REACH Project

REACH
RE-designing access to Cultural Heritage for a wider participation in preservation, reuse and management of European culture

2018
EUROPEAN YEAR OF CULTURAL HERITAGE
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RE-designing **A**ccess to **C**ultural **H**eritage 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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The Consortium

The REACH consortium comprises **7 partners**
from **6 EU Countries**:
UK, Czech Republic, Germany, Italy, Hungary and Spain

It includes:
- 4 **universities** (Coventry the Coordinator, Budapest, Granada and Prague)
- one **SME** (Promoter) successfully active for many years in the sector
- one **Foundation for Prussian Cultural Heritage**
- the **Italian Ministry of Economic Development**

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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 identifies theoretical participatory models and tests them in the practice through four thematic pilots in order to propose the adoption of an integrated model of resilient European cultural heritage.**

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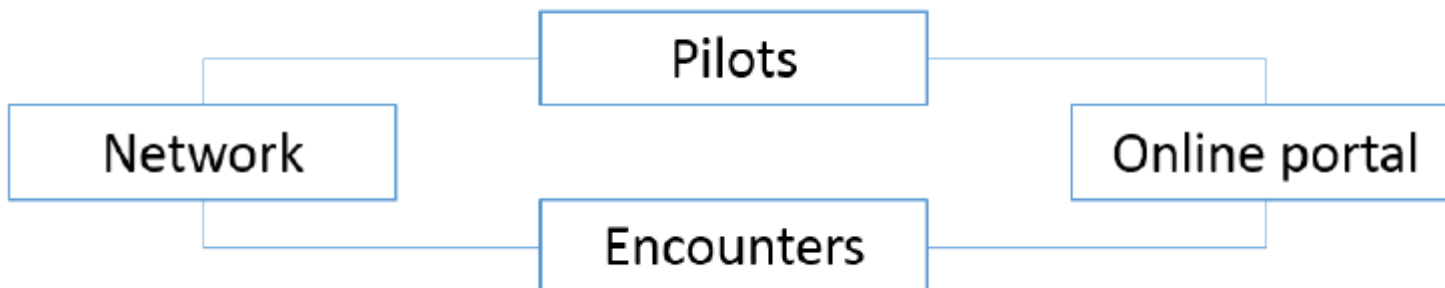EUROPEAN YEAR
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Project Implementation

Four practical areas of action:

➢Network building

➢Pilots Implementation

➢Promotion of Public Encounters

➢Establishment of a strong and active online presence

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The Network

Nowadays the REACH network brings

 together relevant heritage stakeholders'

 representatives:

• Universities and research communities

• public or private cultural institutions and organisations

• cultural and creative SMEs

•   local associations

•   groups of citizens

•   policy-makers at European, national, regional or local levels

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REACH Pilots

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

•Minority heritage
•Institutional heritage
•Rural heritage
•Small towns heritage

➢**Each pilots is leaded by a partner of REACH.**

➢**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
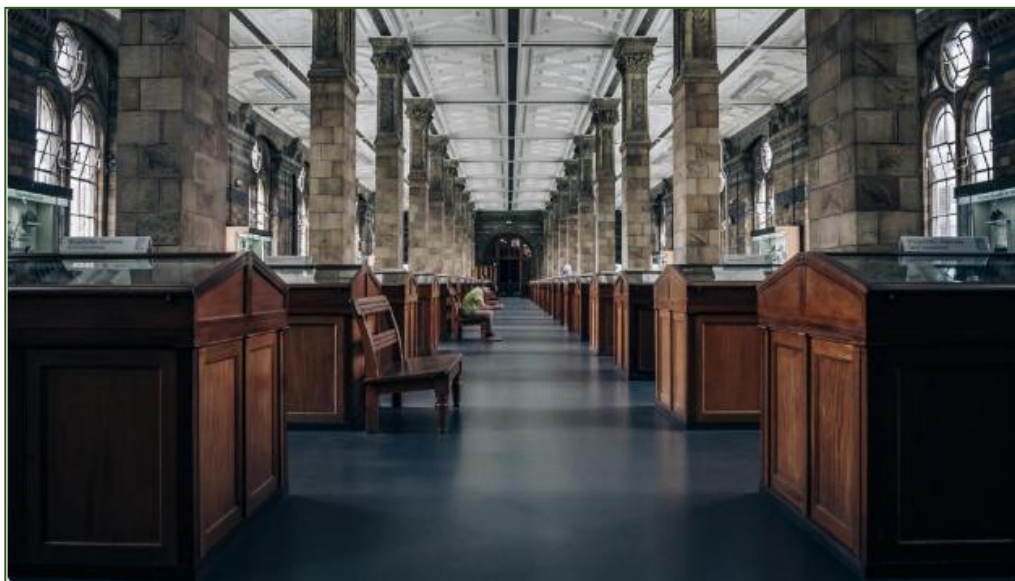
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Pilot on Institutional Heritage

Pilot leader: **Stiftung Preußischer Kulturbesitz, 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 Small Towns' Heritage

Pilot leader: **Univerzita Karlova, Prague**

Case study: the identification of the tangible and intangible heritage of local communities and small towns of the Czech republic

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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.

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On line Presence

➤ **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   in 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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Conclusion

➢Collection of participatory practices in cultural heritage

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

➢open-heritage.eu: the REACH project permanent digital participatory platform

➢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 the researches in this field.

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Contact Details

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

REACH on Facebook: https://www.facebook.com/reachculturalheritage/

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Participate!

Designing Participation for Cultural Heritage

the REACH call for posters and videos

The digital 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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