

# RÖCK

Cultural Heritage  
leading urban futures



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## PARTICIPATORY APPROACHES IN CULTURE TO SUPPORT URBAN REGENERATION AND RESILIENCE IN A PERIOD OF CRISIS

In ROCK, cities believe that cultural heritage is a great tool for urban regeneration and a driver for change. However, consequences of lockdown measures and of pandemic situation had a strong impact on cities' local culture and cultural heritage, communities and sites, and citizens' services.

The ROCK cities reacted quickly and creatively to an unprecedented situation, exploiting the instruments developed in the ROCK project:

- Cities co-create new platforms for citizens to enjoy culture from their homes by accessing for free rich digital content, such as looking online at **blossoming of cheery trees in Vilnius** during quarantine or **the online programme Il Volo del Colibrì**, developed with local cultural institutions in **Bologna**.
- Cities have made emergency budgets available, shaped on the basis of the financial schemes elaborated in ROCK, such as the €15 million allocated by the Greek Ministry of Culture to support creative communities in **Athens**, coupled with municipal initiatives to support local artists and performers.
- Online donation campaigns have been launched to support hardly hit local cultural sectors. In **Turin**, it has been calculated that in the first week of the emergency, more than 2,500 events and shows have been cancelled and the tourist sector lost 2.8 million euros.



With these types of initiatives, cities hope that we become more aware of the vulnerability of cultural values that we have so easily made use of. Cities have also learned that:

- Cooperation, exchanges and contact among municipalities remain crucial in times of crisis.
- During hard times, cities need to capitalise on existing networks of communities and local synergies who want to contribute.

Focusing on cultural heritage and its values, cities can contribute to Europe's socioeconomic recovery

## CULTURE AND HERITAGE HAVE NO BORDERS

Tools and best practices developed by ROCK cities will remain accessible to all beyond the project's conclusion.

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