



## ESPON HERIWELL ('Cultural Heritage as a Source of Societal Well-being in European Regions')

### Workshop Invitation: HERIWELL Population Survey 2021, 4<sup>th</sup> of October, 14.00-16.00 CET, online

#### How to participate

This workshop will be held online on **4 October 2021, 14.00-16.00 CET** time. For registering to the workshop please fill in the **following form**: [HERIWELL Survey to Population: findings and debate \(wufoo.com\)](https://www.wufoo.com). Following your registration, you will receive a link that will later connect you with the event.

Please, connect some minutes before the start, to check your camera and microphone connections.

#### Background of the HERIWELL project and survey

HERIWELL is a project launched by **ESPON EGTC** (Luxembourg) and carried out by a partnership led by **Istituto per la ricerca sociale** (IRS, Milano) with subcontractor Acume, the **ERICarts Institute & Network** (Cologne) and the **Associazione per l'Economia della Cultura** (AEC, Rome). Many experts from across Europe are involved in the project that aims to develop, until 2022, a pan-European methodology and territorial analysis of impacts of Cultural Heritage (CH) that can be associated with 'societal well-being' (SWB). More details of the concept and current state of the HERIWELL project are available on the [ESPON website](#).

Right at the start of HERIWELL in spring 2020, the first COVID-19 wave endangered some of the originally planned 'analogue' workshops and outreach activities. They had to be compensated with digital formats and with a **representative population survey**, to be conducted in the 8 countries where in-depth case studies had been planned. Inter alia, the effects of COVID-19 on delivering and accessing CH resources should be studied with the help of this new research tool.

The survey has been conducted between 28 May and 8 June 2021 in Belgium, Czech Republic, Germany, Ireland, Italy, Norway, Poland and Spain. The fieldwork was carried out by **YouGov** (Germany) in collaboration with its European partner institutes, covering overall 8,818 respondents (all addressed in their national language).





## Five objectives of the HERIWELL population survey

1. *Stratify respondents into "consumers" or "active" CH users and those not interested*
2. *Identify barriers that prevent or discourage the use of CH*
3. *Show the impacts of COVID-19 on people's view of CH and their future practice once the pandemic is gone*
4. *Determine impacts of COVID-19 on people's use of digitised heritage-related content on the internet and in social media*
5. *Identify different views regarding heritage-related quality of life aspects, employment, social cohesion and heritage tourism*

## Some survey findings that could merit discussion during the workshop

- The **COVID-19 pandemic** definitely had negative impacts for many people as regards attitudes and practices related to CH. We could discuss main consequences of COVID restrictions as experienced by visitors of institutions and sites or people engaged in other CH activities.
- Cultural Heritage, as a sector, has relevant arguments for advocacy and influence and, indeed, strong ones, because large majorities in the 8 countries surveyed associate with it both **individual and societal well-being benefits**. What's more, this positive image can be found also among survey respondents who are not regularly involved in CH activities. Could this be a late outcome of the European Year of Cultural Heritage (EYCH), or are local, regional and national roots main motivators? And what could it mean for future heritage policies?
- On the other hand, many respondents of the HERIWELL survey are also aware of **problematic aspects connected with CH**, especially as regards some effects of massive "heritage tourism" or "contested heritage". How could "bad-being" impacts be reduced or at least controlled?

## Draft agenda of the workshop

- Introduction: aims and background of the workshop (M. Samek)
- Round table: Short presentation of workshop participants
- Presentation of main findings of the survey (A. J. Wiesand)
- Open discussion, focusing on main results and CH issues (moderated by V. Ateca-Amestoy)
- The potential of the survey for additional evaluations and research (V. Ateca-Amestoy)
- Summing up and closure

