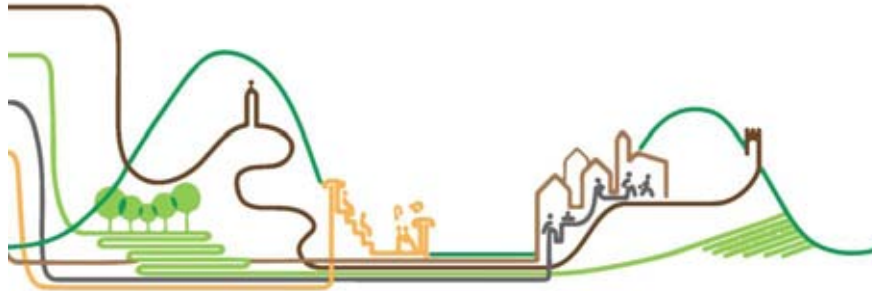


# Rural regeneration as an engine for sustainable growth: the RURITAGE project

Funded in the framework of Horizon 2020,  
Topic: SC5-21-2016-2017: Cultural heritage as a driver for sustainable growth



International forum: the future of coal mining areas.

November 19<sup>th</sup> and 20<sup>th</sup> 2018,

# Why regenerating rural areas through CNH??

European rural areas embody outstanding examples of **Cultural and Natural Heritage (CNH)** that need not only to be **preserved** but also to be **promoted** as a **catalyst of economic competitiveness** and sustainable and inclusive growth.

46.5% of EU Gross Added Value is created in intermediate and predominantly rural areas

most rural areas are facing unemployment, disengagement, depopulation, marginalisation or loss of cultural, biological and landscape diversity. In most cases, tangible and intangible Cultural Heritage is threatened.

RURITAGE aims at demonstrating **how CNH can emerge as a driver of sustainable development and competitiveness**, by the recognition of **rural areas as 'poles of excellence' in heritage capitalization**

# RURITAGE objectives

RURITAGE establishes a **new heritage-led rural regeneration paradigm** able to transform rural areas in sustainable development demonstration 'laboratories', through the enhancement of their unique Cultural and Natural Heritage potential.

Main goals:

- Increase **knowledge** about successful practices of heritage-led rural regeneration and provide **tools** for replicating these practices.
- Identify the **financial resources** needed to preserve cultural heritage in rural areas,
- promote the **engagement** of rural communities in the decision-making processes
- Enhance **exploitation** of heritage-led regeneration strategies in rural areas, ensuring their long-term sustainability.

# RURITAGE key features

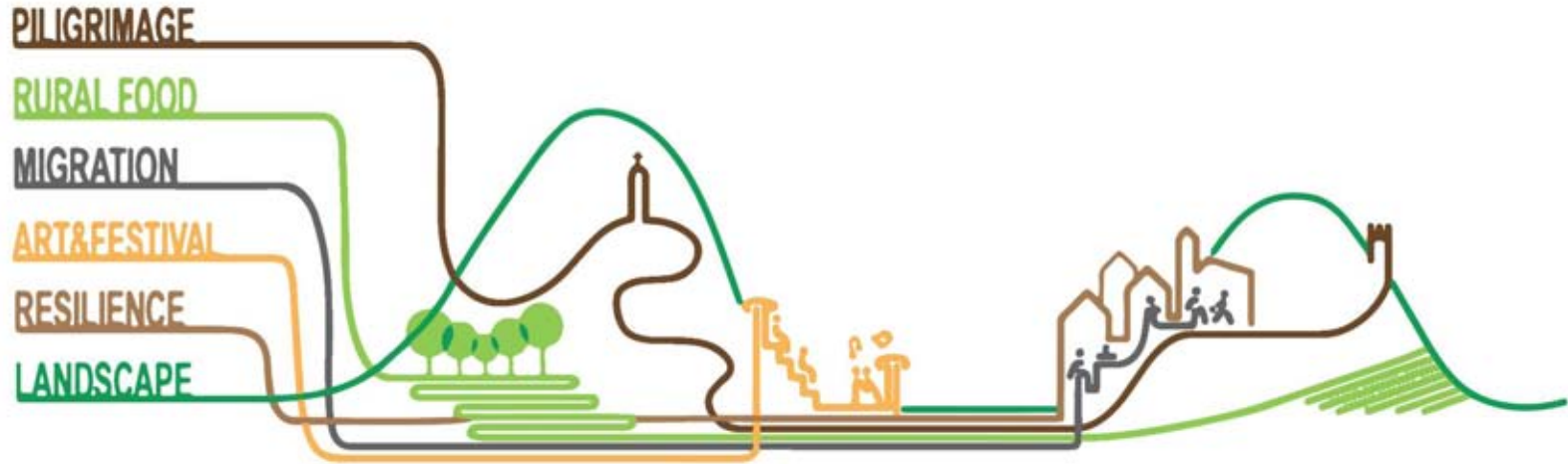
**RURITAGE Systemic Innovation Areas:** the backbone of the paradigm

**The partnership structure:** built upon the SIAs

**The knowledge transfer and capacity building process:** the approach for achieving the goal

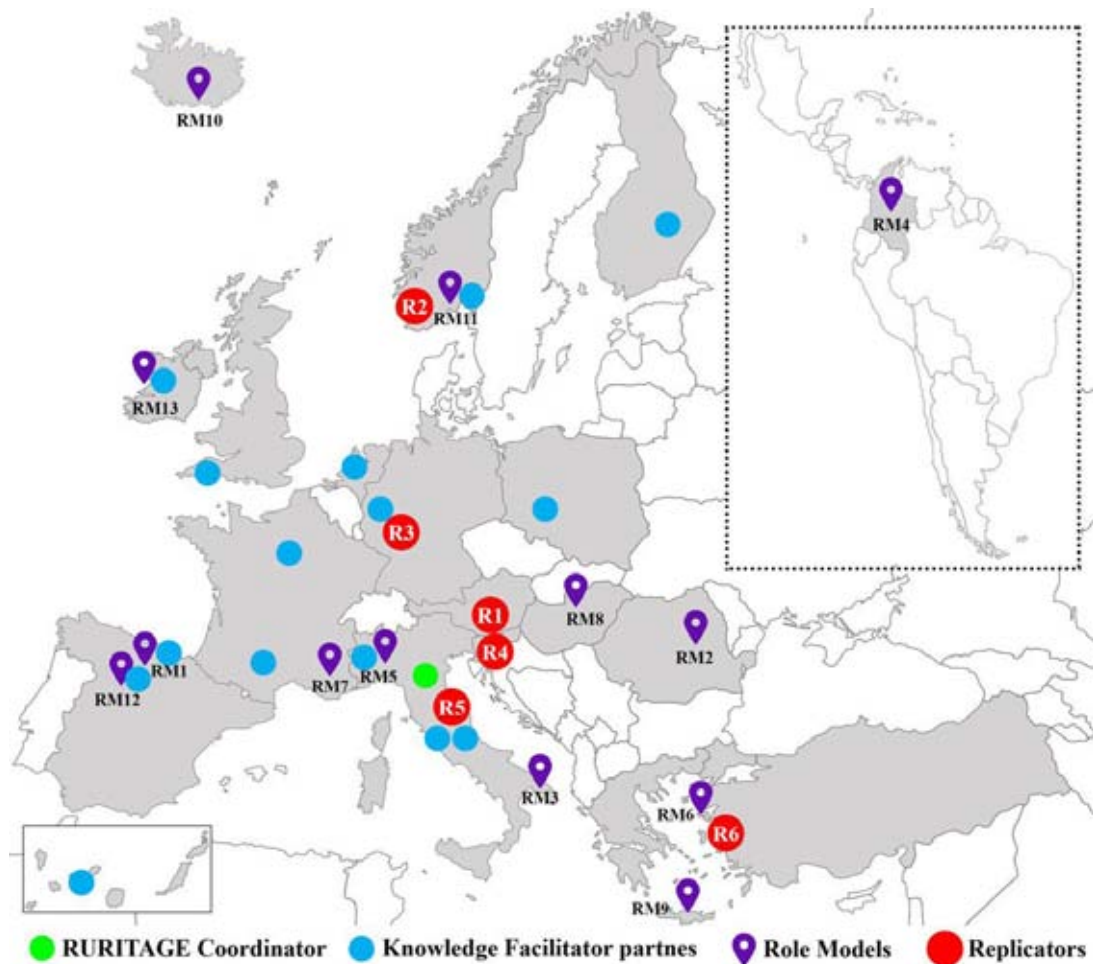
**RURITAGE resource ecosystem:** the tool for achieving the goal

# RURITAGE Systemic Innovation Areas (SIAs)



# RURITAGE Partners

- **13 Role Models** in Europe and beyond
- **6 Replicators** where RURITAGE supports the co-creation and implementation of heritage-led regeneration strategies
- **15 Knowledge Facilitator Partners**
- 38 partners





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EDILIZIA E COSTRUZIONI



tecnalia Inspiring Business

CENTRO TECNOLOGICO **CARTIF**

ICLEI Local Governments for Sustainability



United Nations Educational, Scientific and Cultural Organization



APRE Agency for the Promotion of European Research



SAVONIA UNIVERSITY OF APPLIED SCIENCES



CENTRE FOR SYSTEMS SOLUTIONS



United Nations Educational, Scientific and Cultural Organization



ACIR Agence de Coopération Interrégionale et Réseau  
Chemin de Saint-Jacques de Compostelle en France inscrit au Patrimoine mondial en 1998  
Chemin de Saint-Jacques de Compostelle



WestBIC

Norwegian University of Life Sciences



Santa María la Real del Patrimonio Histórico



Consiliul Județean Harghita Harghita Megye Tanácsa Harghita County Council



United Nations Educational, Scientific and Cultural Organization



Karavanke - Karawanken UNESCO Global Geopark



PILGRIMAGE

FOOD

PIAM Progetto Integrazione Accoglienza Migranti ONLUS ASTI



NATURAL HISTORY MUSEUM OF THE LESVOS PETRIFIED FOREST



Organisation der Vereinten Nationen für Bildung, Wissenschaft und Kultur



Bergstraße-Odenwald UNESCO Global Geopark

MIGRATION



Organisation des Nations Unies pour l'éducation, la science et la culture  
Haute-Provence  
United Nations Educational, Scientific and Cultural Organization  
Haute-Provence UNESCO Global Geopark



UNESCO Global Geopark de Haute-Provence  
United Nations Educational, Scientific and Cultural Organization  
Haute-Provence UNESCO Global Geopark



VĚMI NON-PROFIT LIMITED LIABILITY COMPANY FOR QUALITY CONTROL AND MANAGEMENT BUILDING



KULTUR

KIBLA MULTIMEDIJSKI CENTER

ART & FESTIVALS

KATLA GEOPARK ICELAND



Natural History Museum of Crete UNIVERSITY OF CRETE



RESILIENCE

aeice

CLUSTER HABITAT Y CONSERVACIÓN EFICIENTE



IZMIR BÜYÜKŞEHİR BELEDİYESİ



IZMIR YÜKSEK TEKNOLOJİ ENSTİTÜSÜ



DemirEnerji

LANDSCAPE

# PILGRIMAGE FOR RURAL REGENERATION



Santa María la Real  
del Patrimonio Histórico

**RM1 Camino de  
Santiago (Spain)**



United Nations  
Educational, Scientific and  
Cultural Organization



Karavanke - Karawanken  
UNESCO  
Global Geopark

***R1\_ Old traditions &  
modern world along the  
pilgrimage route to  
Hemmaberg –  
ARGE GK (Austria)***



Consiliul Județean Harghita  
Harghita Megye Tanácsa  
Harghita County Council



**RM2 Maria UT  
Way (Romania)**



# FOOD FOR RURAL REGENERATION



**RM3\_Preserving old traditions for innovating agro-food production in Apulia (Italy)**



***R2\_A brand for discovering local food products and traditions in Rogaland (Norway)***



**RM4\_Coffee production in World Heritage landscape (Colombia)**

# ART & FESTIVAL FOR RURAL REGENERATION



Organisation  
des Nations Unies  
pour l'éducation,  
la science et la culture

United Nations  
Educational, Scientific and  
Cultural Organization



UNESCO  
Global Géoparc  
de  
Haute-Provence

Haute-Provence  
UNESCO  
Global Geopark

**RM7\_ Discovering  
contemporary art and  
nature in Haute Provence  
(France)**

**KIBLA**  
MULTIMEDIJSKI CENTER

**KULT**pro**tur**

***R4\_ Festival of love – arts  
connecting heritage and  
tradition (Slovenia)***



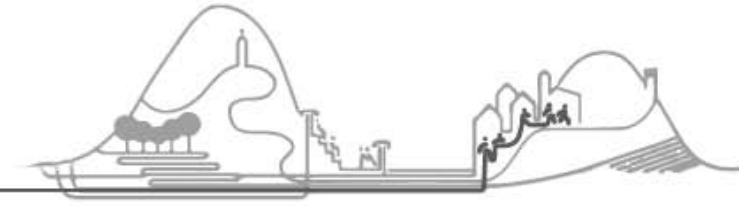
**EMÍ**

NON-PROFIT LIMITED LIABILITY COMPANY FOR  
QUALITY CONTROL AND MANAGEMENT IN BUILDING

**RM8\_ The Living Village  
of the Middle Age,  
Visegrad (Hungary)**

**RURITAGE**  
HERITAGE FOR RURAL REGENERATION

# MIGRATION FOR RURAL REGENERATION



**PIAM** Progetto  
Integrazione  
Accoglienza  
Migranti  
ONLUS ASTI

RM5\_ Migrants hospitality  
and integration in Asti  
Province (Italy)



RM6\_ Boosting migrant  
integration with nature in  
Lesvos Island (Greece)



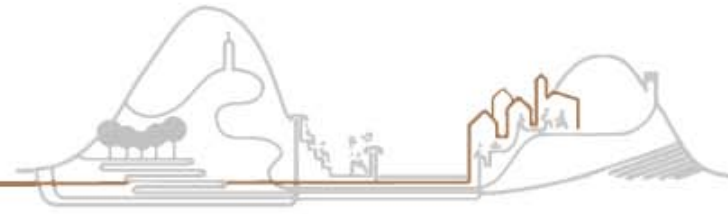
Organisation  
der Vereinten Nationen  
für Bildung, Wissenschaft  
und Kultur



Bergstraße-Odenwald  
UNESCO  
Global Geopark

*R3\_ Working for CNH as a  
way for migrants'  
integration in Geo-N  
(Germany)*

# RESILIENCE FOR RURAL REGENERATION



**RM9\_ Teaching culture  
for learning resilience  
in Crete (Greece)**

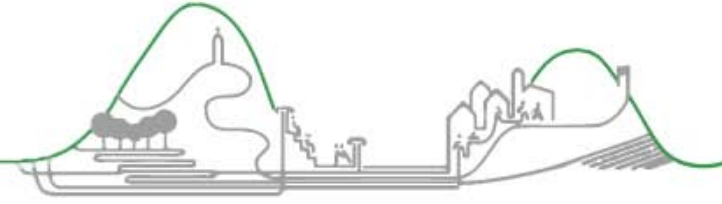


**RM10\_ Natural hazards  
as intangible CNH for  
human resilience in  
South Iceland (Iceland)**



***R5\_ Social innovation & local  
traditions to react after a  
disaster in Marche region  
(Italy)***

# LANDSCAPE FOR RURAL REGENERATION



Norwegian University  
of Life Sciences

**RM11\_A CNH-led approach in  
Austrått manorial landscape  
(Norway)**



CLÚSTER  
HÁBITAT Y CONSTRUCCIÓN  
EFICIENTE

**RM12\_Douro cultural  
landscape, driver for economic  
and social development (Spain)**

WestBIC



**RM13\_Wild Atlantic way  
(Ireland)**

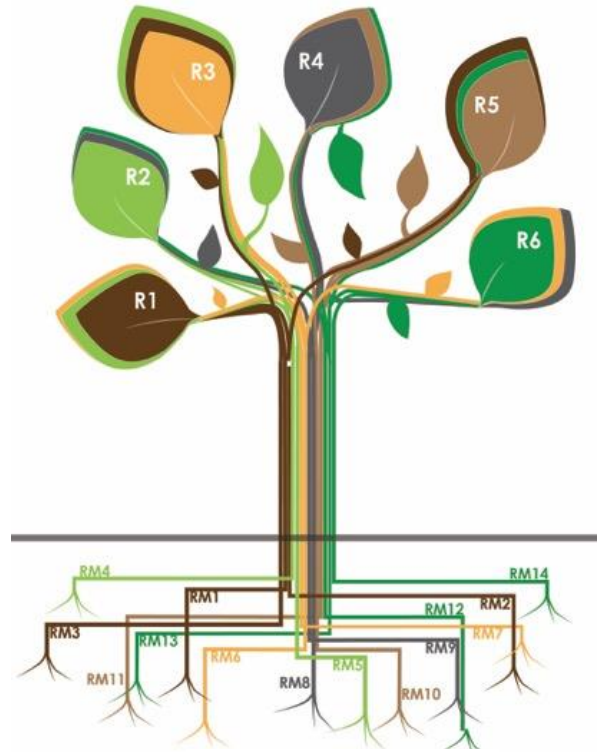


DemirEnerji



***R6\_Integrated  
Management of  
Madra Geopark in  
Gediz-Bakircay  
Basin (Turkey)***

# RURITAGE – Knowledge transfer



# RURITAGE Cross Cutting Themes



Business models and investment strategies



Governance and regulatory framework:



Legal aspects and land tenure



Technological innovation



Social innovation



Energy and climate change mitigation and adaptation



Cultural Ecosystem Services



Mental wellbeing



Tourism and Marketing strategies



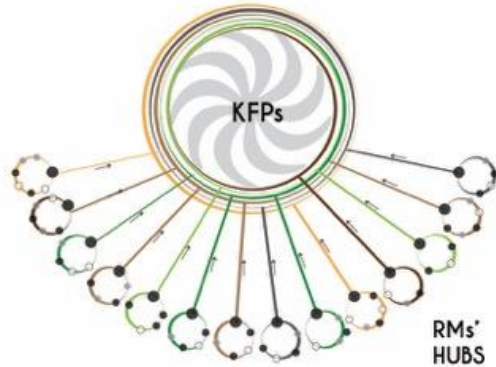
Cultural and natural heritage (both tangible and intangible) safeguarding, appreciation and interpretation



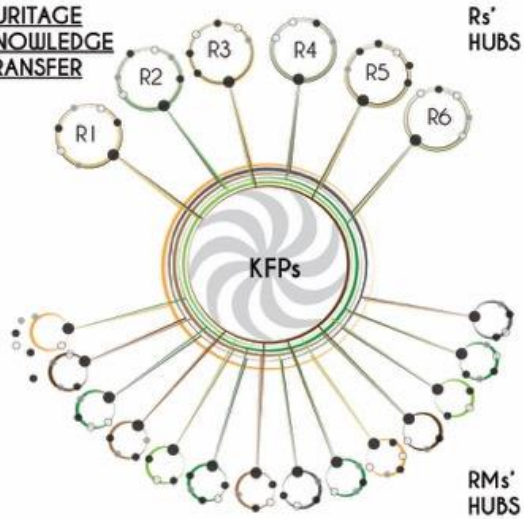
Mobility and accessibility of the areas

# RURITAGE – knowledge transfer and capacity building

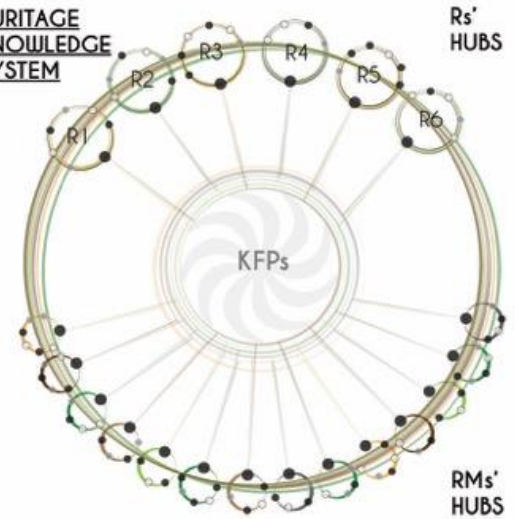
## RURITAGE KNOWLEDGE BUILDING



## RURITAGE KNOWLEDGE TRANSFER



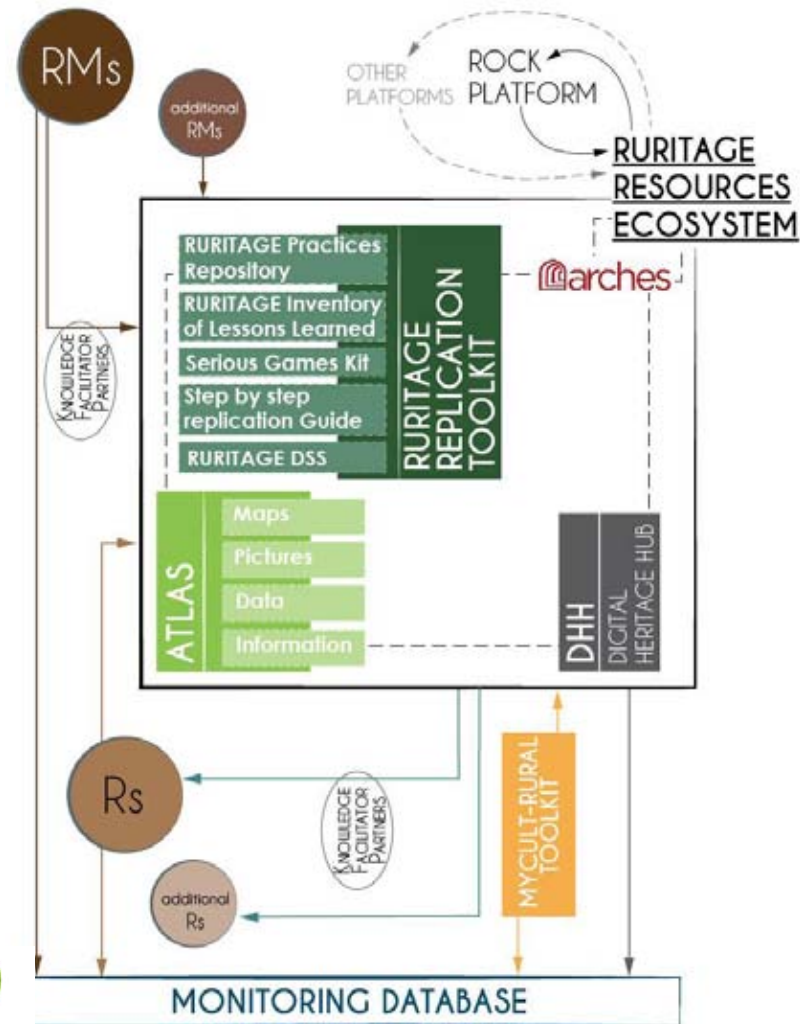
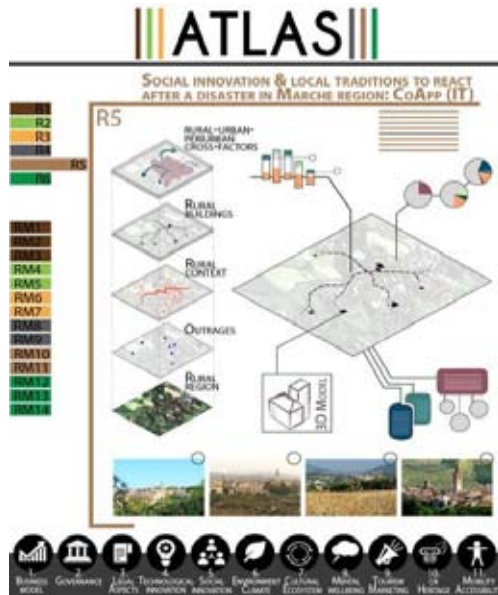
## RURITAGE KNOWLEDGE SYSTEM



- 19 Rural Heritage Hubs
- 1 Digital heritage Hub



# RURITAGE – Resources ecosystem



# Address and overcome potential regulatory and legislative barriers

- **Policy recommendations for integrating CNH within RIS3**: concrete recommendation to link CNH with strategic research and innovation priorities and to ensure connection with already selected priorities (Board of Regions)
- **White Paper**: international recommendations, targeting also developing countries, will be formulated, highlighting the transversal approach followed by the project and formulating recommendations on its possible replication/adaptation to very diversified context.
- **European Vision Paper for urban and rural regeneration through CNH** (*in cooperation with ROCK project*): complementarities and differences of using tangible and intangible cultural heritage as a driver for the sustainable growth of **urban and rural areas**

Thank you for the attention!

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