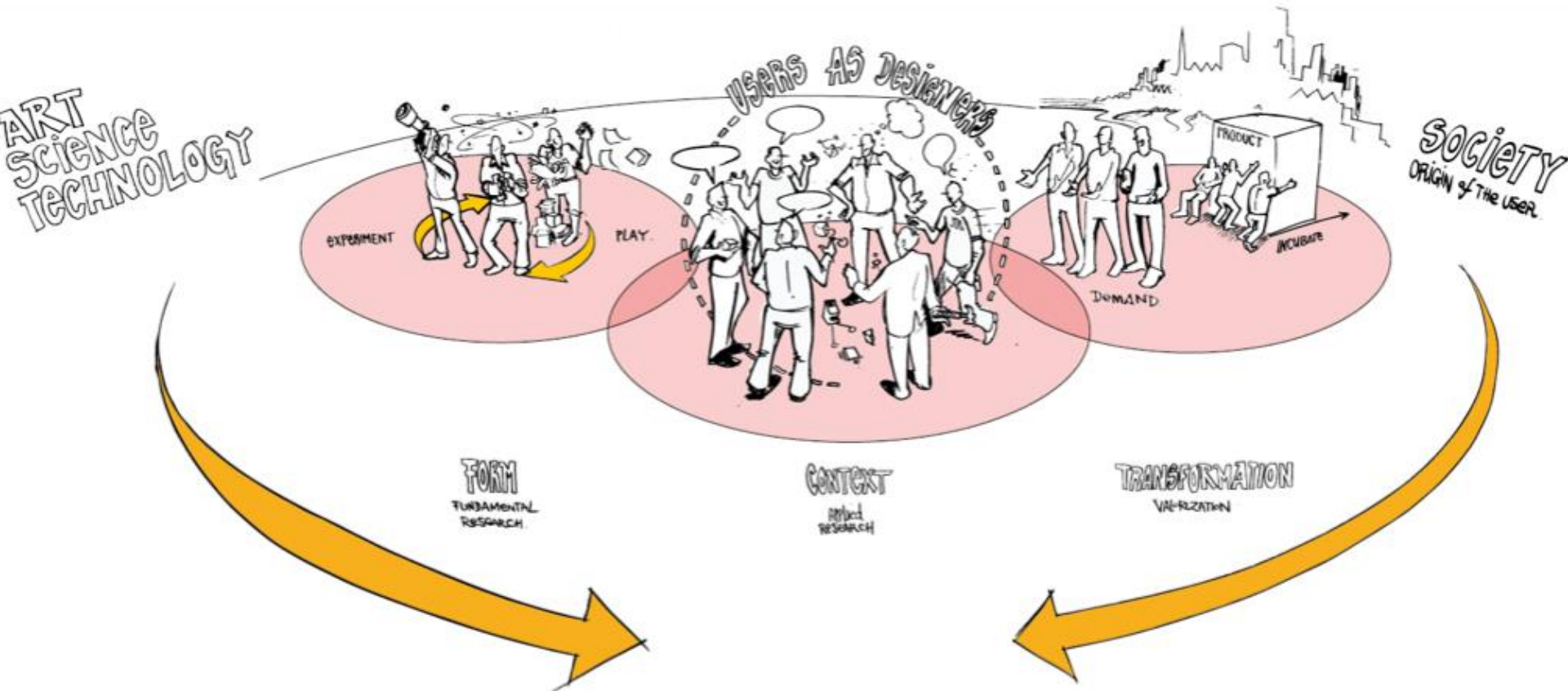RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Official Media Partner
DIGITAL CULTURE
www.digitalmeetsculture.net

Contact

Dick van Dick   dick@waag.org   www.waag.org

Cultural Heritage, Copyright and Human Rights: close allies

Prof. Charlotte Waelde
University of Exeter

RICHES
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

First Policy Seminar, Brussels, 19 October 2015

Official Media Partner

DIGITAL MEETS CULTURE .net
www.digitalmeetsculture.net

Cultural Heritage, Copyright and Human Rights: close allies

❑ EP Resolutions 'Towards an integrated approach for cultural heritage' and 'Harmonisation of certain aspects of copyright and related rights'

❑ The place of copyright in the cultural heritage sector

❑ The integration of human rights and copyright in the cultural heritage sector

❑ The advantages of taking a human rights approach

❑ Other strategies

Cultural Heritage and Copyright: close allies

'Towards an integrated approach for cultural heritage'

- ❑ Supports digital innovation in the arts and heritage sector, and notes that the use of e-infrastructures can engage new audiences and ensure better access to and exploitation of the digital cultural heritage; stresses the relevance of existing tools such as the Europeana website …; para 46

- ❑ Copyright lies at the heart of a digital cultural heritage agenda

Copyright challenges in the cultural heritage sector in the digital era

❑ Term

❑ Orphan works

❑ Revived copyright in digital works

❑ Exceptions and Limitations

Cultural Heritage and Human Rights: close allies

'Towards an integrated approach for cultural heritage'

❑ Having regard to the Charter of Fundamental Rights of the European Union

❑ Having regard to the Council of Europe's Framework Convention on the Value of Cultural Heritage for Society (Faro Convention) of 13 October 20

❑ Whereas cultural heritage, both tangible and intangible, plays a significant role in creating, preserving and promoting European culture and values and national, regional, local and individual identity, as well as the contemporary identity of the people of Europe

RICHES
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Official Media Partner
DIGITAL MEETS CULTURE
www.digitalmeetsculture.net

Copyright and Human Rights: close allies

'Harmonisation of certain aspects of copyright and related rights'

- ❑ Having regard to Article 27 of the Universal Declaration of Human Rights
- ❑ Whereas the Charter of Fundamental Rights protects freedom of expression, freedom of information and freedom of the arts and science, and guarantees protection of personal data and of cultural and linguistic diversity, the right to property and the protection of intellectual property, the right to education and the freedom to conduct a business
- ❑ Calls on the Commission to consider with care to protect fundamental rights, particularly to combat discrimination or protect freedom of the press

Cultural Heritage, Copyright and Human Rights: close allies

Human rights: the common thread

❑ When thinking about copyright in the cultural heritage sector, look first through a human rights lens, and then from a copyright perspective

❑ The question: how can copyright help to achieve human rights goals within the cultural heritage sector?

Cultural Heritage, Copyright and Human Rights: close allies

❑ **The human cultural rights:**

   – Moral rights; collective cultural identity; cultural integrity; cultural cooperation; cross-cultural communications; inter-cultural exchange

❑ **The human right to culture:**

   – Everyone has the right to take part in cultural life; to enjoy the benefits of scientific progress and its applications

RICHES
RENEWAL, INNOVATION AND CHANGE: HERITAGE AND EUROPEAN SOCIETY

Official Media Partner
DIGITAL MEETS CULTURE.net
www.digitalmeetsculture.net

Cultural Heritage, Copyright and Human Rights: close allies

The difference?

❑ Museum copyright in digitised objects – a confused position

❑ Using copyright as a tool to achieve human rights goals is a principled and strategic way of dealing with copyright in the cultural heritage sector

Cultural Heritage, Copyright and Human Rights: close allies

Other strategies

❑ Abolish copyright

❑ Apply the copyright framework in the cultural heritage sector as is

❑ Lobby for reform

Contact

Prof. Charlotte Waelde
C.E.Waelde@exeter.ac.uk

University of Exeter

RICHES
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

First Policy Seminar, Brussels, 19 October 2015

Official Media Partner

DIGITAL**CULTURE**
www.digitalmeetsculture.net

Thank you!

Follow us on:
http://www.riches-project.eu
http://resources.riches-project.eu
http://www.digitalmeetsculture.net/riches/

Contact us at:
info@riches-project.eu

RICHES on Twitter:
#richesEU

RICHES on Youtube:
www.youtube.com/richesEU

RICHES
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Official Media Partner
DIGITAL MEETS CULTURE
www.digitalmeetsculture.net