



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

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1. EXECUTIVE SUMMARY

The REACH project responded to the H2020 call for *Participatory approaches and social innovation in culture*. Specifically, the call asked for a social platform which would bring together relevant heritage stakeholders' representatives from research communities, SMEs, heritage practitioners of all kinds, as well as policy-makers. This has been an important strand of the project's work, liaising with stakeholders to assess sectoral needs and as a result develop a mechanism to strengthen working ongoing relationships.

This deliverable describes two areas of sustainability of the REACH project's work. The first is how direct activities of the project will be maintained and results maximised after the funding period ends. The second relates to how the social platform has initiated a cultural heritage (CH) wide sector dialogue, involving significant organisations, to explore the further exchange of knowledge and expertise.

Chapter 3 represents the work of the four REACH participatory pilots (Minority heritage, Institutional heritage, Rural heritage and Small towns' heritage). The activities that they have undertaken with their respective communities have been detailed in previous deliverables and therefore, updates are provided on the ongoing relationships since the pilot tasks have ended, and how they are likely to continue and results incorporated into future actions.

Project activity and results have been documented on the project's website and blog; these will continue to be available. A second website (open-heritage.eu) has been developed and is designed to support wider CH sector interaction. Open-heritage.eu contains a range of research and policy documents, scientific publications, articles, projects' deliverables and a database of good practices that were identified from other projects' results, that are accessible and available for (re-)use by interested parties.

Chapter 4 takes a broader, sector-wide view of CH, considering the missed opportunities caused by the results of short-term projects being lost, rather than shared and therefore failing to maximise their outcomes. By building stronger communication across the diverse CH sector, ideas could be built upon and impact from activities measured, to fully demonstrate the value of CH.

The project has pro-actively contacted CH stakeholders, working with the European Commission, to arrange a symposium to propose and gain support for a coordination entity. The positive feedback from the event was used to develop a Position Paper, as a basis for next steps. In November 2020, stakeholders met once again, to confirm their desire to pursue a greater collaborative approach, providing the green light for the development of communication infrastructure and the development of a more detailed plan.

Throughout the REACH project, sustainability has been at the heart of planning and activity. The results, outlined in the following chapters, demonstrate that this has been achieved. The REACH project may be drawing to a close, but the activities that it has initiated are set to continue in many different ways.

2. INTRODUCTION

2.1 BACKGROUND

Every year a number of projects take place that explore different areas of cultural heritage (CH), either locally, nationally or internationally, each undertaking interesting and valuable work, but not always linking together to share and maximise results. What is more, after projects have ended, these findings are often lost to the sector and not used or built upon by other stakeholders. It was on that basis that the first actions of the REACH project were to consider prior projects, to identify themes, strong practices, transferable elements or noticeable gaps, which could be further assessed within the project by its participatory pilots. Ultimately, 128 cases of good practice were evaluated, providing a comprehensive map of research on heritage practices. Given the requirements of the REACH project, as a Coordination and Support Action (CSA) and social platform, these good practice cases are now available on the open-heritage.eu website for interested parties across the CH sector to access and (re-)use, and in parallel sustain the memory of prior research activities.

Although the REACH project began work on preventing the loss of projects' findings as soon as it began, activity, led by partners Coventry University and Promoter, predates this by several years. The two partners had held leading roles in the RICHES project that had worked with the European Commission (DG Research and Innovation) to arrange networking sessions¹ in both 2015 and 2016 that involved active CH related projects, using the widest definition of the sector, to initiate a dialogue and share findings and good practices. It was therefore a predominant objective of the REACH project to continue this work, to ensure that further knowledge is not lost after projects end and that results can be shared and utilised for the mutual benefits others, across the wider CH and humanities sectors.

Another important factor has been the European Year of Cultural Heritage (EYCH)², designed by the European Commission, that took place in 2018. The website provides the following description:

'The aim of the European Year of Cultural Heritage is to encourage more people to discover and engage with Europe's cultural heritage, and to reinforce a sense of belonging to a common European space. The slogan for the year is: Our heritage: where the past meets the future.'

The year would see 'a series of initiatives and events across Europe to enable people to become closer to and more involved with their cultural heritage. Cultural heritage shapes our identities and everyday lives. It surrounds us in Europe's towns and cities, natural landscapes and archaeological sites. It is not only found in literature, art and objects, but also in the crafts we learn from our ancestors, the stories we tell to our children, the food we enjoy in company and the films we watch and recognise ourselves in.'

The EYCH raised the profile of CH and its 'legacy can be perceived as understanding cultural heritage in an integrated and holistic way, and as cultural heritage having great social and economic value for Europe.'³ The activities of EYCH 2018 re-enforced, for the REACH project, the importance of bringing together organisations that are involved in CH related work, especially in the field of research, to ensure that the benefit of activities are maximised.

¹ <https://www.riches-project.eu/first-networking-session.html> and <https://www.riches-project.eu/second-networking-session.html> (accessed 22/12/2020)

² The European Year of Cultural Heritage: https://europa.eu/cultural-heritage/about_en.html (22/12/2020)

³ Dorothea Nigge, DG EAC, speaking at the REACH *Horizons for Heritage* Research symposium, March 2019.



2.2 ROLE OF THIS DELIVERABLE IN THE PROJECT

This deliverable has a dual role, firstly, it describes how direct activities of the project are to be sustained and then discusses the work that has taken place to bring together the varied groups of CH stakeholders to discuss a mechanism for sharing the findings of projects and providing support and interaction to enhance the multidisciplinary and multisectoral research work of the CH sector.

The core work of the REACH project's four participatory pilots (Minority heritage, Institutional heritage, Rural heritage and Small towns' heritage) was to test the participatory models that have been defined following assessment of the activities of prior projects. To do this, they each developed very strong links with their communities, canvassing opinion, bringing organisations together that would never have otherwise met and helping to give communities a voice. For REACH partners, as well as their pilot's stakeholders, it is important that these relationships are maintained and, wherever possible, developed further following the completion of the REACH project.

Throughout the project, the REACH website was updated to reflect new activities, with details also communicated through the dedicated blog. In parallel, a second website was developed, open-heritage.eu, which was broader in scope, designed to include findings from the wider cultural heritage sector and act as a tool to help share and sustain details of successful activities that have taken place. Two ways in which these tools are sustaining the work of the project include the database of good practices, based upon activities of completed projects, and a digital gallery of posters and videos that had invited submissions from contemporary initiatives.

The REACH social platform's mission has been to bring stakeholders together to share areas of best practice. The CH sector is diverse, incorporating humanities, socio-economic sciences, material and environmental science, education and culture, creativity and media, and digital technologies and data science. Although there is strength, due to the broad spectrum of views and activities, the relative fragmentation has also been a weakness, as the sector has not often come together to be heard with a unified voice. This is the objective that the REACH project has sought to achieve, through discussions with the main CH sector research bodies, to develop an effective way for organisations and projects to exchange knowledge, support each other and maximise results.

2.3 APPROACH

The activities of the four participatory pilots have been described within their dedicated deliverables. The content of chapter 3 is therefore not intended to replicate those reports, although familiarity with them would enhance understanding of the updates provided here. Instead, the coordinators of each pilot have provided a two-page summary on how links with their communities would be sustained and/or how the results and findings of their work would (continue to) be used.

Having brought stakeholders together on a regular basis during the RICHES project, and then using other related projects' events as a way of continuing the dialogue, the REACH project always planned to maintain this approach. This led to the development of the *Horizons for Heritage Research* symposium that was organised in conjunction with the European Commission and held in Brussels in March 2019. The event was a success, with attendees interested in continuing the conversation, with a view to developing a self-sustaining coordination structure to represent the CH sector.



Two immediate actions followed, the results were used to inform the development of a Joint Statement, and subsequently Position Paper, with the principal aim of informing the development of Horizon Europe programme.

Although discussion continued, the change of European Commission, followed by the Covid-19 pandemic prevented significant progress from taking place. However, in the summer of 2020, the REACH team once again contacted stakeholders to confirm the level of interest, beginning a series of bi-lateral meetings. This culminated in a Zoom meeting that took place in November 2020 that included important representatives who once again began to plan the detail for the development of a sustainable coordination structure.

2.4 STRUCTURE OF THE DOCUMENT

Following the introduction, this deliverable has two main chapters.

Chapter 3, provides details of how each of the four participatory pilots intend to maintain links with communities and/or how results of the project will be shared and used, as well as how the digital presence of the REACH project will maintain details of its activities and results.

Chapter 4 describes the activities that have taken place to bring together stakeholders, to discuss the development of a mechanism for closer working, to sustain results and enhance the voice of the CH research community.

Chapter 5 provides a reflective conclusion.



3. SUSTAINING REACH PROJECT ACTIVITIES

Throughout its three-year lifetime, the four REACH participatory pilots have carried out a range of activities, working with very different stakeholder groups. During this period, the project has made tangible differences and built strong relationships, it is important that these are not lost just because the project has finished. This chapter outlines how these relationships might be sustained, and results used, alongside the commitment to continue to work with and support these communities.

3.1 MINORITY (ROMA) HERITAGE PILOT

As detailed and analysed in the deliverable D5.2 - *Minority heritage pilot results*⁴ - one of the principal challenges throughout the pilot's work has been the general weakness of the Hungarian civil society which is exacerbated for the Roma communities and the potential for them to establish cultural and civic organisations, given the levels of discrimination that are apparent. This weakness has largely historical roots, but one cannot ignore the anti-civilian governmental decisions of recent years, which have greatly influenced the state of Roma advocacy today. The government and governing party led local administrations do not consider people's involvement in autonomous groups, their support of values and views, other than the official policy agenda, or their attempts to gain roles and representation within the state/local government in any way. In addition to there being very few, and seemingly fragile, civil initiatives in the field of Roma cultural heritage, the anti-civil policy, the lack of their official recognition and the sector's lack of money pose a constant threat to their very existence.

There is a lot of uncertainty when trying to foresee the sustainability of the pilot's work and the tasks that could be undertaken in the future. The main associated partners depend financially on mostly international grants, as there is very little support from the state. Fortunately, there are encouraging developments concerning the sustainable and strengthening of future life of some partners. The UCCU Roma Informal Educational Foundation, offering educational modules in the cities of Budapest, Pécs, Miskolc and Ózd, 'related to cross-cultural sensitivity and the intangible cultural heritage and history of Roma', won the Europa Nostra awards, the European Union's cultural heritage prize in 2020. This award will hopefully support their endurance and potentially offer them new pathways in the international heritage sector. In a much less institutionalised way, the Local Roma History Collection in Újpest is also manifesting its resilience and future growth. With an extremely vivid social media presence, the Újpest centre maintains a close relationship with its 'imagined', virtual community and posts almost each day about the new acquisitions of its Roma library (vintage or new; Hungarian and foreign books related to Roma history, society, culture and language). Furthermore, they also report on their daily activities and programmes, very often being linked with other Roma organisations or individual stakeholders.

Naturally, the current economic crisis due to the Covid-19 virus also has also affected associate partners, when it comes to cultural tourism (as in the case of the Hodász Country House or the guided city tours of UCCU Foundation) or just simply the organisation of large live events. The crisis hits the deprived rural areas even more seriously, so the fieldwork of MOME Ecolab in the valley of Bódva and in Tomor or the survival of the Country House in Hodász are very much endangered.

⁴ <https://www.reach-culture.eu/wp-content/uploads/2020/03/REACH-D5.2-Minority-heritage-pilot-results.pdf> (accessed 22/12/2020)

For instance, Kóstolda Roma House Restaurant in Pécs which in last year just opened a veritable restaurant in the city centre had to close down in June 2020 and return to its original setting where it only cooks for private events and not for the general public. From October 2020, as the pandemic got worse, Kóstolda started to distribute food as charity for people in need.⁵



Figure 1: The pilot team has built a strong relationship with the Roma Country House team in Hodász
Photograph: Patrik Mravik

As general objectives and results of the pilot, the sustainability of the established network should be examined, more precisely its possibilities and modalities. The pilot activities showed that these forums of cross-collaboration can raise many ideas and initiatives in terms of community building, social innovation and cohesion. Their *raison d'être* depends on whether these collaborations can go beyond a simple contact exchange and embodied in common thinking, knowledge transfer of good practices and possibly joint initiatives. Despite its changed roles and role perceptions, leading ELTE to take on a more proactive stance to bring stakeholders together (see D5.2), it was, of course, not possible for the pilot team to address and/or resolve all issues. However, most good practices have been identified with/by partners which can become one of the platforms for knowledge transfer. The local encounters ended with insights from which it can be concludes that cooperation will not stop with the end of REACH. A good example of this is the local encounter in Pécs, where the deepening of the already existing institutionalised framework began by sharing experiences by the participants. Additionally, the meeting in Hodász is another, where several sectors were represented and potential opportunities for cooperation were identified, which could develop into joint projects in the future.

⁵ <http://szinesgyongyok.hu/bele-csaptunk-a-lecsoba-2/?fbclid=IwAR2MiCVrJNSRqOfDG-QOqpXm5o58nSTgkajclaAVFSPu2YcCTyTFumUMs78> (accessed 22/12/2020)



Concerning the planning of further activities and initiatives related to the preservation and management of Hungarian Roma heritage, the research team of Eötvös Loránd University will be involved in the organisation of the exhibition of Tamás Péli's *Birth* tableau. The exhibition will be part of the initiative entitled RomaMoMA, which is a statement about the necessity of a Roma—non-Roma professional dialogue and collaboration towards the establishment of a Museum of Roma Contemporary Art.⁶ *Birth*, a 41m² panneau that was painted for the state foster-home of Tiszadob in 1983 will be exhibited in the framework of the 3rd edition of OFF-Biennale Budapest, in the building of the Budapest History Museum, located in the Castle district. As Anna Lujza Szász puts it, 'With this act of entering into the (discursive) space of the majority, the institution will regard it as an intellectual piece of art, understand, appreciate and unfold its artistic dimensions in this matrix, and at the same time could overcome and question existing ethnographic approaches related to the artwork.'⁷ The exhibition and the preparational work will both offer possibilities to maintain and extend the cooperation with the network of Roma artists, art historians, civil actors and other stakeholders, already involved in REACH. The re-introduction of *Birth* into the museum will be anticipated by interviews, both field-work and desk research of the socio-cultural and art-historical contexts. Furthermore, the five-week long exhibition will be accompanied by many collateral events (lectures, round-table discussions), so all these complementary activities will help the curators to sustain the participatory character of the project.

3.2 INSTITUTIONAL HERITAGE PILOT

As part of the REACH pilot, SPK/Institut für Museumsforschung (IfM) carried out a study in 2019 in three cultural history museums in Germany (the Industrie-und Filmmuseum in Wolfen, the Haus der Geschichte in Wittenberg and the Museum für Islamische Kunst) to gain insights into participatory approaches and interaction with communities/the public and to reflect on the societal relevance and potential of museums, their activities and collections.

Since the initial pilot visits to the institutions/projects, a vivid interchange of perspectives with both the institutions and practitioners has continued and deepened. SPK/IfM intensified this exchange during the evaluation of the case studies for deliverable 5.3 - *Institutional heritage pilot results*⁸ - in joint discussions on the findings and conclusions. Here, it was not only important to review the observations during the visits and the deductions made, but also to learn about and discuss the on-going development of the activities and engagement. Even though these new insights could not be comprehensively included in the deliverable, it was important for SPK/IfM to stay informed about the processes and further reflections - e.g. the designing of new permanent exhibitions (using co-creation, enhanced communication strategies); strengthening of internal exchange and collaboration by building new/improving structures; diversifying services, strands, methods, personnel – and to stay in touch with colleagues. It is difficult to say at this point how the REACH pilot has influenced/will influence the further practice in the museums, but it is hard to deny that the personal exchange - which implies awareness, interest and appreciation - as well as the external analysis, critical discussion and conclusions have provided valuable input to practitioners, as well as support on intellectual and emotional levels.

⁶ <https://offbiennale.hu/en/2021/projects/romamoma> (accessed 22/12/2020)

⁷ <https://eriac.org/romamoma-anna-szasz/> (accessed 22/12/2020)

⁸ <https://www.reach-culture.eu/wp-content/uploads/2017/11/REACH-D5.3-Institutional-heritage-pilot-results-revised.pdf> (accessed 22/12/2020)

In the specific case of the Industrie-und Filmmuseum, it is clear that the exchange at the REACH *Daring Participation!* workshop⁹ in Berlin (November 2018), and its participation in the pilot, brought the museum management new ideas and also support in its endeavours, leading the director to expand his participatory approach within the new exhibition.

The continuation of discussion with institutions became even more necessary and important against the background of Covid-19, which has strongly influenced the work and activity of museums since the spring of 2020. As this has comprehensively changed the ways in which museums interact with/relate to the public/communities, it concerns the very issues of the SPK/IfM pilot and its conclusions. Therefore, even after finishing the pilot, SPK/IfM saw an even stronger necessity to continue the exchange with the museums. A major problem, as a consequence of the closing, is that an important core feature of museums - physical spaces for meeting, interaction, education and enjoyment that enable/strengthen relationship building and connectivity for the people and the museum - disappeared. At the same time, this situation forced the institutions to urgently (and critically) rethink the potential of digitality. It became very clear that physical presence and exchange is indispensable for museums and especially for the community work, providing and creating not only a (third) physical, but also an emotional and intellectual space. Technical/digital solutions can provide useful support, but cannot, at least not yet, adequately replace personal encounters.

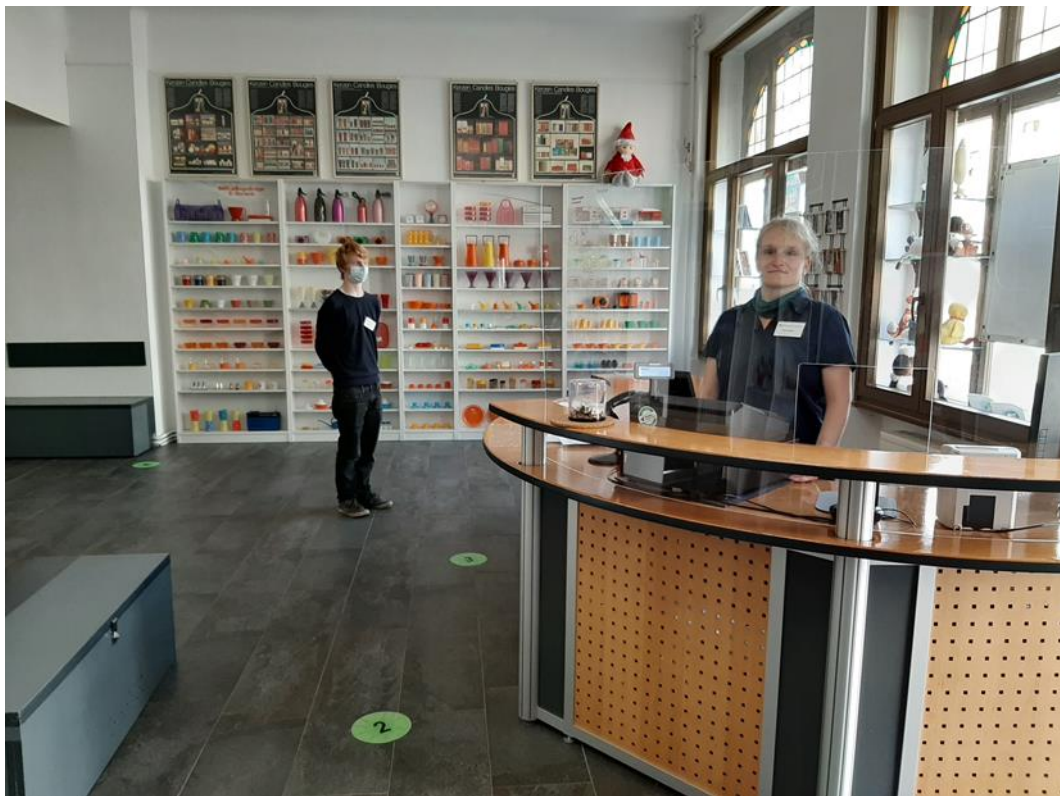


Figure 2: SPK/IfM has worked with partner museums to offer support during the Covid-19 pandemic
© Christel Panzig, Haus der Geschichte/House of History. Photograph: Christel Panzig

⁹ <https://www.reach-culture.eu/events/workshops/workshop-on-participatory-approaches-for-cultural-heritage-management> (accessed 22/12/2020)



In contrast, the lockdown provided an opportunity for focus on conceptual reflections, including the evaluation of past development and the planning of future steps, designing new and additional strands and methods, and reconsidering technical possibilities. Due to normal everyday requirements, it is often difficult to find time for these kinds of reflections.

However, a long-term closure would be very harmful for maintaining and building of relationships, networks and commitment. In addition, it has become particularly evident that people need diverse *third places*, both for meeting and discussion, but also to broaden their own horizons with new, interesting and unexpected, or even familiar, knowledge and experiences.

SPK/IfM will continue to support the three museums in this difficult period and to reflect with them jointly on the opportunities for museum work/participatory activities at distance. In this way, SPK/IfM has already been able to develop its perspectives on museum work beyond the pilot framework and considerations, and the actual implementation of this pilot. REACH dissemination channels have been used to share initial findings, and this work is set to continue.

In addition to this on-going exchange with the institutions and projects directly involved in the pilot, highly important for SPK/IfM (and also for the museums) is the dissemination of REACH results, reflections and conclusions to further institutions and practitioners, especially those that supported/were interested in the implementation of the pilot e.g. interlocutors involved during the preparation/implementation of the pilot, participants at the REACH *Daring Participation!* workshop, and those that contributed to the open-heritage.eu good practice database. Thus, in the final weeks of the REACH project, this exchange has been intensified and extended beyond the narrow pilot circle, informing others about SPK/IfM's and wider REACH activities and findings, with the goal of encouraging a broader exchange among/with the institutions and practitioners.

Supported by the on-going public discussion on citizen involvement and engagement, and also in the context of evaluating and reconsidering its own mission and vision, accessibility, participation, collaboration and museum-community-relationship became even more important topics of SPK/IfM's agenda. Among others, these issues feature in future projects in this thematic field, considering diverse scopes, aspects and dimensions (in projects such as BUA, MOI, Amazonas, KultSam, museum4.0, etc.). Even if future projects do not, or only partially, incorporate the institutions and practitioners involved in REACH, the knowledge and experience gained has become part of the SPK/IfM repository and can thus be referenced to form a valuable basis for further research. In addition, these institutions and practitioners are part of the SPK/IfM's network and will, thus, be considered as interlocutors in further reflections, communication and dissemination.

Furthermore, as it became evident in the pilot, stability, continuity and trust are key features for sustainable (inter-)action and networking. Therefore, in addition to the inclusion of REACH results into the institute's repository, there are also efforts to strengthen the personnel continuity. In this way, the knowledge, experience and contacts gained in REACH remain directly accessible. In addition, communication, dissemination, and dialogic and critical exchange with the colleagues can be directly continued, expanded and also further developed.

3.3 RURAL HERITAGE PILOT

From the very beginning of the project, the UGR team, mainly integrated into the MEMOLab, laboratory of Biocultural Archaeology, has demonstrated an integrated and complex concept of agrarian heritage¹⁰. It has always applied a more dynamic concept of heritage to agrarian activities as the base for cultural landscape generation, intangible values linked to beliefs, identity, governance, traditional ecological knowledge and social relationships. Further details have been provided in D5.4 – *Rural heritage pilot results*.¹¹

The only way to preserve cultural values and heritage is to maintain related activities, and therefore keep them useful and meaningful, build community and social cohesion that promotes not only identity, but also common work and governance systems, to manage natural resources, territories, production and conflict resolution.



Figure 3: The irrigation community at Barranco de Poqueira, July 2018

Photograph: Lara Delgado Anés

In most of the territories that UGR works within, people are in conflict (although this is not always explicit), between two different (simplifying) productive models:

- a more sustainable productive model, linked to traditional ecological knowledge and traditional practices, but also to new trends in agroecology and regenerative agriculture
- an intensive, industrialised, highly internationally competitive, but also an extractivist and destructive model, with natural resources and environmental and cultural values.

¹⁰ Rural heritage is often related to abandoned infrastructures, such as watermills, not updated for modern competitive standards, fossilised and preserved as museums.

¹¹ <https://www.reach-culture.eu/repository/Deliverables/REACH%20D5.4%20Rural%20heritage%20pilot%20results.pdf> (accessed 22/12/2020)



It is part of the challenge caused by global change, as a result of rural areas becoming economically interesting for intensive productive activities (not only agrarian production, but many others such as renewable energies), while at the same time having been completely marginalised and depopulated. It is not a contradiction; it is part of the conflict.

Cultural Heritage, intended from an integrated complex approach, is not a reply to solve the conflict, but a tool to defend more sustainable development as part of the traditional agrarian activities, intangible values and governance systems. Cultural heritage research and conservation is necessarily positioned on the side of sustainability, social cohesion and critical reflection. That is one of the most powerful elements for rural or agrarian heritage future action as it:

- makes Cultural Heritage useful and meaningful
- allows participation, which is needed as one of the bases for research, management and conservation
- promotes community building and local identities
- allows an intergenerational dialogue and knowledge transmission
- is directly linked to the main challenges of the age: Climate and Global Change, environmental crisis, rural and agrarian crisis (economic, cultural, and demographic)
- allows humanities to establish a dialogue of knowledge between academic and traditional ecological knowledge
- empowers local communities and local groups (including young people and women)
- allows interdisciplinarity and trans-disciplinarity, positioning humanities at the same level or even at the centre in research initiatives. Human factors become essential for sustainability and the ecology.

These are the main strengths that enable trust in future projects, collaborations and funding supporting work and research. During the REACH project's implementation, the number of contacts and collaborations regarding agrarian activities, participation, sustainability, ecosystem services, policies have all increased.

From a participatory perspective, UGR's relationship with local communities and stakeholders is consolidated, its main focus being traditional irrigators communities responsible for water management in historical irrigation systems. UGR has promoted a regional association to empower communities to defend their historical rights, their role and values from a cultural, environmental, social and productive point of view and the interlocation with the administration. As a result, many other local stakeholders have now also established links, mainly with the MEMOLab. They are not only municipalities, but cultural or environmental associations or the Local Rural Development Groups, responsible for part of the European Structural Funds management. This collaboration includes specific aspects such as the new Hydrographic Basin Masterplan for 2021-2027 or the new Common Agrarian Policy (CAP). Local communities are also interested in other issues such as ecosystem services, land stewardship or sustainable tourism in traditional irrigation systems and this enables UGR to maintain its work with agrarian heritage in rural areas from many different perspectives.

As work should be also supported by funding, participatory approaches explored and experimented with during the REACH project have also provoked greater interest and the possibility to apply to a wider range of funds alone or in collaboration with different partners, from local or regional funds to European programmes.



The core of the UGR team, the MEMOLab, is consolidated and has acquired an important experience and local prestige as well as wide range of skills. The University of Granada has provided new infrastructure for the laboratory, which will be ready by January 2021 and that will bring new opportunities for working with all levels of students, including scholars from other institutions, mainly postdoctoral researchers.

3.4 SMALL TOWNS' HERITAGE PILOT

The results of Small town's pilot will be sustained and further developed within the project KREAS: *Creativity and Adaptability as Conditions for the Success of Europe in an Interrelated World*¹² that runs until 12/2022, and in which uses of cultural heritage, as an adaptation strategy, form one of several sub-themes. Continuity has been secured by personal overlaps between the projects' teams (including the late Luďa Klusáková, Jaroslav Ira and Jiří Janáč), as well as by interrelation of objectives, major tasks and deliverables. More specifically, the results yielded in REACH pilot will partly feed into KREAS deliverables including a:

- handbook for CH experts, with the working title *Heritage Analysis and Heritage Interpretation: From Local to Global: UNESCO and EHL*
- catalogue of indicators of Europeanisation of cultural heritage, an on-line exhibition
- policy brief on cultural heritage policies;
- range of scientific texts in the form of articles and book chapters.

The virtual exhibition will take place on the portal *Cultural Heritage* hosted by the KREAS website. It will include some of the REACH best practice cases, related to small towns, but also a range of otherwise defined examples of heritage management, (re-)use, and preservation (including bad practices and controversial cases).

As the KREAS research agenda presupposes collaboration with stakeholder and experts from the applied sphere, the team will use part of the existing REACH network of associated partners (APs), as well as incorporating others. The cooperation with APs will be relaunched after the presentation of major results of the REACH pilot, specifically, D5.5 – *Small towns' heritage pilot results*¹³. For that reason, a more attuned communication strategy will be created, so that REACH results, such as the open-heritage.eu platform and pilots' deliverables are more understandable for stakeholders. The partial translation of the REACH website into national languages should also help in this task.

Another result of collaboration connecting REACH and KREAS research is that the KREAS Cultural Heritage research group will take into account the outcomes of the REACH pilot study, to create the website database with interactive map of Central European resilient places¹⁴. The analysis of small towns, as well as the REACH database of good practices, provided KREAS with data to incorporate into this website. The map will be a powerful tool for ongoing KREAS research, as it supports the spatial (geographical) dimension of data collection.

¹² KREAS is a European Regional Development Fund project held by Faculty of Arts of Charles University <https://kreas.ff.cuni.cz/en/> (accessed 22/12/2020)

¹³ <https://www.reach-culture.eu/project/public-deliverables> (accessed 22/12/2020)

¹⁴ <https://culturalheritage.kreas.ff.cuni.cz/zaznamy/> (accessed 22/12/2020)

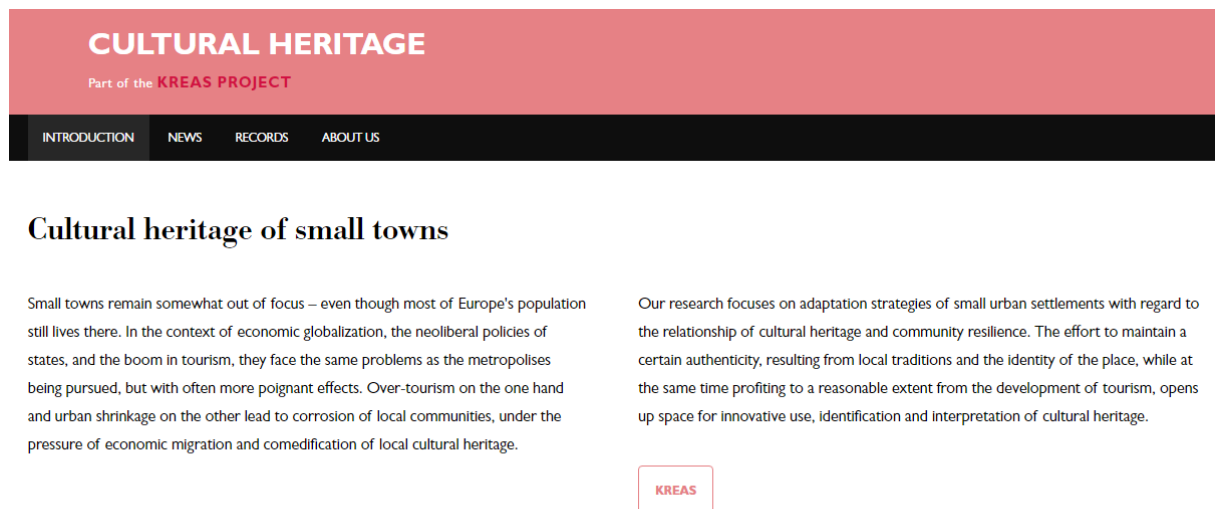


Figure 4: The KREAS project website that will incorporate REACH results

As the process of creation of the good-practice database of cases of social participation in cultural heritage was continuously supported by the data gathered during the pilot's research, the outcomes will be further utilised in two ways. Firstly, the database was disseminated to the vast network of APs and stakeholders, who may use the selected cases as a tool to gain inspiration, know-how and general experience with heritage practice in their specific situation. Secondly, the database will be used as a digital tool for exercises, as well as a repository of cases in the thematic BA and MA courses in TEMA+ and Erasmus academic programmes.

The team will continue its cooperation on an international level: it will support the development of a stronger CH/humanities related research community, as discussed in chapter 4, and will use this platform for dissemination of KREAS research findings.

Further cooperation is also envisaged in the academic sphere, with institutions focusing research on cultural heritage, urban studies, small towns, space and regional development. Collaboration will continue with REACH partner ELTE within the framework of EMJMD TEMA+: Heritage and Territories, which will remain a platform for use of REACH pilot's results in teaching until 2023. The results of the Small towns' pilot provided the theoretical and empirical base for the collaborative research of associate partner Anthropictures, together with the peripheral towns heritage research group of Institute of Western and Southern Slavic Studies at Warsaw University. As a result, there is potential for a further, highly promising, partnership in the field of CH small towns and peripheral regions, with Warsaw University over the coming years. Contacts have also been developed with the Institute für Raumbezogene Sozialforschung (IRS) Erkner in Germany, and collaboration within the field of Public History should continue with North Carolina State University.

Results and experiences from the Small towns' heritage pilot will be also fructified and further developed within individual projects of involved investigators. Jaroslav Ira will partly utilise them in his ongoing research on small-towns' creativity and imaginary in historical perspective, as well as in his research in social functions of local history.



Some of these results should be presented during the upcoming conferences in Berlin in August 2021 (organised by the International Federation of Public History) and in Antwerp in September 2021 (organised by the European Association of Urban History). Jan Krajíček will continue with his doctoral research on revitalisation strategies of peripheral regions in East-Central Europe that has been directly linked to the analysed regions in REACH pilot on Small towns, while maintaining relationships with APs and stakeholders in the respective regions.

3.5 REACH WEBSITE, REACH BLOG AND OPEN-HERITAGE.EU

The activity of the REACH project has been reflected through its web presence. This has been provided in multiple forms, including the dedicated project website, the blog and also a legacy portal, open-heritage.eu, that has been designed to support the wider CH sector. This has been detailed in D2.3 - *Final report on dissemination activities, community building, and stakeholder consultation*.¹⁵

Reach-culture.eu¹⁶ is the project's website, that represents an archive of what has been produced by the project during its lifetime, from its beginning until the end of the EC funding period. It provides information to all interested users, about the project, its partners and associate organisations, its activities and results. Pages have been constantly updated following events, with the regular addition of presentations, public deliverables, scientific publications, pictures and videos associated with various project activities. Selected pages have been translated into partners' own languages to ensure greater accessibility. The lifetime of reach-culture.eu is linked with the running of the EU funded project. At the end of the funding period, the information gathered in reach-culture.eu will be kept available online for at least 5 years, but no longer updated. All information gathered is available as open access and for (re-)use under the creative commons licence.

A feature of the website is the collection of posters and videos that have been submitted by interested stakeholders in response to a specific call made to the REACH network. The opportunity has been for projects and organisations to share good practices and present innovative and interesting CH projects involving resilient communities and social participation. The Digital Gallery¹⁷ represents a wide range of results, aligned to REACH project themes, and currently has 62 posters and 25 videos. This is another way in which the REACH project is able to sustain activities and to foster collaborations of the CH sector.

The REACH project blog¹⁸ is hosted by digitalmeetsculture.net, which is an established registered online magazine that has more than 25,000 visitors per month, edited by partner Promoter, and complements the project website; it will also remain available following the end of the project. The blog has been updated on a weekly basis with news from project partners and also from the wider network of common interest, created around the themes addressed in the REACH social platform.

¹⁵ <https://www.reach-culture.eu/repository/Deliverables/D2.3%20Final%20report%20on%20dissemination%20activities,%20community%20building,%20stakeholders%20consultation.pdf> (accessed 22/12/2020)

¹⁶ www.reach-culture.eu (accessed 22/12/2020)

¹⁷ <https://www.reach-culture.eu/posters-and-videos-from-the-reach-community> (accessed 22/12/2020)

¹⁸ www.digitalmeetsculture.net/reach-culture (accessed 22/12/2020)

One of the main outputs of the REACH project has been the creation of the open-heritage.eu platform.¹⁹ This is an independent platform that is freely accessible to the whole community of heritage researchers, practitioners, professionals and citizens that are interested in promoting CH values, supporting its public recognition and encouraging participatory approaches.

The platform offers different types of resources, produced by the REACH project and gathered through its networking activities, including examples of good practices, articles, scientific papers, deliverables research and policy documents, and links to innovation projects. Its objective is to link research and innovation projects in the field of CH, providing a preferential channel for gathering, sharing and making available expertise and results obtained by European initiatives, so that this knowledge can be of benefit for the research community.



Figure 5 – Research and policy documents are available on the open-heritage.eu website

Open-heritage's repository comprises 128 good practice records²⁰ of European and extra European participatory activities in the fields of cultural heritage and the humanities, with an emphasis on small-scale, localised examples, but including also larger collaborative projects and global or distributed online initiatives. Located in over twenty different countries, the activities showcased cover a wide variety of topics and themes, from urban, rural and institutional heritage to indigenous and minority heritage; from preservation, and management to (re-)use of cultural heritage. This easy-to-use collection of good practices offers professionals, practitioners, researchers and citizens useful information about activities which could be transferred, adapted, or replicated in new contexts. It also sustains awareness of the results of prior projects that could otherwise be forgotten.

¹⁹ <https://www.Open-heritage.eu/> (accessed 22/12/2020)

²⁰ <https://www.Open-heritage.eu/best-practices> (accessed 22/12/2020)



Open-heritage.eu has been developed by the REACH social platform as a mean to support the sustainability of the results of the project after the end of the EC funding period. When the project ends, open-heritage.eu will continue to be updated with new resources provided by the community of common interest, built by the REACH social platform (see chapter 4). As with reach-culture.eu, all information provided by open-heritage.eu is available as open access and can be (re-)used under the creative common license.

In addition to the project's dedicated digital presence, each of the partner institutions has used their own websites and social media to promote the work of the project. This approach has ensured that activities and results have been shared more widely, in partners' own languages, and their availability will not be affected by the conclusion of the REACH project.

The REACH project has produced a series of scientific publications.²¹ In accordance with open access requirements, these have been made available in repositories, either those linked to academic institutions or via other options such as Zenodo. As is the nature of making publications available for open access, for others to find, they will be available after REACH has ended and their findings will be sustained.

²¹ <https://www.reach-culture.eu/publications> (accessed 22/12/2020)

4. SUSTAINABILITY OF THE CULTURAL HERITAGE RESEARCH

Alongside the activity described in the previous chapter, the REACH project has looked at other methods through which the social platform could be sustained and have an added purpose. In the past, some project continuity has been maintained, with one project leading into the next and sharing results, but this has generally been through overlaps in personnel and good fortune. It is clear that there really needs to be something more, a level above this, to maintain continuity and knowledge, to share results and maximise projects' impact.

REACH responded to the H2020 call for *Participatory approaches and social innovation in culture*. Specifically, the call asked for a social platform which would bring together relevant heritage stakeholders' representatives from research communities, SMEs, heritage practitioners of all kinds, as well as policy-makers. This has been an important strand of the project's work, liaising with stakeholders to assess sectoral needs and as a result develop a mechanism to strengthen working ongoing relationships.

4.1 THE SYMPOSIUM: HORIZONS FOR HERITAGE RESEARCH

On 20 March 2019, the REACH project held a symposium entitled *Horizons for Heritage Research - Towards a Cluster on Cultural Heritage*. It was hosted by the European Commission and involved many stakeholders from the cultural heritage sector. Its aims, devised in conjunction with the Commission (DG Research and Innovation), was to agree on the content of a Joint Statement that would provide the basis for the creation and the sustainability of a research stakeholder cluster on CH and also to inform the developing Horizon Europe programme of the importance of CH.

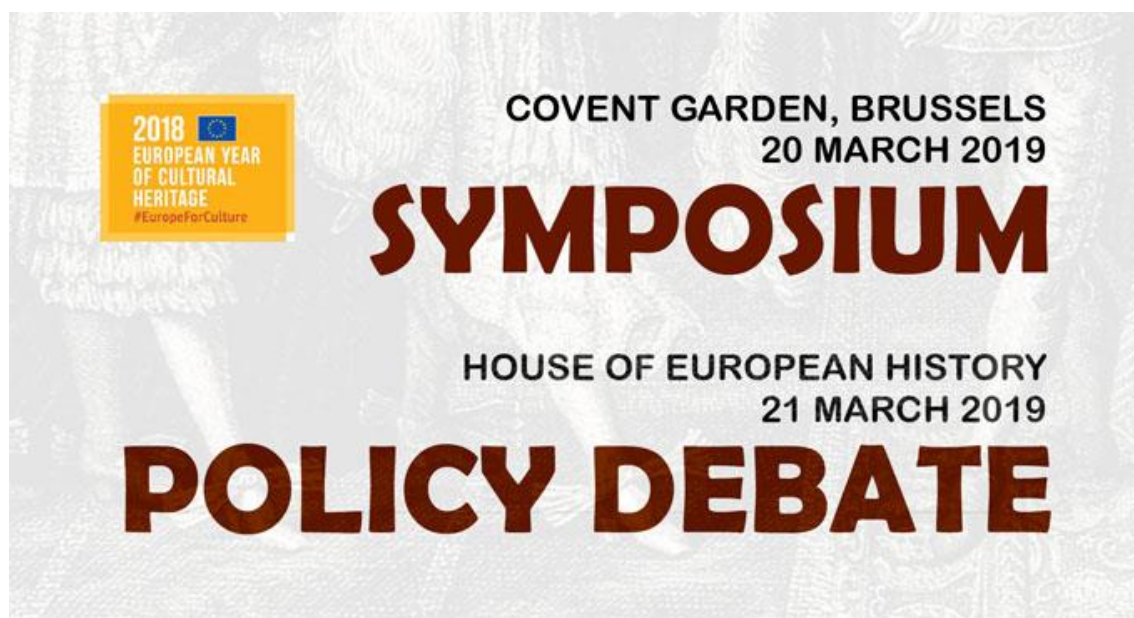


Figure 6 – The symposium banner on the REACH website

The symposium was followed by a Policy Debate the next day, at the House of European History, entitled *Cultural Heritage and the Cultural and Creative Industries in Horizon Europe*. It was hosted by MEP Christian Ehler, rapporteur of the Horizon Europe proposal in the European Parliament, and co-organised with the European Commission.



The debate brought research stakeholders and European policy-makers together, to reflect on the results and perspectives of European funded research and innovation in CH and the cultural and creative industries.

Together with high-level policy guests, attendees reflected upon the legacy of the European Year of Cultural Heritage (EYCH), the difficulties encountered and feedback received, to take stock of European research policy developments. They discussed the needs and benefits of a joint coordination effort and preparing for the next steps to be taken. This reflection included the following questions that had a common thread for all the sessions:

- Did the EYCH trigger a lasting policy dynamic for research?
- What is the legacy of the EYCH for research and innovation?
- What improvements are required, and what resources can be mobilised?
- How could we shape our mission within a longer perspective?

The rationale for the symposium was provided via a Policy Paper *Innovation in Cultural Heritage Research – For an integrated European Research Policy*²² written by Gábor Sonkoly and Tanja Vahtikari, that had been presented at the 2018 EYCH conference. The paper underlined the importance of research for understanding the potential of CH as a means for providing social cohesion, economic growth and sustainable development. It then analysed current EU-funded CH research, and provided evidence from FP7 and H2020 projects, discussing their results in the context of global and European initiatives, and proposed to the development of an appropriate European research framework after 2020.

The symposium's initial proposal was to establish a permanent coordination structure in the form of a cluster of heritage projects, funded by national and international programmes and organisations, together with public and private organisations that shared a common interest in CH research. The aim of this cluster would be to increase visibility of these initiatives and to provide a mechanism to showcase the results of projects during or after their funding period, establishing a repository of results that can inform future research agendas and provide an evidence base for new projects.

The event began with presentations from three keynote speakers who introduced the main discussion topics.²³ Dorothea Nigge, (DG Education and Culture, Team leader of the European Year of CH 2018), presented its legacy and identified five future key areas of action:

- participation and access
- sustainability and supporting heritage-led local and regional development;
- protecting endangered heritage
- mobilising knowledge and research as a way to support advanced digitisation and foster social innovation
- reinforcing international co-operation in the field.

²² <https://www.open-heritage.eu/innovation-in-cultural-heritage-research-for-an-integrated-european-research-policy/> (accessed 22/12/2020) This is also a publication of the REACH project.

²³ A detailed report on the symposium is available: <https://www.reach-culture.eu/wp-content/uploads/2019/05/Horizons-for-Heritage-Research-Towards-a-Cluster-on-Cultural-Heritage-Symposium-Report.pdf> (accessed 22/12/2020)

Neil Forbes, (Coventry University/REACH Project Coordinator), highlighted the transversal nature of cultural heritage, embedded in its very definition, bringing together, for instance, tangible and intangible, urban and rural, and humanist and post-humanist perspectives, as well as its inter-sectorial dimension.

Gábor Sonkoly, (ELTE University/REACH), highlighted the co-creative inter-sectorality of cultural heritage and introduced research themes and questions for the round-table discussions regarding potential expectations toward the new EU Horizon Europe programme.



Figure 7 – The symposium in Brussels: Zoltán Krasznai, Dorota Nigge, Neil Forbes and Gábor Sonkoly

A round table session followed the key note speakers, responding to the question: *Could a stable coordination structure be beneficial?* Within that topic, four tables explored different aspects:

- *Structure*, chaired by Arturo Julio Rodriguez Morato (University of Barcelona)
- *Liaisons and links with existing groups and networks*, chaired by Antonella Fresa (Promoter S.r.l./REACH)
- *Who is the audience?* chaired by Neil Forbes
- *Relationship with projects and EU programmes*, chaired by Gábor Sonkoly

The first group proposed a cooperative and adaptive structure with rotating coordinators, responsibilities and a steering committee. The second discussed issues around communication and coordination, with the need for an associated physical recurrent meeting, such as an annual conference. The third considered methods of interaction between the envisaged coordination structure and the various CH communities. The fourth table explored ways of cooperating in order to overcome existing 'silos'.



A session, following the round table discussion, entitled *Expectations from the cultural heritage sectors* and chaired by Lud'a Klusáková (Charles University Prague/REACH), brought together four representatives of prominent European cultural heritage networks and sectors to discuss their expectations of Horizon Europe:

- Pascal Lievaux (Chair of the Joint Programming Initiative on Cultural Heritage/Ministry of Culture, France)
- Snenska Quaedevlieg Mihailovic (Europa Nostra Secretary General Secretary)
- Monika Hagedorn-Saupe (Institute for Museum Research, SMB-PK/REACH)
- Johan Oomen (Netherlands Institute for Sound and Vision/Europeana Board Member)

A second set of round table discussions addressed *Cultural heritage research themes* and again featured four focussed discussions:

- *Conservation*, chaired by Piero Baglioni (University of Florence, ECHOES Cluster)
- *Cultural landscapes*, chaired by José Maria Martín Civantos (University of Granada/REACH),
- *Intangible cultural heritage*, chaired by Alexandra Bitušíková (Matej Bel University)
- *Digital cultural heritage*, chaired by Albert Gauthier (Policy Officer, DG CNECT, European Commission)

Neil Forbes then led a discussion involving all attendees, where the need for a permanent coordination structure that supports the interests of the CH Research Community was endorsed. Such a structure was conceived as a space to initiate and foster debate on key questions related to CH research from a multidisciplinary point of view, including history, economy, education, social sciences, cultural studies, digital cultural heritage, creativity, and citizen science. In addition to Social Science and Humanity (SSH), the coordination structure aims to create a bridge with Science, Technology, Engineering, and Mathematics (STEM) disciplines. Such a holistic approach would encourage of results with economic, environmental and social benefits.

4.2 JOINT STATEMENT AND POSITION PAPER

The Joint Statement, an outcome of the symposium²⁴, reflects the debate and proposal regarding the establishment of a permanent and sustainable coordination structure, in order to facilitate integration and collaboration amongst those with a CH research interest.

Following the symposium, the REACH project received further feedback from attendees. Based upon this, Neil Forbes and Antonella Fresa amended the Joint Statement and circulated it to interested parties and networks for their approval in early May 2019. A more formal consultation was opened on the Position of Research on Cultural Heritage in Horizon Europe, on 10 June 2019. This included a letter to set the scene, together with a link for replies, to support the development of the Research Position Paper, with a reply date set for 24 June 2019.

²⁴ <https://www.reach-culture.eu/wp-content/uploads/2020/07/Joint-statement-REACH.pdf> (accessed 22/12/2020)



On 12 July 2019, a Skype meeting was held between Neil Forbes, Antonella Fresa, Gábor Sonkoly, Monika Hagedorn-Saupe and Silvana Colella from the REACH consortium, as well as Sharon McDonald (Humboldt University of Berlin) and Arturo Julio Rodriguez Morato (University of Barcelona) who had made significant contributions²⁵. The latter had been the coordinator of the previous social platform, CulturalBase, that had also identified the need for such a coordination structure within its conclusions. The resultant Position Paper²⁶ about CH research in Horizon Europe was submitted to the Inclusive Societies Unit, DG RTD, European Commission at the end of July 2019.

The following text is taken from the Position Paper:

'Section 1 provides a position in relation to the priorities for CH research and an outline of specific Areas of Intervention

Two, main findings emerge from the extensive consultation exercise on the future of CH research in Europe: first, that more should be done in the design of research programmes to try to break down disciplinary silos; secondly, that research should be more thoroughly contextualised within developing as well as existing societal challenges.

Section 2 provides a position about the instruments that should support the results of research in order to produce actual innovation, impact and growth.

We share the conclusions of the Interim Evaluation of Horizon 2020¹; we support the mission-oriented approach of Horizon Europe as a way to cope with the needs highlighted in the report, and we consider the relationship between research and civic society as central.

Also, we believe that the CH sector deserves increased attention and a more effective articulation in the research agenda of the European Union (EU), of the individual Member States and at the level of regional policies.

Areas of Intervention

- Societal Cohesion: Minorities, Majorities, Groups: everyday lives, especially the excluded, marginalised, and right-wing minorities, the politics of nationalism and majorities
- Societal Cohesion: legacies of imperialism/colonialism
- Sustainability, and Environmental/Ecological Responsibility: 'cultural landscapes' bringing together holistically natural and cultural heritage in the Anthropocene Age
- Rapid Societal Change: Creativity, Authenticity, Audiences, Users and Emerging and Disruptive Technologies
- Narratives, Place/place-making and Identity

The areas of intervention outlined above can be developed in detail at a later stage. But what is clearly demonstrated here, for two reasons, is the great significance of CH research:

- the central location of this research agenda in relation to societal challenges and some of the most pressing concerns of Europe's inhabitants
- the potential for the research to generate considerable innovation and impact.'

²⁵ During this process, connections with the ECHOES Position Paper and the ViMM Action Plan were established to complement the research priorities of the REACH Position Paper with those expressed by ECHOES in the research domain of material sciences and by ViMM for the future evolution of digital virtual museums.

²⁶ <https://www.reach-culture.eu/wp-content/uploads/2019/10/REACH-Position-paper.pdf> (accessed 22/12/2020)



Finally, the Paper identifies three priority actions to support the actual delivery of CH-related innovation, impact and growth: 1) research infrastructures; 2) public-private-partnerships (PPP); 3) participation in European innovation ecosystems.

The Position Paper proposes the adoption of a unique facility for bringing together researchers from different countries, to enable advocacy of the sector's needs and requirements and be a conduit for debate on challenges and expectations, at European and international level. As such, even after the submission of the Position Paper, dialogue was maintained with stakeholders to continue to build a network of support for the CH research cluster

4.3 STAKEHOLDERS' MEETING, NOVEMBER 2020

The follow-up to the discussions held at the symposium, that would once again bring multiple stakeholders together, was planned to take place at the REACH Final Conference²⁷ in June 2020. With its cancellation (due to the COVID-19 pandemic), plans were drawn up for an online event to take place during the final months of the project.

The next steps were for Neil Forbes and Antonella Fresa to bi-laterally meet with stakeholders' decision makers, to ascertain their continued interest, ahead of an online meeting of all interested parties. To arrange this a letter was sent out to symposium attendees seeking further support and advice, reminding them of the discussions that had taken place in Brussels and the conclusions drawn which formed the basis of the Joint Statement/Position Paper, and considering that the requirement for a coordination structure had become even more pressing.

The online stakeholders' meeting to plan the feasibility of a permanent coordination structure for CH research took place on 26 November 2020, entitled *Horizons for Heritage Research: Towards a multidisciplinary cluster on cultural heritage*. This was designed to coincide with the publication of Horizon Europe framework. Ahead of the meeting, the following contextual paper was sent out to attendees.

'We consider a wider coordination effort is a priority for strengthening the impact of heritage research at social, cultural and economic levels. Our purpose remains, therefore, the establishment of an entity or body to represent the interests of those who research in the field, whether as academics, professionals or practitioners.

Breaking the silos

Many areas of expertise and disciplines are involved in heritage research. A tentative list, even if not exhaustive, includes:

- humanities
- socio-economic sciences
- material and environmental science
- education and culture
- creativity and media
- digital technologies and data science.

²⁷ The final session of the REACH conference would have been dedicated to the development of a permanent structure towards research and innovation: <https://www.reach-culture.eu/events/pisa-final-conference/pisa-programme> (accessed 22/12/2020)

All too frequently, work takes place in silos – both disciplinary and sectoral – and effective communication between silos continues to be a fundamental challenge that faces researchers. Similarly, the public programmes that fund research often address the different disciplines with discrete actions managed by the different bodies. For example, this is the case in the European Commission, where cultural heritage research is part of the programmes managed by DG CNECT, DG RESEARCH and DG EAC, involving also Structural Funds and Smart Specialisation Strategies. A similar situation exists at national and local levels, where, for example, cultural heritage institutions (museums, libraries, archives galleries, cultural sites) are under the responsibility of a range of different bodies that are mostly not connected with research organisations.

The public-private dichotomy is another source of dispersion that requires attention and dedicated actions to improve the impact of cultural heritage research results. Big opportunities for job creation exist that remain unexploited because of the lack of synergy between the public and private sectors. Lack of trust, bureaucracy, and different capacities are just a few examples of the obstacles to be overcome.

Dedicated research infrastructures are missing for cultural heritage. Research is mostly data-centred, but a concrete digital infrastructure that provides access to actual data (and not only metadata) and that it is widely shared by the concerned users and providers is missing.

Data in cultural heritage are often protected by copyrights, and this is an additional obstacle to unlocking the potential (re-)use of cultural data, also in the context of citizen science. Technologies exist for sharing data in a protected space, but the applications of these technologies need to be customised for the cultural heritage sector, and customisation and engineering of prototypes into operational products costs money that the cultural sector lacks

Building new capacities

Capacity building is another big challenge: technologists and scientists (e.g. digital, material, environmental) need to learn cultural heritage practices, standards and methodologies, while cultural heritage experts (curators, cataloguers, museologists, archivists, and librarians) often need to improve their digital skills. However, experts tend to belong to different, specialist groups that seldom work together; however, when they do, the results are wonderful and exciting.

Advocating cultural heritage research

A coordination structure is needed to direct a voice towards policy-makers and programme managers, to advocate transdisciplinary and cross-sectoral approaches to cultural heritage research. Multivocality is good, but the sounds created should be harmonious, to make effective for targeted interlocutors.

The coordination effort should be linked to networks and conferences that are already in place in the field of heritage research, taking great care at the same time to avoid any duplication of effort or overlapping with existing fora, and harmonising the message towards policy makers.

An initial action plan

The coordination should seek to be:

- multidisciplinary
- international
- open to the wide range of stakeholders (academies, cultural heritage institutions, private enterprises, interest groups)

There are many examples of where a stronger coordination of cultural heritage research has been advocated but, in order for it actually to happen, key stakeholders will need to pull together in a common effort and be prepared to commit something by way of resources. We propose initiating a process, open to everybody who is willing to contribute, to work for such coordination to develop and to support our work in the coming years, also in the light of – but not limited to – the EU’s new Horizon Europe programming.’

The meeting was attended by a range of important CH stakeholders, including Europa Nostra, ECHOES, VIMM, UNESCO, Eurocities, the University of Barcelona/Coordinator of UNCHARTED project, Europeana Foundation, KU Leuven/President of Photoconsortium Association, Wikimedia, and of course, the REACH Consortium.

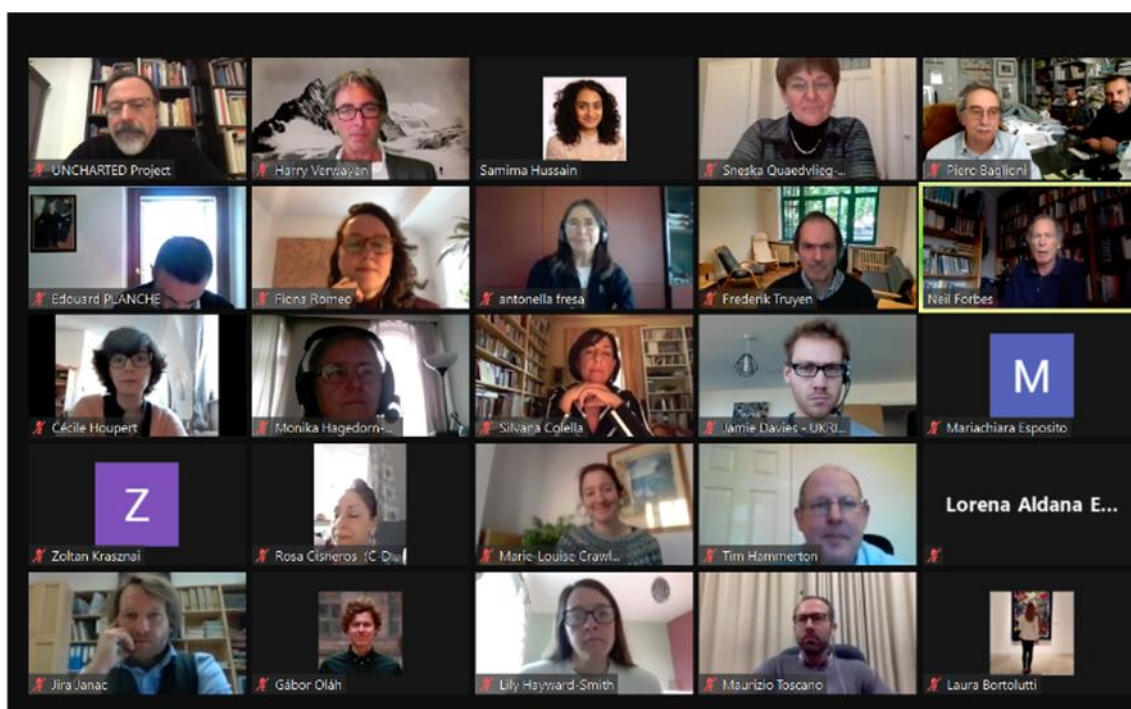


Figure 8 – REACH stakeholders’ meeting on Zoom

Neil Forbes introduced the meeting by asking, what would a structure be based upon? The choice had been made to focus upon research, although even that has a broad remit. The purpose would be for knowledge production, the development of outputs that can be assessed and measured, that have a significant reach in societal content, that generate public engagement and impact, all areas fundamental to academic researchers. This can only be achieved through multi-faceted partnerships.

Three representatives from the European Commission added to the introduction, providing an overview of the current situation:

- Andrea Grisorio - Policy Officer - Policy, Analysis, Advice and Statistics, Directorate-General for Research and Innovation - People - Fair Societies & Cultural Heritage (RTD.E.4)
- Mariachiara Esposito - Policy Officer - SNE - Culture/Cultural Heritage, innovation, Sustainable Development Goals (SDGs)
- Zoltán Krasznai - Policy Officer - Culture and cultural heritage, Radicalisation, Directorate-General for Research and Innovation - People - Economic & Social Transitions - Programming (RTD.E.6.002).



Cluster 2 of Horizon Europe will now make CH more visible, and therefore the first work programme 2021 is very important.

CH topics need to become mainstream and integrated from a policy perspective, requiring both multi-disciplinary approaches across the CH sector to ensure that societal challenges are addressed to their optimum potential. It is also important to consider priorities of the wider humanities sector and in that sense, programmes other than research, including Creative Europe and Digital Europe also need to be explored.

Although there has been a significant effort to make CH more visible, there still seems to be a glass ceiling. The important and innovative discussions that take place within dedicated CH workshops and conferences are not carried forward, due to weak discussions at the national level.

The first session *Future research* was chaired by Silvana Colella (Coventry University/REACH), with contributions from:

- Piero Baglioni (University of Florence/Coordinator of the ECHOES Cluster on new materials)
- Marinos Ioannides (Cyprus University of Technology/Coordinator of the VIMM Network on virtual museums/EU ERA Chair in Digital Cultural Heritage)
- Jamie Davies (Joint Programming Initiative on Cultural Heritage).

The importance of the sector developing a stronger voice to lobby for CH representation and funding was stressed. Despite all of the papers written and debates that have been held, little progress has been made for the sector within the past 20 years and this continues to make things difficult to achieve.

The next session *Heritage sector* covering the complexity and the articulation of the heritage sector was chaired by Monika Hagedorn-Saupe (Prussian Culture Foundation (SPK)/REACH), with contributions from:

- Sneška Quaedvlieg - Mihailovic, (Secretary General of Europa Nostra)
- Cécile Houpert (Eurocities)
- Edouard Planche (Head of Cultural Unit at the Regional Bureau for Science and Culture in Europe, UNESCO).

The CH sector is very complex with many stakeholders, all working within their own local, national, international, voluntary and professional networks, but not between those networks. A multidisciplinary approach is needed to build bridges and an understanding of different terminologies and to increase citizen involvement. Although CH is an important sector its fragmentation means that its funding does not reflect the vital role that it plays.

Neil Forbes and Antonella Fresa returned to chair a discussion on the creation of a permanent coordination structure of the cultural heritage research. They reflected on comments about weakness of the sector, believing that interdisciplinary approaches bring greater strength and innovation. The proposed structure would not represent all CH stakeholders, but would be a place for advocacy and sharing for CH research. Currently, project after project takes place, without those involved knowing what has been done by others; this is not good for sustaining outputs or capturing impact.



The topics of *Membership and Leadership* introduced by:

- Harry Verwayen (Executive Director at the Europeana Foundation)
- Fred Truyen (KU Leuven/President of Photoconsortium association)
- Fiona Romeo (Wikimedia)
- Arturo Julio Rodriguez Morato (University of Barcelona/Coordinator of the UNCHARTED project)

Discussion began with a series of questions. Who are the networks in questions and why are they not already being coordinated? Is there a joint agenda, with enough overlap? Is there need for network of networks?

There are many networks with joint positions, an example is of the European Heritage Alliance Manifesto *Cultural Heritage: a powerful catalyst for the future of Europe*²⁸ signed in May 2020, but it is more difficult to agree a specific vision. The most difficult challenge is how to make it work in practice, and establish day-to-day processes.

Linking organisation to begin a dialogue is the starting point, via a platform where stakeholders can inform one another of their activities and undertake discussion. There are existing examples of online participation spaces which would need to be investigated. Future considerations could be issues of multi-lingualism, open access and licensing for (re-)use to make the platform accessible and interactive to facilitate knowledge exchange.

There is a need to organise periodic meetings to build a sense of community. The fragmented nature of the sector makes this more difficult especially between researchers and stakeholders; projects cannot oversee it due to their finite length and the activity specific focus of their expenditure.

A voluntary scientific committee is needed to define the conference forum, to preserve the model and launch regular calls for contributions, led by a chair, potentially appointed for a four-year term. It would oversee a hybrid model, combining typical academic contributions, papers, discussions etc, as well as putting people in touch with each other.

4.4 NEXT STEPS

The meeting achieved consensus that a single voice, via an association/cluster/group, is needed to support the CH research sector. The structure should advocate transdisciplinary and cross-sectoral approaches to CH research directly to policy-makers and programme managers and to share resources.

As a result of the meeting, it was agreed that practical actions would need to be identified, including the:

- decision on who is to undertake the work needed to develop an initial action plan
- formation of a working party/advisory board of about 10 people to represent the research community
- identification and adoption of an existing online platform as an open digital space for communication and knowledge exchange

²⁸ <https://www.europanostra.org/europe-day-manifesto-cultural-heritage-a-powerful-catalyst-for-the-future-of-europe-just-released/> (accessed 22/12/2020)



- creation of a link with a related, existing conference to be used as the physical space for the periodical appointment of CH researchers and members of the coordination structure
- possibility of adopting a formal structure to run the coordination on a longer-term basis.

It is clear that complex issues can only be addressed through cross-sectoral and cross-disciplinary approaches, heightening the importance of defining the optimum structure to play this role. Is it an association, a cluster, a group or something else? This is the next decision for invested CH stakeholders. The two main issues of scale and scope will define how large and how ambitious the venture should be. This is strongly related to stakeholders' commitment to develop and maintain its services.

Even after the end of the REACH project, Coventry University is willing to provide a limited cost base. This is necessary, as after the most recent meeting, it is clear that the REACH team needs to initiate the action. This will include spreading the message of the coordination structure's role and benefits to the CH communities, and gaining recognition as part of a wider agenda, to be able to influence funder calls for proposals that address the research agenda and allocate funding. The definition of the coordination structure's message is therefore of paramount importance and how it is shared will shape the next phase of development.

A mapping exercise will take place of potential platforms and conferences to avoid duplication. Options for the online platform include the REACH open-heritage.eu social platform that was set up specifically as a resource for the wider CH and humanities sector, supported by the DigitalMeetsCulture blog to share news and information that are both maintained by Promoter S.r.l..

On 21 December, a paper was circulated to all who had attended the stakeholders' meeting, reiterating the need and potential, as well as the next steps that are required. The text is reproduced here.

'The nature of cultural heritage—towards a shared research agenda

Cultural heritage has a transversal nature, bringing together, for instance, tangible and intangible, urban and rural, digital and physical, humanist and post-humanist perspectives. Cultural heritage research may be characterised, therefore, as:

- Intersectoral - comprising, among others, memory institutions, academic institutions, and increasingly the cultural and creative industries
- Interdisciplinary - encompassing a wide range of disciplines, with their own specialised conceptual and methodological frameworks
- Inherently chronological-capable of mediating between the past, the present and the emerging future.

Such diversity has to be positioned as a strength, rather than a weakness, by means of collaborative and holistic approaches that facilitate the co-production and creation of new knowledge, and foster the development of innovation ecosystems. Only then will complex societal challenges be successfully tackled.

The Structure- "Membership and leadership"

The coordination structure will fill a gap that has been acknowledged by the participants in the meetings organised by REACH as well on many other occasions.



It will offer a shared and unique space for research and researchers whether coming from:

- 1) our existing networks, initiatives and infrastructures addressing and harmonising very important aspects of the coordination
- 2) individuals discussing emerging research and innovation agendas;
- 3) those linking together different fields in society – a space of encounter between the academy, cultural heritage institutions, together with business and industry
- 4) those with a focus on the participation and engagement of underrepresented groups, such as minorities, small towns, small cultural institutions and SMEs.

This coordination space will be beneficial to all, providing evidence of the impact of cultural heritage on the societal and economic transformation underway in contemporary Europe. For example, even if '*Culture, Creativity and Inclusive Society*' has been acknowledged as one of the Clusters of Horizon Europe's Pillar 2, when it comes to the European missions, cultural heritage is not included. We need, therefore, to raise a strong, unique voice that advances our collective interests where they have been overlooked or are insufficiently represented.

The plan is to set up a permanent coordination structure for cultural heritage research supported by an infrastructure which will:

- Be overarching:
Coordinate links with already established networks as well as temporary consortia dealing with the implementation of specific projects.
- Carry and host information and data:
A one-stop shop –a repository that provides links to the information and data services that exist online and that are operated by members.
- Transmit knowledge, act as knowledge-broker:
Enable contact among members to facilitate knowledge exchange/transfer, participation in others' research, track impact, and debate research directions.
- Act as an Advocate:
Showcase key findings to funders and recommendations to policy-makers, highlight emerging research agendas and associated issues, requirements, and expectations.

The infrastructure for cultural heritage research operates mostly online, through a website. For this purpose, a working group is established to develop a proposal for:

- the mock-up of the user interface and the visualisation of data and information
- the storyboard for the content of the website.

In addition to the online activity, a physical, scientific conference/forum will piggyback the existing appointments of members participating in the major (annual) events in the field.

A hybrid format is considered beneficial, including both academic papers as well as pitches and demonstrations to support a publicity dimension at events.

For this purpose, a working group is established to develop a map of relevant, existing conferences and international encounters, with the aim to:

- avoid competition
- support complementarity
- identify the areas of debate that need to be addressed by the new conference.'

5. CONCLUSION

From the outset of the project, the REACH team has been aware of the transitory nature of projects, the fact that they burn brightly, produce valuable results, but ultimately are often forgotten and their findings lost. As a Coordination and Support Action/social platform, REACH has actively worked to prevent this from happening and as outlined within this deliverable has been successful in meeting that objective.

The project began its work by proactively investigating the results of projects that had already been concluded, to explore valuable results and lessons learned. These projects were then sustained in two ways: firstly, by adding them to the good practice database that is publicly available on the open-heritage.eu platform for interested stakeholder to read and/or (re-)use. Secondly, they were used as a basis for participatory models that were tested within the project's own pilots, that have in turn been able to share their own lessons and good practice findings.

The four participatory pilots themselves have worked very closely with their respective communities, assessing their good practices and issues, and helping them with ideas and introductions to other stakeholders that offer potential for the important exchange of knowledge. Chapter 3 shows that even though the REACH pilot related tasks had technically finished in early 2020, the strength of the respective relationships has led to continued, mutually beneficial dialogue. It is clear that this will be maintained after the end of the REACH funding period.

The project's web presence, comprising not only open-heritage.eu, but also a blog and website documenting the project's work, including a Digital Gallery of posters and videos and the good practice database, that will remain available for others to review in the years after the project has ended.

From prior experience, the REACH team understood the need to bring CH stakeholders together to create an environment for sharing knowledge and expertise. Discussions with projects and organisations across the diverse sector began within the first year of the project, culminating in the successful symposium that was organised in conjunction with the European Commission in March 2019. This event brought consensus that a research CH cluster was needed. Feedback was evaluated to develop a Joint Statement, that underwent a sector-wide consultation, ultimately leading to the production of a Position Paper that was formally sent to the European Commission.

Bi-lateral meetings with significant CH stakeholders took place during 2020, to once again confirm interest in the development of a coordination structure, leading decision makers to join a meeting in November 2020. The next steps were defined as the development of an action plan, overseen by a working party to identify a portal for ongoing communication and a physical conference that could be used as another opportunity for a face-to-face meeting. The ultimate objective is for the development of a permanent coordination structure to support the CH research sector and to help generate a unified voice, to demonstrate the importance of CH. This will continue to be supported by the REACH project, even after the project has officially concluded.

The REACH project was determined to build sustainability into its work and has achieved this objective on multiple levels: highlighting the work of prior and current projects, building strong ongoing links with pilot communities and by bringing together wider CH stakeholders for potential mutual benefit.



APPENDIX: DEFINITIONS OF TERMS AND ABBREVIATIONS

AP	Associate partner
BA	Bachelor of Arts
CH	Cultural Heritage
CUNI	Univerzita Karlova
COVUNI	Coventry University
DG	Directorate General
ELTE	Eötvös Loránd Tudományegyetem University
EYCH	European Year of Cultural Heritage
IfM	Institut für Museumsforschung
KREAS	Creativity and adaptability as conditions for the success of Europe in an interrelated world
MA	Master of Arts
Promoter	Promoter s.r.l.
SME	Small and Medium sized Enterprise
SPK	Stiftung Preußischer Kulturbesitz
SSH	Social Science and Humanity
STEM	Science, Technology, Engineering, and Mathematics
TEMA+	Part of the Erasmus Mundus programme
UCCU	Roma Informal Educational Foundation
UGR	Universidad de Granada
UNESCO	United Nations Educational, Scientific and Cultural Organization