



FP7-SCIENCE-IN-SOCIETY-2011-1
Grant Agreement No. 289076

European workshop programme:

Workshop 6: Business Models for Creative Cooperation

Pilsen Week of Cultural Factories

17th of September 2013, Pilsen, Czech Republic

Full summary and documentation

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Guntram Geser, Salzburg Research



The CreativeCH project is funded with support from the European Commission. This publication reflects the views only of the authors, and the European Commission cannot be held responsible for any use which may be made of the information contained therein.

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ACRONYMS OF THE PROJECT PARTNERS:

| | |
|---------|--|
| MFG | MFG Baden-Württemberg, Germany |
| mNACTEC | Museu de la Ciència i de la Tècnica de Catalunya, Spain |
| PIN | PIN - Servizi didattici e scientifici per l'università de Firenze, Italy |
| SRFG | Salzburg Research Forschungsgesellschaft m.b.H., Austria |
| UoC | Universidade de Coimbra, Portugal |
| UVT | Universitatea de Vest Din Timisoara, Romania |

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1 Workshop brief, agenda and participants

1.1 Workshop brief

Workshop focus:

The workshop focused on the opportunities and challenges in the revitalization and communication of industrial heritage sites. Revitalization involves adapted new uses of such sites often in the form of facilities for cultural organisations (museums, galleries, etc.) or work spaces for creative industry businesses. The workshop presented and discussed approaches of creative cooperation of site developers, creative businesses, S&T and cultural heritage organisations for communicating industrial heritage to new and young audiences.

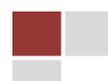
Workshop questions:

- How to foster public-private partnerships and involvement of civic, cultural and artistic associations in the revitalization and communication of industrial heritage sites?
- What business models work in the revitalization, promotion and valorization of industrial heritage sites?
- How to transfer and stimulate the uptake of best practices, business models and new creative ideas in the revitalization and communication of industrial heritage sites?

Workshop context:

The workshop was held in the framework of the Pilsen Week of Cultural Factories (16-20 September 2013), one of the activities of the city in the preparation for Pilsen 2015 - European Capital of Culture. The workshop took place at the former Světovar brewery where a Culture Factory is being developed.

The Pilsen Week of Cultural Factories comprised a series of seminars, workshops and exhibitions devoted to the use of former industrial objects for activities in the spheres of culture, art and community life. It drew experts from outside the Czech Republic who have experience with running cultural “factories” in former industrial facilities. The experts shared their knowledge in the fields of funding, marketing, and programme management at seminars



with participants drawn from the ranks of organisers of existing and planned new cultural spaces. The programme culminated in an international conference on September 19th.

<http://www.plzen2015.net>

Workshop participants:

The participants of the CreativeCH workshop comprised:

- International and national experts in the revitalization, promotion and communication of industrial heritage,
- National industrial heritage practitioners, creative businesses, representatives of public-private partnerships, and civic, cultural and artistic associations.

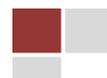
Thematic lead & workshop organisation:

mNACTEC and SFRG were responsible for the thematic lead of the workshop. mNACTEC was responsible for local and overall organisation of the workshop (e.g. reception, provision of information material, etc.), with support from MFG, which was responsible for the dissemination of the event.

A roll-up of the project and a large poster presenting the four CreativeCH showcases was displayed in the entrance area of the venue. Leaflets were available for the participants to collect.

1.2 Programme

| | |
|-------------|---|
| 09:00–09:15 | Welcome by Joaquim Carvalho, University of Coimbra, Portugal |
| 09:15–09:30 | Opportunity and dynamism in Europe’s heritage sector – Private-public partnership models for financing industrial heritage regeneration <i>Laurie Neale, Europa Nostra, Netherlands</i> |
| 09:30–09:45 | Places that matter: Cities and their industrial heritage <i>Heike Oevermann, Georg-Simmel-Zentrum für Metropolenforschung, Humboldt-Universität Berlin, Germany</i> |
| 09:45–10:00 | Industrial buildings as a resource <i>Lars Scharnholtz, Institut für Neue Industriekultur (INIK), Germany</i> |



| | |
|--------------------|--|
| <p>10:00–10:45</p> | <p>Moderated discussion</p> <p>How to foster public-private partnerships and involvement of civic, cultural and artistic associations in the revitalization and communication of industrial heritage sites?</p> <p>What business models work in the revitalization, promotion and valorization of industrial heritage sites?</p> <p><i>Moderator: Alexandra Brabcová, Pilsen 2015, Czech Republic</i></p> |
| <p>10:45–11:15</p> | <p>Break</p> |
| <p>11:15–11:30</p> | <p>The preservation of industrial heritage through cultural reuse in a dynamic city and in a deindustrialized region: the cases of Barcelona and the Llobregat Valley</p> <p><i>Eusebi Casanelles, International Committee for the Conservation of the Industrial Heritage (TICCIH), Spain</i></p> |
| <p>11:30–11:45</p> | <p>Creative valorisation of industrial heritage sites? Experiences from European projects</p> <p><i>Jörn Harfst, Karl-Franzens-University Graz, Institute of Geography and Regional Science, Austria</i></p> |
| <p>11:45–12:00</p> | <p>The Big Factory: Heritage, time and people</p> <p><i>Joana Branco Gomes, Lisbon LX Factory, Portugal</i></p> |
| <p>12:00–12:45</p> | <p>Moderated discussion</p> <p>How to transfer and stimulate the uptake of best practices, business models and new creative ideas in the revitalization and communication of industrial heritage sites?</p> <p><i>Moderator: Guntram Geser, Salzburg Research, Austria</i></p> |
| <p>12:45–13:00</p> | <p>Summary of discussion results</p> <p>What did we learn today? Key workshop takeaway points and future directions</p> <p><i>Guntram Geser, Salzburg Research, Austria</i></p> |

1.3 List of participants

Organizers of Pilsen2015, managers of Rote Fabrik Zurich (Switzerland), speakers from Austria, Germany, Netherlands, Portugal and Spain, CreativeCH partners and members of the local community participated in the workshop. The members of the local community included managers of cultural facilities, artists and young professionals working on cultural projects.

| | | |
|------------------------|---|----------------|
| Kateřina BEDNÁŘOVÁ | Local participant | Czech Republic |
| Alexandra BRABCOVÁ | Pilsen 2015 (Participation Manager) | Czech Republic |
| Miroslav BRABEC | Local participant | Czech Republic |
| Joana BRANCO GOMES | Lisbon LX Factory - Mainside Investments (Architect) | Portugal |
| Eva BREJCHOVÁ | Pilsen Urban Planning and Development Institute (UKRMP) | Czech Republic |
| Michal BRENNER | Local participant | Czech Republic |
| Joaquim CARVALHO | University of Coimbra (Professor) | Portugal |
| Eusebi CASANELLES | mNACTEC (former director) and TICCIH (Life President) | Catalonia |
| Sara DIAS-TRINDADE | University of Coimbra (Researcher) | Portugal |
| Marie FICTUMOVÁ | Local participant | Czech Republic |
| Guntram GESER | Salzburg Research (Researcher) | Austria |
| Gisela GONZALO | mNACTEC (Project coordinator) | Catalonia |
| Michael GRÄDEL | Rote Fabrik (Manager) | Switzerland |
| Jörn HARFST | University of Graz (Researcher) | Austria |
| Dominika HAVLOVÁ | Mayrau Mining Museum (educational program manager) | Czech Republic |
| Klára JEDLIČKOVÁ | Pilsen 2015 | Czech Republic |
| Carlos JIMÉNEZ CARREÑO | Pilsen 2015 (EVS) | Czech Republic |
| Vera KARAJOSOVÁ | Local participant | Czech Republic |
| Ondřej KAŠPÁREK | Local participant | Czech Republic |
| Petr KOLOŠ | Local participant | Czech Republic |
| Otto KOŠTAN | Local participant | Czech Republic |
| Adriana KRASOVÁ | Pilsen 2015 (International Relations Manager) | Czech Republic |

| | | |
|-----------------------|---|----------------|
| Zdeňka KUJOVÁ | JIC Kreativní Centrum Brno | Czech Republic |
| Ondřej LALÁK | KYČN | Czech Republic |
| Michaela MIXOVÁ | Local participant | Czech Republic |
| Jolana MOKRÁ | Local participant | Czech Republic |
| Laurie NEALE | Europa Nostra (Council board member) | Netherlands |
| Heike OEVERMANN | Georg-Simmel-Zentrum für Metropolenforschung Humboldt-Universität Berlin (Researcher) | Germany |
| Radim PEKÁREK | KYČN | Czech Republic |
| Olga PLCHOVA | Pilsen 2015 | Czech Republic |
| Soňa RYCHLIKOVÁ | Pilsen 2015 | Czech Republic |
| Stefano SBARBATI | MFG (Project coordinator) | Germany |
| Lars SCHARNHOLZ | Institut für Neue Industriekultur (Architect and management director) | Germany |
| Monika ŠKUBLOVÁ | Local participant | Czech Republic |
| Petra SOPOUŠKOVÁ | Local participant | Czech Republic |
| David ULK | Zkušebny Kreativní Centrum | Czech Republic |
| Markéta VACOVSKÁ | Academy of Performing Arts | Czech Republic |
| Leona VORSCHMEIDEROVÁ | Urban Planning and Development Institute of the City of Pilsen (UKRMP) | Czech Republic |

1.4 Workshop venue



The former Světovar brewery, located in the southern part of Pilsen, is a major development area (about 6 ha) which includes protected historic industrial buildings.

The workshop took place in the building which is planned to house the multifunctional 4x4 Cultural Factory and the city archives from 2015 on. Surrounding buildings are offered to developers of commercial, office and residential spaces.

[Part of a Světovar promotion poster, CreativeCH image]



CreativeCH partners and invited experts exploring the area and approaching the workshop venue, shown in the background on the left hand

[CreativeCH image]



Workshop participants warming up

[CreativeCH image]

2 Presentations and discussion results



Pilsen 2015 organisers Adriana Krasová (standing) and Alexandra Brabcová, Joaquim Carvalho (University Coimbra, Portugal) and Jörn Harvest (University Graz, Austria)



Workshop organizer Gisela Gonzalo, mNACTEC, managing the presentations

[CreativeCH images]

2.1 Workshop presentations

The workshop focused on the opportunities and challenges in the revitalization and communication of industrial heritage sites. Revitalization of such sites typically requires realizing new forms of usage such as facilities for cultural organizations (museums, galleries, etc.) and workspaces for creative industry businesses.

After the opening address of Joaquim Carvalho (University of Coimbra), in the first section of the workshop three presentations were given:

Laurie Neale, architect, heritage consultant and Europa Nostra Council member, presented several private-public partnership models which were used successfully for safeguarding and managing industrial heritage sites. These models included:

- Public authorities supporting civil society groups to carry out conservation and regeneration work on their urban heritage sites (Amsterdam, Newcastle);
- Public authorities being flexible concerning adapted re-use of historic buildings (Westergasfabriek Amsterdam, Stadtforum Leipzig HausHalten);

- Visionary developers and municipalities upgrading historic settings with contemporary architecture (MAS Antwerp, Oliaros in KM Athens);
- Giving back to society through creative funding mechanisms (Dutch BankGiro Lottery grants, Greek Piraeus Bank Group Cultural Foundation museums).

Among the various models particularly novel funding mechanisms such as the Dutch BankGiro Lottery grants or “crowd sourcing” of financial contributions caught the attention of the workshop participants.

According to Neale, revitalized industrial heritage complexes can contribute to the regeneration of their surrounding neighborhoods and to the prosperity of cities as a whole. Therefore heritage regeneration projects need to be financed and carried out considering the effects on the larger city landscape.

Heike Oevermann (Georg-Simmel-Zentrum für Metropolenforschung, Humboldt-Universität Berlin) presented four cases of industrial heritage sites in the context of urban transformation: ex-Falck Area in Sesto San Giovanni (Milan), Italy; Sulzer Areal in Winterthur (Switzerland); Liverpool waterfront (UK), and Zeche Zollverein, Essen (Germany). These sites are considered as exemplary concerning their functions as:

- heritage sites citizens feel a strong attachment to,
- new locations for culture and creative industries, and
- development motors with positive effects on the urban landscape.

Drawing on the results of a research project funded by the German Research Foundation, Oevermann addressed positive aspects of the revitalization of industrial sites, but also conflicts among the various stakeholders who have different values and goals. Therefore she highlighted “bridging values” that provide a basis for collaboration. Such values are accessibility, specificity and historical character. Such values of industrial heritage buildings appeal to all stakeholders, developers, conservators and users alike.

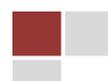
Based on the experiences and recent projects of the Institut für Neue Industriekultur (INIK), **Lars Scharnholtz** explained re-use opportunities and challenges of former industrial sites located in German-Polish border areas. He pointed out the greater challenges these areas face in comparison to sites in dynamic large cities, and focused on how these challenges can be tackled with practical actions. Scharnholtz noted that people caring about the former

industrial sites and building would like to establish a museum which, however, will not work out in most cases. The immediate concern should be to protect the facilities from further degradation, raise awareness of their value, and bring them into active use. Some approaches for this are to invite young people to explore creative uses of a site, enable temporary uses for cultural or other purposes, and conceive adaptation and usage for permanent usage that require only little investment.

In the second session of the workshop, **Jörn Harfst**, research associate at the Karl Franzens University of Graz, described experiences from European projects on the creative valorization of industrial heritage sites. He explained that there is no “one size fits all” solution because of the different sites (e.g. mining vs. manufacturing sites) and the different situations the European regions present concerning their former industrialised regions. Harfst also presented the SHIFT-X project, which promotes the re-use of former industrial sites in regions with small to medium-sized towns. Particularly he emphasised the role of public governance to bring together the stakeholders for cooperative projects both on the regional and trans-national level. Concerning the latter he pointed out opportunities European projects, which beside the welcome funding for regional revitalization allow for networking and sharing of knowledge beyond regional/national circles.

Joana Branco Gomes followed with a presentation of the Lisbon LX Factory, an example of a privately-funded successful re-use of a large site in the heart of Lisbon. The revitalization was managed by MainSide, a company that specializes in urban real estate investments and regeneration. The LX Factory occupies 23.000 m² and hosts about 200 small companies and cultural organisations that value the synergies among each other and the inspiring atmosphere of the site. The site on average has a flow of some 2.000 people per day, during special events such an Open Day up to 12.000. While the LX Lisbon Factory can be an inspiration for other sites, Branco stressed that each revitalization project must be approached taking account of its specific identity and local context.

Eusebi Casanelles, former Director of mNACTEC and Life President of the International Committee for the Conservation of the Industrial Heritage (TICCIH), analyzed the case of the Poblenou district in Barcelona. Facing the transformation of their district by rapid urban development, the inhabitants stood up and requested preservation of areas and buildings they value. This promoted preservation and re-use in the context of a considerable transformation of the district overall. Today it is characterized by many preserved former industrial areas and buildings which are listed as heritage sites. Some of them have been



turned into cultural facilities, e.g. library, performing arts or multi-purpose centers. In order to aid conservation of some former industrial ensembles, special regulations also protect elements like alleyways and residential buildings, for instance.

After each of the two sessions a discussion was facilitated by Alexandra Brabcová (Pilsen 2015) and Guntram Geser (Salzburg Research) respectively. Some topics addressed were how to forge productive public-private partnerships, the roles of civic, cultural and artistic associations in the revitalization of sites, how to involve the larger public, and so forth. A special focus was on business models and how to transfer and stimulate the uptake of good practices and new creative ideas in the revitalization and communication of industrial heritage sites.

2.2 Key results

The conclusions of the presentations and discussion can be summarized in the following key results:

[1] Large variety of situations: Industrial heritage sites present a large variety of situations concerning the type of former use (e.g. energy production, mining, manufacturing, storage), location (e.g. metropolis, city periphery, rural area, etc.), and the socio-economic situation (e.g. striving vs. declining regional economy, or well-to-do gentrified vs. deprived city district).

[2] Particularly difficult constellations: Among the particularly difficult constellations are small towns in former industrial areas and peripheral regions in general (e.g. boarder regions or rural areas), which are typically afflicted by high unemployment and lack of economic dynamic (e.g. entrepreneurship and inflow of investment). In such a situation the rationale for preserving former industrial sites is difficult to communicate, especially because there might be no need of spaces for new offices, shops, restaurants, cultural facilities and the like.

[3] Stimulate creative ideas and positive images: Particularly if the overall situation is not favorable it is important to promote creative ideas and images of a desirable future of the run down sites. This can increase the sense of ownership and confidence of local stakeholders that positive change is possible, and help mobilize citizens for targeted initiatives aimed at “re-inventing” the sites through re-using them for new purposes.

[4] No blue print solution, evaluate the specific situation: Because of the variety of situations no blue print solutions are available even for the same type of industrial heritage. Rather the specific constellation, context and options must be evaluated case by case. Available expertise and inspiration from other projects should be sought, but copying what worked in one place under specific conditions might not work out successfully.

[5] Use = protection: The time horizons of interventions can range from a few months to over 10 years. The key point is that former industrial sites have often been abandoned for an extended period and should be protected from further degradation in order to explore and keep viable options. There needs to be a long-term horizon and more than just one concept (e.g. finding a major investor). Involving young people and students to work on projects on-site and actively use spaces for some months can raise awareness of the value of the site. Some ideas and exemplary uses might be turned into initiatives that receive support by citizens, the municipality/regional government and other investors.

[6] Temporary use based on low investment: Temporary use of sites by creative groups should be allowed and supported. Such usage might be turned, step-by-step, into self-sustaining solutions, which can attract further activity and investors. Small investment by the public hand will mean low costs for users, e.g. creative people in search of spaces.

[7] Public governance has a core role to play: Governance of the public sector (e.g. municipality, regional government) has a core role to play even if little public money is available for preserving and revitalizing a former industrial site. There are instruments that might be applied and make a difference, tax breaks or relaxation of regulations, for instance. Demonstration of a clear position and engagement by the public sector can help mobilize, bring together and guide the cooperation among the stakeholders, including resolution of conflicts, if required.

[8] Working with site developers: Revitalization through new uses will often not work without commercial investors, developers and operators of spaces such as shops and restaurants, offices or residential spaces. Therefore Public Private Partnerships and a balancing of the different values and interests (e.g. commercial players, public heritage protection agencies and citizens / civil society groups) are necessary.

[9] Common ground, bridging values: Values which are shared by all parties can help in the often required negotiation and consensus building. For example, the “historical character”

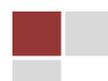
of buildings is valued by citizens and developers alike, by the latter because this typically allows for higher rents than new buildings. The same goes for “accessibility” of sites. Citizens wish to retain social places to meet, while investors are looking for “frequency”, i.e. places that are regularly visited by consumers. However, it is important to keep the social character of places, i.e. they should not be fully overtaken by commercial interests. Furthermore it should be noted that change in zoning and public investment (e.g. infrastructure, transport, cultural and other centres, etc.) can increase property values and potential and, thereby, impact on existing residential and other areas (e.g. gentrification, loss of small shops, etc. due to increasing rents).

[10] Citizens as stakeholders and investors: The potential of citizens as actors in the preservation and revitalization of industrial and other cultural heritage is underestimated. Overall there is a high willingness of citizens to volunteer for preserving cultural heritage (Europa Nostra Forum 2011). There are also inspiring examples where citizens have taken the initiative and invested own labour and money to safeguard heritage (e.g. Stadsherstel Amsterdam NV, Netherlands). For citizens this is a matter of sense of belonging / identity, community spirit and pride in the historic environment, the preservation of which adds to the local quality of life. This applies not only to industrial heritage but even more so to urban areas, e.g. shrinking cities or city centres which have lost their social function and residents. An example is the HausHalten initiative of Stadtforum Leipzig (Germany) where occupants of historic houses act as guardians who refurbish and maintain the buildings.

[11] Creative funding mechanisms: There are number of funding mechanisms such as lotteries for good purposes like preserving cultural heritage (e.g. BankGiro Loterij, Netherlands); long-term credits at low rates; sponsorship by companies based on Corporate Social Responsibility programs, or crowd-funding initiatives (e.g. on popular platforms such as Sponsume.com; on different variants of crowd-funding see Röhler & Wenzlaff 2011). Concerning sponsorships it must be noted that the typical forms can only be part of the solution and often only after a site has been secured and a regular programme of cultural and/or other activities established.

References

- Europa Nostra Forum (2011): Volunteers – Added Value for Europe’s Heritage. Forum Reader. Organised as a contribution to the European Year of Volunteering 2011, Amsterdam, 10 June 2011, http://www.europanostra.org/UPLOADS/FILS/EN_Volunteers_Added_value_for_Europe_heritage.pdf
- Institut für Neue Industriekultur INIK GmbH, Cottbus, Germany, <http://www.inik.eu>
- Metropolitan Studies Group, Humboldt-Universität zu Berlin, Germany, <http://www.metropolenforschung.de>
- Pilsen 2015 - European Capital of Culture, <http://www.plzen2015.net>
- Pilsen Week of Cultural Factories, 16-20 September 2013, Pilsen, Czech Republic, <http://www.plzen2015.net/home-page/plzensky-tyden-kulturnich-fabrik/?lang=en>
- Röthler, D. & Wenzlaff K. (2011): Crowdfunding Schemes in Europe. Report for the European Expert Network on Culture. September 2011, <http://www.eenc.info/wp-content/uploads/2012/11/DR%C3%B6thler-KWenzlaff-Crowdfunding-Schemes-in-Europe.pdf>
- SHIFT-X - Employing cultural heritage as promoter in the economic and social transition of old-industrial regions (10/2012-12/2014; Central Europe Programme), <http://www.shiftx.eu>
- Sponsume.com (crowd-sourcing platform), <http://www.sponsume.com>
- Světovar brewery, Pilsen, Czech Republic - Urban Planning and Development Institute of the City of Pilsen: Světovar – investment opportunity, <http://ukr.plzen.eu/current-development-projects/projects/svetovar-investment-opportunity/>



3 Workshop related links and online material

3.1 Related CreativeCH material online

Pilsen Culture Factory Week Programme, includes the CreativeCH workshop,

http://www.creative-heritage.eu/fileadmin/_creative-ch/Downloads/pozvanka_el_pozvanka_dlouha_AJ.pdf

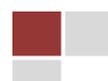
CreativeCH workshop summary “Business Models for Creative Cooperation” (7.10.2013),

http://www.creative-heritage.eu/workshop_businnes_models0.html

CreativeCH video of the Pilsen workshop, Pilsen (Czech Republic), produced by MFG, published on YouTube (7.10.2013), <http://youtu.be/bjOponEdSkg>

Workshop presentations:

- Eusebi Casanelles: http://creative-heritage.eu/fileadmin/_creative-ch/Downloads/Workshops_download/Pilsen_presentations/Eusebi_Casanelles_web.pdf
- Heike Oevermann: http://creative-heritage.eu/fileadmin/_creative-ch/Downloads/Workshops_download/Pilsen_presentations/Heike_Oevermann_web.pdf
- Jörn Harfst: http://creative-heritage.eu/fileadmin/_creative-ch/Downloads/Workshops_download/Pilsen_presentations/Jorn_web.pdf
- Lars Scharholz: http://creative-heritage.eu/fileadmin/_creative-ch/Downloads/Workshops_download/Pilsen_presentations/Lars_Scharholz_web.pdf
- Laurie Neale: http://creative-heritage.eu/fileadmin/_creative-ch/Downloads/Workshops_download/Pilsen_presentations/Laurie_Neale.pdf
- Joana Branco Gomes: Presented sequences of a video on the Lisbon LX Factory which we cannot make available due to IPR constraints.



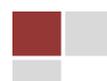
3.2 Organisations and projects mentioned (selection)

| | |
|---|---|
| Europa Nostra („The Voice of Cultural Heritage in Europe”) | http://www.europanostra.org |
| Europa Nostra Awards – recognize and celebrate excellence in cultural heritage conservation | http://www.europanostra.org/heritage-awards/ |
| European Heritage Alliance (an informal platform of 30 European and international networks and organisations active in the wider field of cultural heritage, launched in June 2011) | http://www.europeanheritagealliance.eu |
| International Council on Monuments and Sites (ICOMOS) | http://www.icomos.org |
| International Committee for the Conservation of the Industrial Heritage (TICCIH) | http://ticcih.org |
| European Route of Industrial Heritage (ERIH) | http://www.erih.net |
| European Institute for Cultural Routes | http://www.culture-routes.lu |
| Trans Europe Halles (a network of 50 independent cultural centres and 20 friends organisations all around Europe) | http://www.teh.net |
| Asia-Europe Foundation (ASEF), promotes creative networks among cultural professionals | http://www.asef.org |
| EEA Grants & Norway Grants mechanism | http://eeagrants.org |
| Nationaal Restauratie Fonds, Netherlands | http://www.restauratiefonds.nl/Paginas/default.aspx |
| BankGiro Lottery grants, Netherlands | http://www.bankgiroloterij.nl - http://www.piop.gr/eCportal.asp?id=1004&nt=18&Lang=2 |

Industrial heritage sites (selection)

| | | |
|--------------------------------------|-----------|--|
| Museum aan de Stroom, Antwerp | Belgium | http://www.mas.be/min.net?id=3080206 |
| Wielemans/Ceuppens Brewery, Brussels | Belgium | http://www.wiels.org/en/ |
| 22@ District, Barcelona | Catalonia | http://www.22barcelona.com/index.php?lang=en; http://www.22barcelona.com/10x22barcelona/planol/?lang=en |

| | | |
|---|----------------|---|
| Can Felipa, Barcelona | Catalonia | http://www.cccanfelipa.cat |
| Farinera del Clot, Barcelona | Catalonia | http://farinera.org |
| Poblenou, Barcelona | Catalonia | http://www.arxiuhistoricpoblenou.es |
| Salvem Can Ricart, Barcelona | Catalonia | http://salvemcanricart.blogspot.com.es |
| Mayrau Mining Museum, Mayrau | Czech Republic | http://mayrau.omk.cz |
| Seaplane Harbour, Tallinn | Estonia | http://www.lennusadam.eu |
| Fabriken entdecken, Forst - Lausitz | Germany | http://www.inik.eu/ev/index.php?sprache=de&sid=4&usid=6 |
| HausHalten, Stadtforum Leipzig | Germany | http://www.haushalten.org |
| Sächsisches Industriemuseum Energiefabrik Knappenrode | Germany | http://web.saechsisches-industriemuseum.com/knappe-rode.html |
| Welterbe Zollverein, Essen | Germany | http://www.zollverein.de |
| Industrial Gas Museum, Athens | Greece | http://www.technopolis-athens.com/web/guest/museum |
| Lavrion District Mines – Technological and Cultural Park | Greece | http://www.ltp.ntua.gr/home_en |
| Oliaros in the Kerameikos- Metaxourgeio (KM) area, Athens | Greece | http://www.oliaros.com/?lang=en&query=category&gp=29 |
| Alternative Economy City in the former Mattatoio industry complex in the Testaccio quartier of Rome | Italy | http://www.cittadellaltraeconomia.org/index.php?option=com_content&view=article&id=24&Itemid=176 |
| Ex-Falck Area Sesto San Giovanni, Milano | Italy | http://www.ordinearchitetti.mi.it/it/mappe/milanohecambia/area/100 |
| Bink36, a creative hotspot in a former tele-communications building in Den Haag | Netherlands | http://bink36.nl |
| Stadsherstel Amsterdam | Netherlands | http://www.stadsherstel.nl/36/diversen/english/ |
| Van Nelle Design Factory, Rotterdam | Netherlands | http://www.vnof.nl |
| Westergasfabriek, Amsterdam | Netherlands | http://www.westergasfabriek.nl |
| Lisbon LX Factory, Lisbon | Portugal | http://www.lxfactory.com/PT/welcome/ |



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|---|-------------|---|
| Salvati Roșia Montană (initiative against renewed mining in the area) | Romania | http://www.rosiamontana.org |
| Ene.Térmica, National Energy Museum, Ponferrada | Spain | http://www.enemuseo.org/index.php/es/ |
| Museo del Aceite, San Felices de los Gallegos | Spain | http://www.thebestinheritage.com/presentations/2004/museo-del-aceite-%E2%80%9Ccel-lagar-del-mudo%E2%80%9D,111.html |
| Number 2 Blast Furnace, Sagunto, Valencia | Spain | http://www.thebestinheritage.com/presentations/2013/restoration-of-the-number-2-blast-furnace-in-sagunto,214.html |
| Segovia Mint, Segovia | Spain | http://www.segoviamint.org |
| Rote Fabrik, Zürich | Switzerland | http://www.rotfabrik.ch/en/home/ |
| Sulzer Area, Winterthur | Switzerland | http://www.publicspace.org/en/works/d214-sulzerareal |
| Granger Town revitalization, Newcastle upon Tyne | UK | http://www.helm.org.uk/case-studies/granger-town |
| Maritime Mercantile City, Liverpool | UK | http://whc.unesco.org/en/list/1150 |
| Pier Arts Centre, Orkney | UK | http://www.pierartscentre.com |
| Stanley Mills, Perth | UK | http://www.historic-scotland.gov.uk/index/places/propertyresults/propertyoverview.htm?PropID=PL_273&PropName=Stanley%20Mills |

4 CreativeCH series of workshops

4.1 Workshop objectives

The overall aim of CreativeCH is enabling cities and regions across Europe to benefit from Cultural Heritage assets through innovative approaches, products and services that are developed and promoted in creative cooperation of Cultural Heritage (CH) organisations, Science & Technology (S&T) centres and Cultural & Creative Industry (CCI) businesses.

The CreativeCH workshop programme consists of 10 workshops that are organised to share, discuss and consolidate the current experiences in CH – S&T – CCI Cooperation. The project aims at creating a rich and inspiring knowledge base on such cooperation. Therefore the workshops cover a wide range of issues and opportunities in such cooperation.

The workshops foster an open and productive exchange of experiences among the participants. The formats are flexible, chosen according to the particular topic and the type and context of the event at which a workshop is held.

The typical setup that has been used in the workshops already held includes short “show & tell” presentations, demonstrations of innovative digital products and services, and moderated discussion rounds. The duration of such a workshop is about 3 hours.

4.2 Topics and schedule of the 10 workshops

The table below gives an overview of the topics and schedule of the 10 workshops. The overview includes the workshops that already have been held 2012–2013 and in preparation or foreseen for 2014.

The workshops are intended to be held at conferences or other large events. It is understood that foreseeing events for the year 2014 is somewhat speculative. Therefore in the overview for 2014 alternative options are given which correspond best to the intended workshop topics and are sustained regular events.

| Date | Topic | Location | Lead partner | Status |
|-------------|---|--|---------------------|----------------|
| 2012-04-18 | Creative clusters | MFG, Stuttgart, <u>Germany</u> | SRFG | Already held |
| 2012-05-17 | Cultural heritage and ICT in the experience economy | INVTUR 2012 Conference, Aveiro, <u>Portugal</u> | UoC | Already held |
| 2012-11-21 | Citizen cultural participation | VAST2012 Symposium, Brighton, <u>UK</u> | UVT | Already held |
| 2013-05-10 | Cultural tourism | Fiera Modernista, Terrassa, <u>Spain</u> | mNACTEC | Already held |
| 2013-05-16 | Internationalisation and localization of heritage content | PIN, Prato, <u>Italy</u> | PIN | Already held |
| 2013-09-17 | Business models for creative cooperation | Culture Factory Week, Pilsen, <u>Czech Republic</u> (in the context of the preparation of Pilsen 2015 – European Capital of Culture) | mNACTEC | Already held |
| 2013-12-02 | New skills and professionalization | DISH - Digital Strategies for Heritage Conference, Rotterdam, <u>Netherlands</u> | PIN | In preparation |
| 2014-02 | IPR and management of rights | European Public Service Information (ePSI) Platform Conference (usually held in February or March). <i>Alternative: Berlin Open Access Conference (if held in Europe and before October 2014)</i> | UoC | To be decided |

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|---------|----------------------------------|--|------|---------------|
| 2014-05 | CH and city/regional development | <p>Regional Studies Association European Conference, held annually at different locations, usually in May</p> <p><i>Alternative:</i> EU Regions for Economic Change Conf., held annually at different locations, usually in June</p> | SRFG | To be decided |
| 2014-06 | Cultural diversity | <p>Europa Nostra Annual Congress; held annually at different locations, usually in June</p> <p><i>Alternative:</i> The Best in Heritage Conference, Dubrovnik, Croatia; since 2003 held annually end of September</p> | UVT | To be decided |