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Re-designing **a**ccess to **CH** for a wider participation in preservation,
(re)use and management of European culture

Small Town Heritage : Mapping the Institutional Landscape

„SWOT" as a data collection tool

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What do we want to achieve?

Small town heritage

- Representation of small town heritage : emergent outcome of interaction between various actors/stakeholders
- Inclusive : various types of actors involved, different motivations

Make visible how

- Heritage in small towns is produced (good practices)
- These processes contribute to building resilient communities (participatory approaches, public engagement)

Identify

- How the consensus among various stakeholders is produced concerning representations of small town heritage
- How the wider public is engaged/mobilized in the process
- Who is involved
  - Map the stakeholders , their activities and visions
    - institutional landscape of small town heritage
    - Interactions/overlaps in the web of stakeholders
    - across various hierarchical levels (UNESCO to Stařeč)
- Patterns – compare

Three Levels of Critical Mapping

1) Objective (formal, descriptive, quantitative)

Mapping of activities and self-presentations (boasting)

- a. grants
- b. events
- c. self presentations (web, leaflets etc)
- d. impact (turn-out, media coverage)

2) Subjective (informal, qualitative)

- **Self-evaluation IN CONTEXT**
- **Relations with community/ institutions/ heritage**
- **HOW? <u>quasiSWOT questionnaire</u>**

1) FOCUS ON INTERACTIONS BETWEEN VARIOUS STAKEHOLDERS AND THEIR CONCEPTUALIZATION OF HERITAGE
2) QUALITATIVE DATA – INSIGHT INTO THE INNER WORKING OF PRODUCTION OF SMALL TOWN „HERITAGE"
3) UNIVERSAL TOOL – DIVERSE STAKEHOLDERS/ACTORS

3) Analytical

Our analytical interpretation of the data (comparisons, good practice, networking etc)

„SWOT" - Goals

Objectives (discourse on heritage)

- what do you consider to be a protection worth heritage (objects)?
- what kind of values it represents in your eyes? (e.g. economic – tourism, cultural - identity politics, tradition, historical – art history perspective etc.)

Motivations (actors)

- who are you (social background; origin; level of operation – local, regional, state-wide etc)
- where are you from (members of local community, outsiders etc.)

„SWOT" - Activities

Strenghts (activities)

- what are your activities?
  - how do you operate (volunteering etc.)?
  - what financial source you mobilize?
  - who do you cooperate with (other organizations local/regional; NGOs; municipalities, state > different hierarchical levels)

Weaknesses

- what kind of obstacles do you have to deal with? (both internal and external, from the perspective of the „optimal „functioning of your organization and achieving of your objectives)

„SWOT" - Challenges

Opportunities

- what kind of opportunities for your activities do you recognize? What future and development trajectory do you envision for your organization, and what external factors does it depend upon?
    - content-wise (new „objects ")
    - volume-wise (larger scope)

Threats

- what kinds of threats you recognize for your NGO/town/ institution/ or heritage project in the future?
- who is your „competitor "? (not only in heritage business)
- towards whom or towards what you have to define the boundaries of your agency?

„SWOT" on Small Towns Heritage

How to apply?

- Interviews, Questionnaire
- Adjusted to different scales (multi-tier)
  - Top-down (professionals): single „programme", individual experiences
  - Bottom-up (practicioners): comprehensive
  - Public („users") : tourist associations, bussiness associations

How to evaluate?

- Identify patterns (especially in small town context) and good practices
- Identify „structural" conflicts/challenges/solutions

What is the added value?

- Small Town Environment : Heritage as a complex phenomenon
- Institutional Policy Overlaps/Gaps, Shared Goals (common denominants)
- Insight into practices and networks
- Analyse how the synergies between various actors (good practices) emerge

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What we have learned (so far)

- Complex affair
- very positive image of cooperation of professionals and practicioners (technocratic thinking still alive)
- Wider public not enough interested
  - Intangible more popular

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