REACH Project

THE REACH PROJECT CONTRIBUTION TO PROTECTING, PRESERVING AND VALUING TANGIBLE AND INTANGIBLE HERITAGE THROUGH PARTICIPATION

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REACH Project

RE-designing Access to Cultural Heritage for a wider participation in preservation, (re-)use and management of European culture

This project has received funding from the European Union's Horizon 2020

research and innovation programme under grant agreement no 769827.

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REACH and its challenge

➢REACH is a **social platform** which aims at linking participatory approaches with the capacity of resilience.

➢The main goal is to develop an understanding of the challenges and opportunities for research and innovation in the participatory preservation, (re)use and management of cultural heritage.

➢**The project identified theoretical participatory models and tested them in the practice through four thematic pilots in order to propose the adoption of an integrated model of resilient European cultural heritage.**

How the Resilience of cultural heritage is connected with Good practices of participation?

➢Resilience is investigated in the REACH project from the perspective of the capacity of the cultural heritage system (including tangible and intangible heritage) to survive and readapt to political, social, historical and economical changes.

➢good practices of participation based on a bottom-up approach for facilitating the resilience of communities and the resilience of heritage

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Successful participatory models and experimental pilots

➢**Requirements:** Capacity to be *Dynamic* , *Resilient*, easily *Adaptable* to social cultural and economic changes.

➢**The REACH pilots covers four thematic areas:**

Minority heritage   **Institutional** heritage   **Rural** heritage   **Small towns** heritage

➢**They aimed to advocate the socio-economic value of civic participation in preservation, (re-)use and management of cultural heritage.**

➢**The four pilots engaged different types of communities and stakeholders in different situations and political backgrounds**

➢**Their implementation reached to gather and discuss best practices in the development of resilient policies in community building, education, data management and protection of intellectual rights.**

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Pilot on Minority Heritage

Pilot leader: **Eötvös Loránd University, Budapest**

Case study: The pilot's focus is on the largest transnational minority group in Europe, the Cultural Heritage of Roma communities based in Hungary

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Pilot on Institutional Heritage

Pilot leader: **SPK, Prussian Cultural Heritage Foundation, Berlin**

Case study: focused on a group of German museums the pilot faced the difficulties to engage citizen in Institutional cultural heritage and identified successful participatory practices

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Pilot on Rural Heritage

Pilot leader: **Universidad de Granada**

Case study: he pilot on rural heritage focusses mainly on approaches in The recovery and preservation of rural communities and landscape of Sierra Nevada in Spain and the Ticino park in the North of Italy.

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Pilot on Small Towns' Heritage

Pilot leader: **Univerzita Karlova, Prague**

Case study: the identification of the tangible and intangible heritage of local communities and small towns based on Czech republic, Poland and Italy

The fundamental role of intangible heritage to preserve culture

8) The common basis of all the 4 thematic pilots is represented by the preservation of intangible heritage through participatory practices

➢stories connected with collections as a way to engage visitors to museums

➢the recovery of ancient irrigation

systems of sierra Nevada

➢ the witness of people living in small
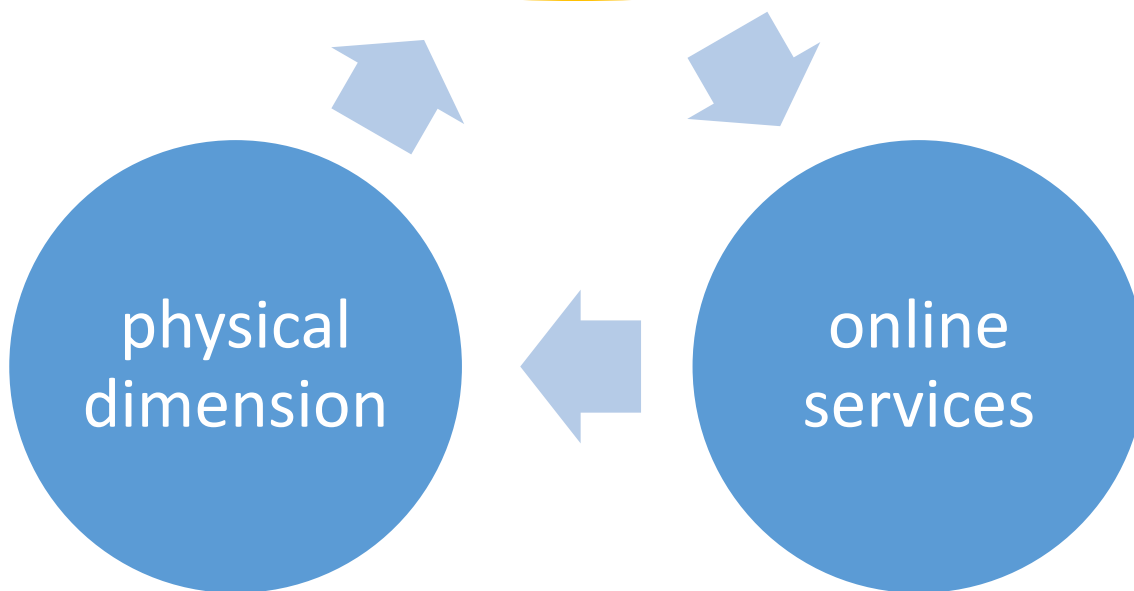
towns

➢ the memories of their ancestors

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The REACH social platform and its sustainability

During its 3 years life time the project has designed a rich programme of activities to support and coordinate pilot initiatives, which included online and on site events that contribute to develop a sustainable Social Platform.T he platform combines

physical dimension

online services

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The **REACH** Community

Nowadays the REACH network brings together relevant heritage stakeholders' representatives:

• Universities and research communities

• public and private cultural institutions and

• cultural and creative SMEs

•local associations and groups of citizens

•policy-makers at European, national, regional

or local levels

The largest number of participants is a precondition of the sustainability of the social platform well beyond the conclusion of the project.

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The Social Platform as a community space

The social Platform is a community space

that offers:

➢ a forum for debate

➢ a network of research

➢ a collection of innovation projects

➢ a database of good practices

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On line Services

➢**Open-heritage.eu: www.open-heritage.eu/**

➢**The REACH digital gallery**

➢**REACH project's website: www.reach-culture.it**

➢**REACH Blog:** hosted on **digitalmeetsculture.net**, a platform dedicated to digital technologies applied to CH and the arts

➢**Social Media** Twitter f Facebook YouTube LinkedIn

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Open Heritage

www.open-heritage.eu

Open-heritage.eu is an independent online platform designed to link research and innovation projects in the field of Cultural Heritage, providing a dedicated channel for gathering and sharing expertise and results obtained by European initiatives

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Participate! Designing Participation for Cultural Heritage

The Digital Posters and Videos Gallery from the REACH community collects contributions from innovative and interesting Cultural Heritage projects that involve resilient communities and social participation from all over Europe.

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Conclusion

➢Collection of participatory practices in cultural heritage

➢ Identification of a **resilient European cultural heritage**, able to **survive to social changes and cultural transformations**

➢**Permanent on line presence:** open-heritage.eu and the **REACH Digital Gallery**

➢**Lesson learnt:**

   a participatory project to be successful, it is essential to incorporate also long-term strategies that involve planning and decision-making processes, as they are needed to maximise the advantages of public engagement.

➢The **challenge to establish a permanent and lasting cluster of actors involved in the field of cultural heritage management and innovation**, with the goal to coordinate future researches in this field.

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Contact Details

Follow us on: www.reach-culture.eu www.digitalmeetsculture.net

Contact us at: info@reach-culture.eu

REACH on Twitter: **@REACH_2017**

REACH on YouTube: https://www.youtube.com/channel/UCTjxbeHm0CEr2-lOb7X-neA?view_as=subscriber

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