

Inleiding tot Erfgoed Economie voor Stedelijke Duurzame Ontwikkeling

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GENT

April 2017

**WERELDKADER
ERFGOED EKONOMIE
STEDELIJK ANALYSE**

THE GLOBAL GOALS

For Sustainable Development



GOAL 11

Make cities and human settlements inclusive, safe, resilient and sustainable

11.1 By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums

11.2 By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons

11.3 By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries

11.4 Strengthen efforts to protect and safeguard the world's cultural and natural heritage

11.5 By 2030, significantly reduce the number of deaths and the number of people affected and decrease by [x] per cent the economic losses relative to gross domestic product caused by disasters, including water-related disasters, with a focus on protecting the poor and people in vulnerable situations

11.6 By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management

11.7 By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities



culture: key 中国杭州
to sustainable development

文化

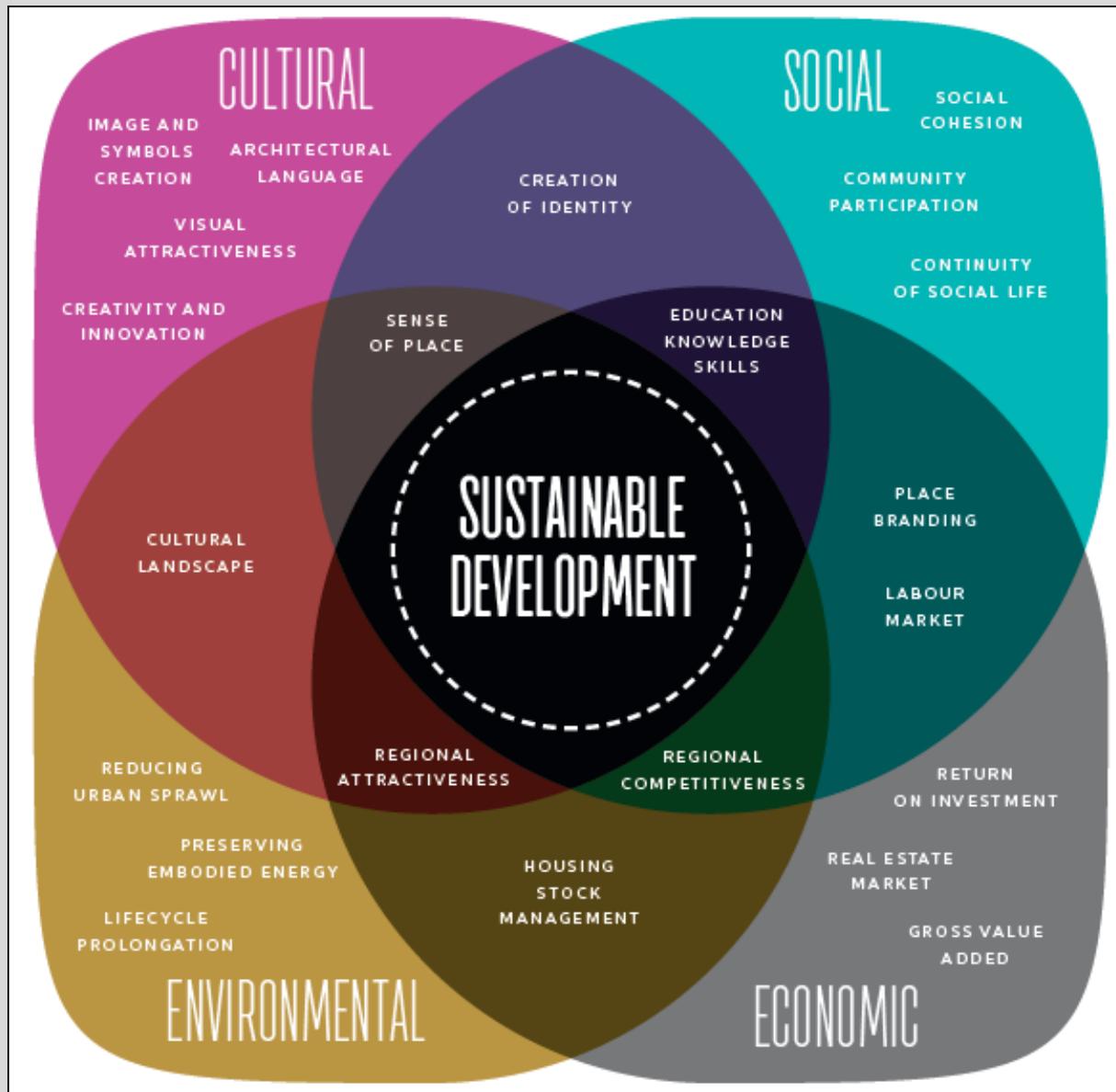
HANGZHOU INTERNATIONAL
CONGRESS / CHINA

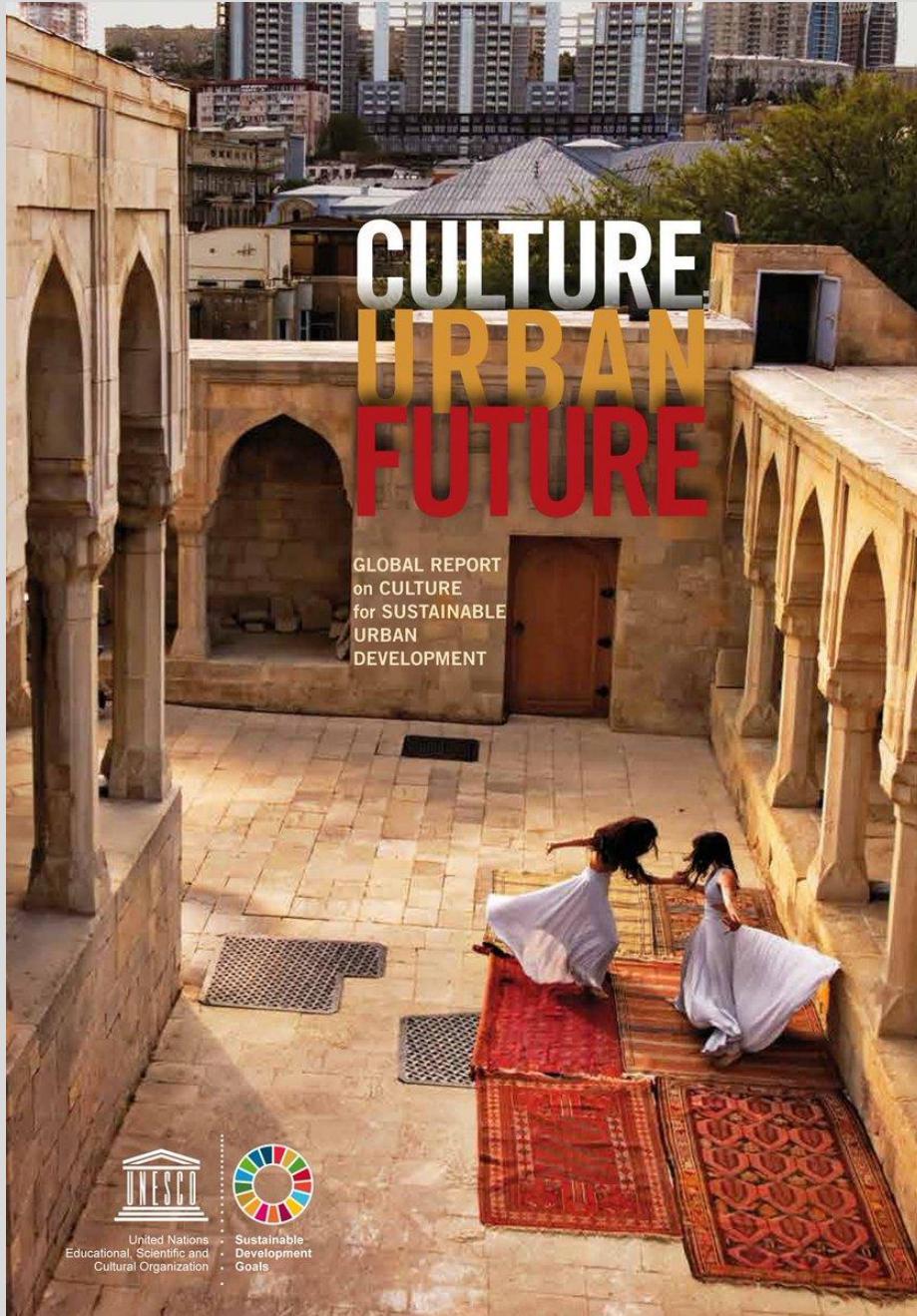
文化—可持续发展的关键
杭州国际会议

HANGZHOU DECLARATION 2013

DE VIER PIJLERS VAN DUURZAME ONTWIKKELING

Cultural Heritage Counts for Europe, 2015





HABITAT III QUITO OCTOBER 2016

**WERELDKADER
ERFGOED EKONOMIE
STEDELIJK ANALYSE**



**Welke waarde voor monumenten
en erfgoederen?**



**Bijdrage van monumentenzorg
aan tewerstelling?**



Zijn toeristische effekten meetbaar?



**Kosten en baten analyse voor stedelijk
erfgoedbeleid?**

"Economische waarden overlappen met socioculturele waarden (historisch, sociaal, esthetisch), maar hun specificiteit is dat ze door economische analyses worden gemeten. (...) Beide typologieën verwijzen naar dezelfde taart, maar op subtiel verschillende manieren gesneden. (...) Economisch gedrag kan niet gescheiden worden van cultuur, die per definitie over houdingen en gedragingen van samenleving betreft".

**Randall Mason,
Assessing the Value of Cultural Heritage,
The Getty Conservation Institute, 2002**



IMPACTS / VALUES

INCOME FROM RENTAL
ADMISSION FEES FROM VISITS
CRAFT PRODUCTION AND SALES
TOURIST CONSUMPTION
SPILL-OVERS FROM STREET FESTIVAL
JOBS CREATION IN CONSERVATION
PROPERTY PRICES IN THE VICINITY
NEW BUSINESSES AND RESIDENTS
ENVIRONMENTAL BENEFITS
WILLINGNESS-TO-PAY FOR HERITAGE
BENEFITS FROM SOCIAL INTEGRATION
INCLUSIVE DEVELOPMENT
WELFARE
HAPPINESS

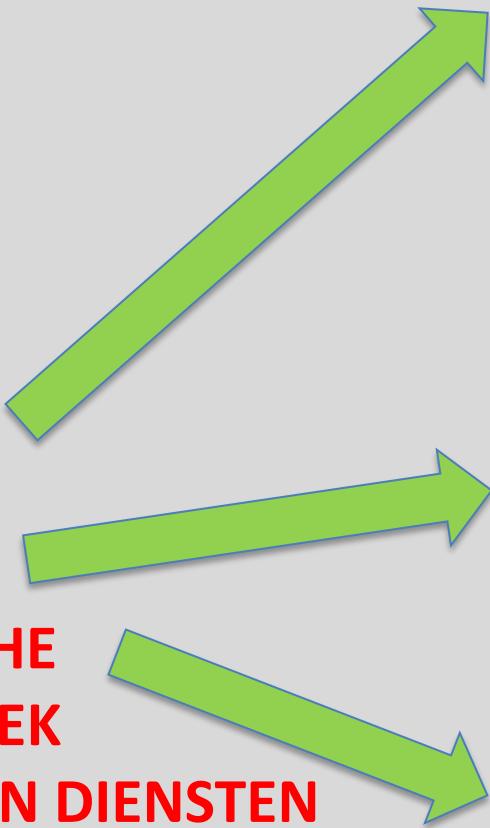
FROM USE VALUES TO EXTERNALITIES AND NON USE VALUES

FINANCIAL ANALYSIS
INVESTMENT APPRAISAL
ECONOMIC MODELLING
COST-BENEFIT ANALYSIS
HEDONIC PRICE METHOD
TRAVEL COST METHOD
MAINTENANCE COST APPROACH
CONTINGENT VALUATION METHOD
CHOICE MODELLING
MULTI-CRITERIA ANALYSIS
HAPPINESS PLANET INDEX

EVALUATION
METHODS



**ECONOMISCHE
PRIVE/PUBLIEK
GOEDEREN EN DIENSTEN**



**USE VALUES =
INDIVIDUELE/PRIVE
BATEN/WAARDEN**



1

**NON USE VALUES =
KOLLECTIEVE/PUBLIEKE
BATEN/WAARDEN**

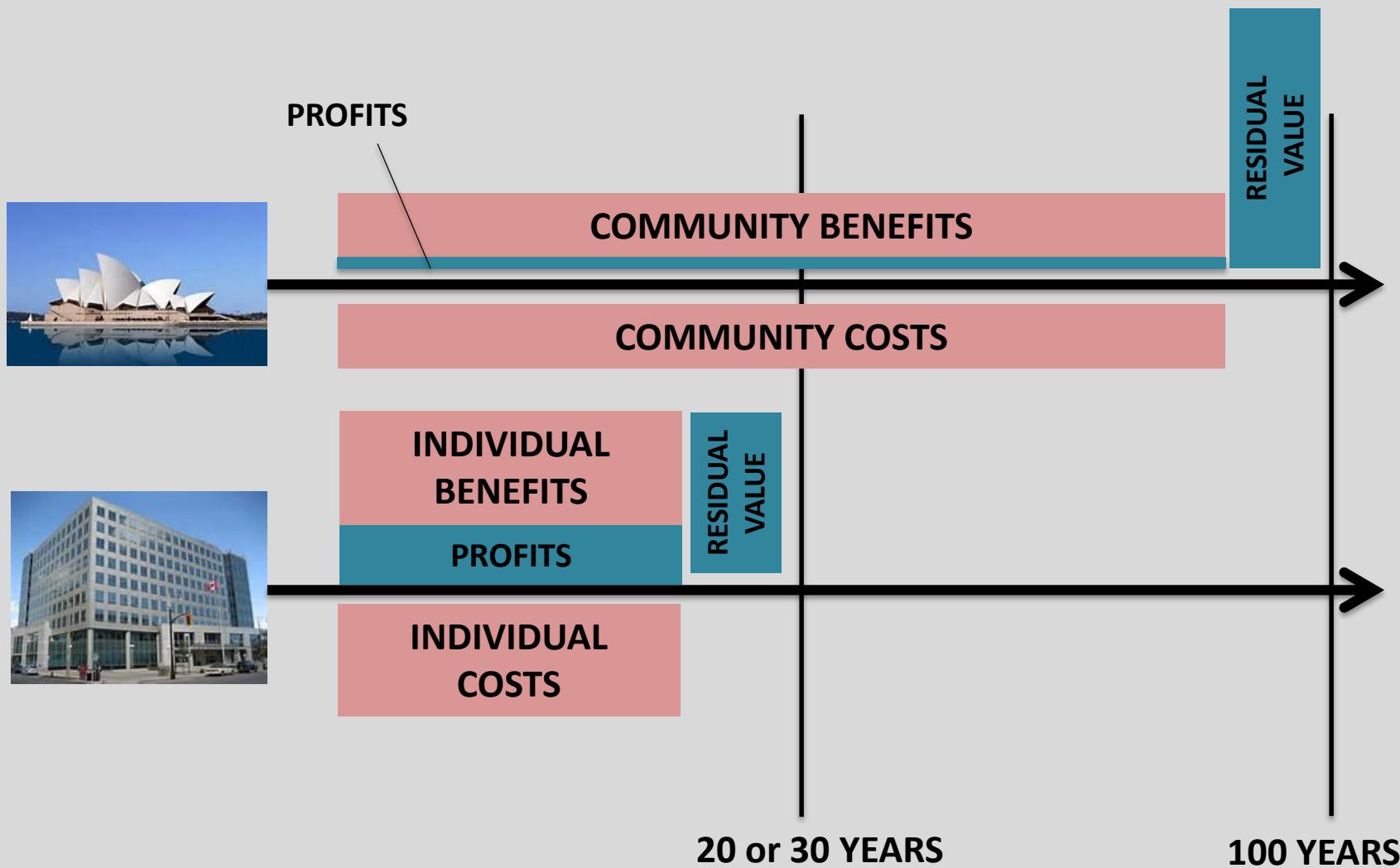


2

**EXTERNALITEITEN
VOOR DERDE PARTIJEN**

3

EKONOMISCHE VS. FINANCIËLE BEREKENINGEN VAN ERFGOED PROJECT



**KADER
EKONOMIE**

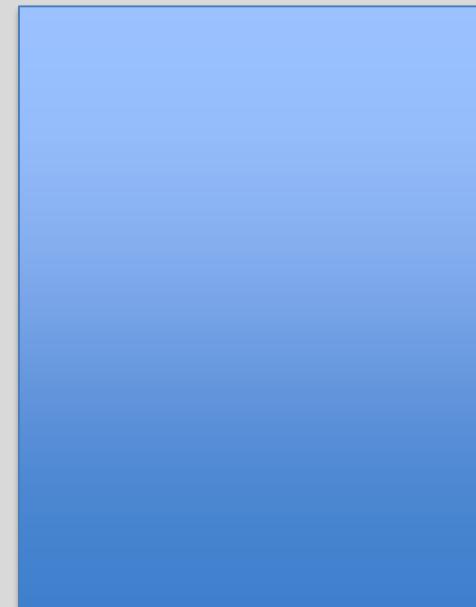
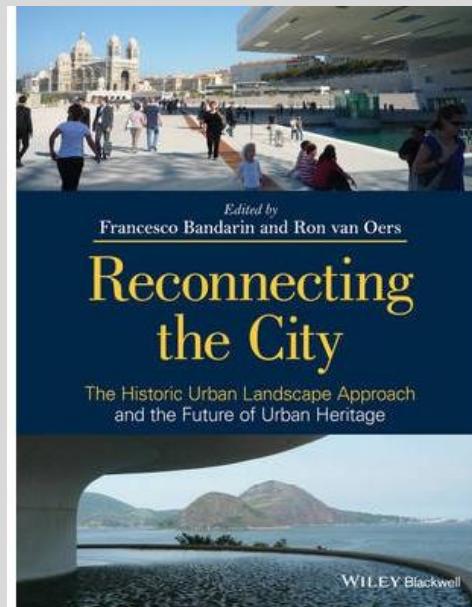
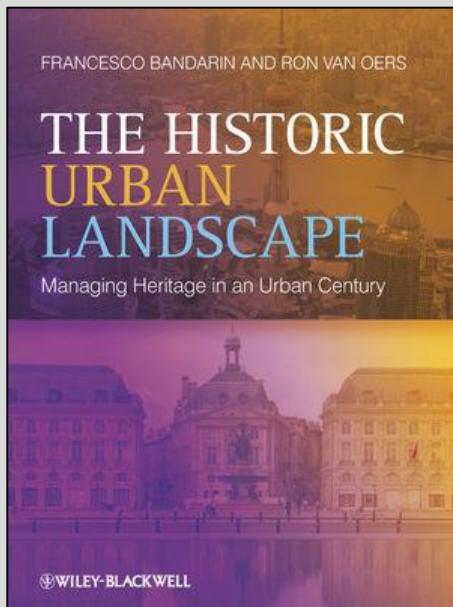
STEDELIJK ANALYSE

UNESCO AND HISTORIC CITIES:

- RECOMMENDATION CONCERNING THE SAFEGUARDING AND CONTEMPORARY ROLE OF HISTORIC AREAS (NAIROBI 1976)
- CHARTER FOR THE CONSERVATION OF HISTORIC TOWNS AND URBAN AREAS (WASHINGTON 1987)
 - *(...) In order to be most effective, the conservation of historic towns and other historical urban areas should be an integral part of coherent policies of economic and social development and of urban and regional planning at every level.*
- CONVENTION ON THE PROTECTION OF INTANGIBLE HERITAGE (2001)
- VIENNA MEMORANDUM (VIENNA 2005)
 - *(...) Economic aspects of urban development should be bound to the goals of long-term heritage preservation.*
- RECOMMENDATION ON HISTORIC URBAN LANDSCAPE (2011)

UNESCO Recomendatie over historisch stedelijk landschap (historic urban landscape) 2011

De historische stedelijke landschap is het stedelijk gebied begrepen als het resultaat van een historische gelaagdheid van culturele en natuurlijke waarden en attributen, die verder reikt dan het begrip “historische centrum” of “ensemble” tot bredere stedelijke context en geografische omgeving (art 8).



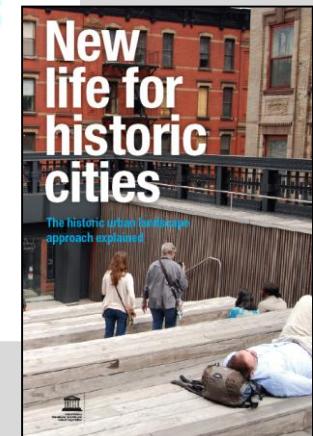
The historic urban landscape approach in action

Inventaris van menselijke middelen

1. Undertake a full assessment of the city's natural, cultural and human resources;
2. Use participatory planning and stakeholder consultations to decide on conservation aims and actions;
3. Assess the vulnerability of urban heritage to socio-economic pressures and impacts of climate change;
4. Integrate urban heritage values and their vulnerability status into a wider framework of city development;
5. Prioritize policies and actions for conservation and development, including good stewardship;
6. Establish the appropriate (public-private) partnerships and local management frameworks;
7. Develop mechanisms for the coordination of the various activities between different actors.



Kwetsbaarheid analyse

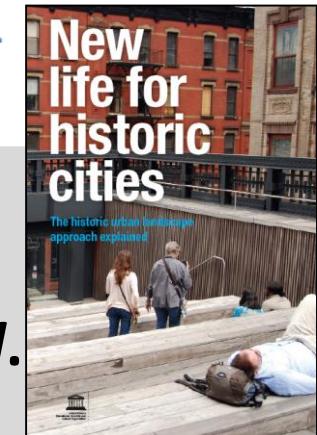


Towards a new balance

The historic urban landscape approach sees and interprets the city as a continuum in time and space. Countless population groups have left their mark, and continue to do so today.

As an approach, it considers cultural diversity and creativity as key assets for human, social and economic development. It is an

In many cities this approach has had very positive and encouraging results. For each local situation a balance is reached between preservation and protection of urban heritage, economic development, functionality and livability of a city. Thus the needs of current inhabitants are responded to while sustainably enhancing the city's natural and cultural resources for future generations.



Voor elke lokale situatie, een balans tussen behoud en bescherming van het stedelijk erfgoed, economische ontwikkeling, functionaliteit en leefbaarheid van een stad.

UNESCO Historisch Stedelijk Landschap

- **Voor alle steden (niet alleen Werelderfgoed Steden)**
- **Een benadering (Approach) en geen nieuwe categorie**
- **Veelomvattend en specifiek: tool voor lokale overheden**
- **In verband met tradities en diversiteit: maar aangepast op lokale niveau**

1972



HISTORIC URBAN LANDSCAPE
Een veelomvattend perspectief
over cultureel erfgoed



2017

**Cultureel erfgoed is
niet meer juist
westelijk, materiële,
beperkt, en publiek-
gereguleerde**



CULTUREEL KAPITAAL

Kapitaal stock dat bevat of levert een stroom van diensten doorheen de tijd

ECONOMISCHE WAARDEN

(Stroom van *use* en *non use values* in vastgoed sektor, cultuurtoerisme, macro-ekonomie, ...)

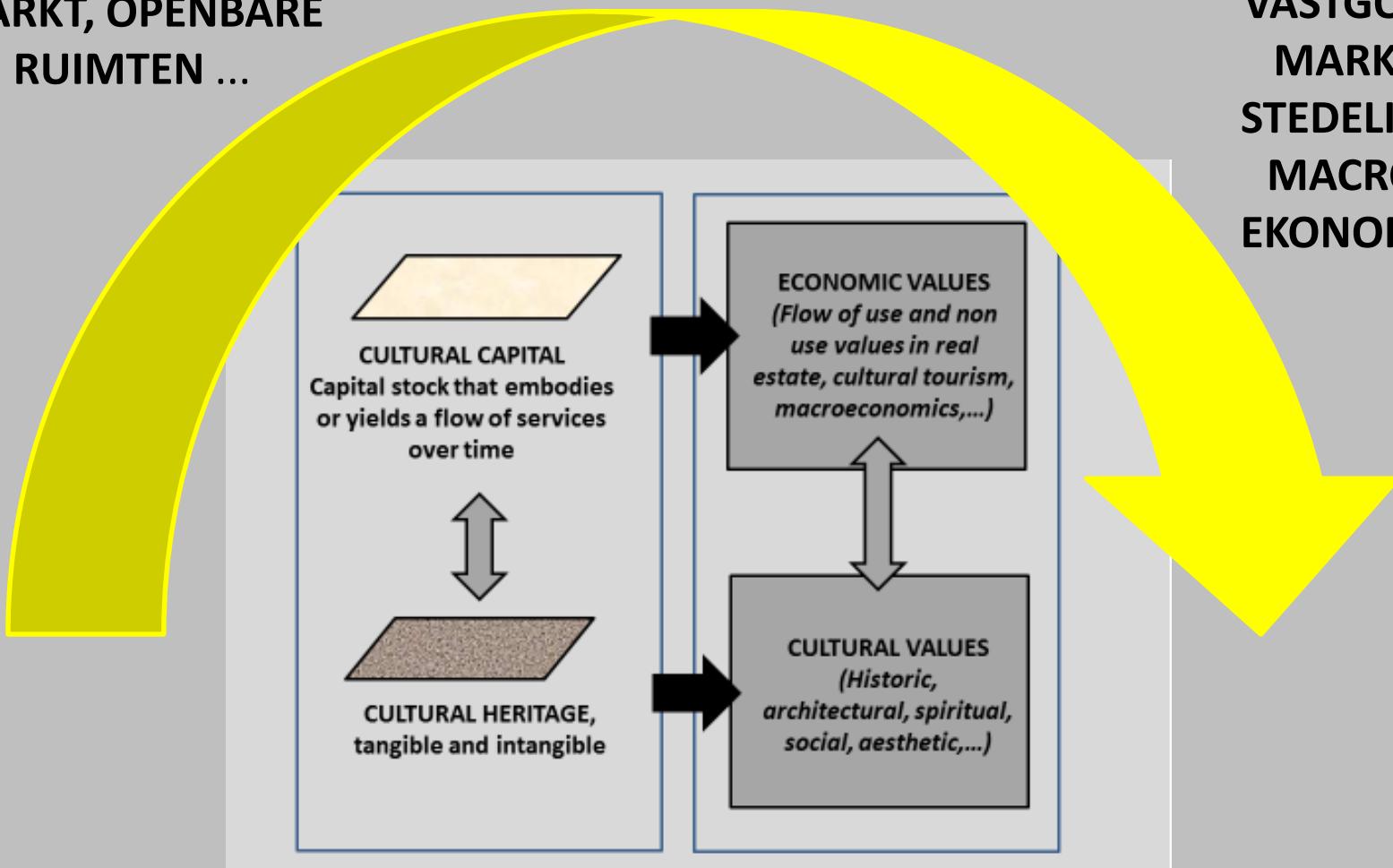
CULTUREEL ERFGOED, Onroerend, immaterieel

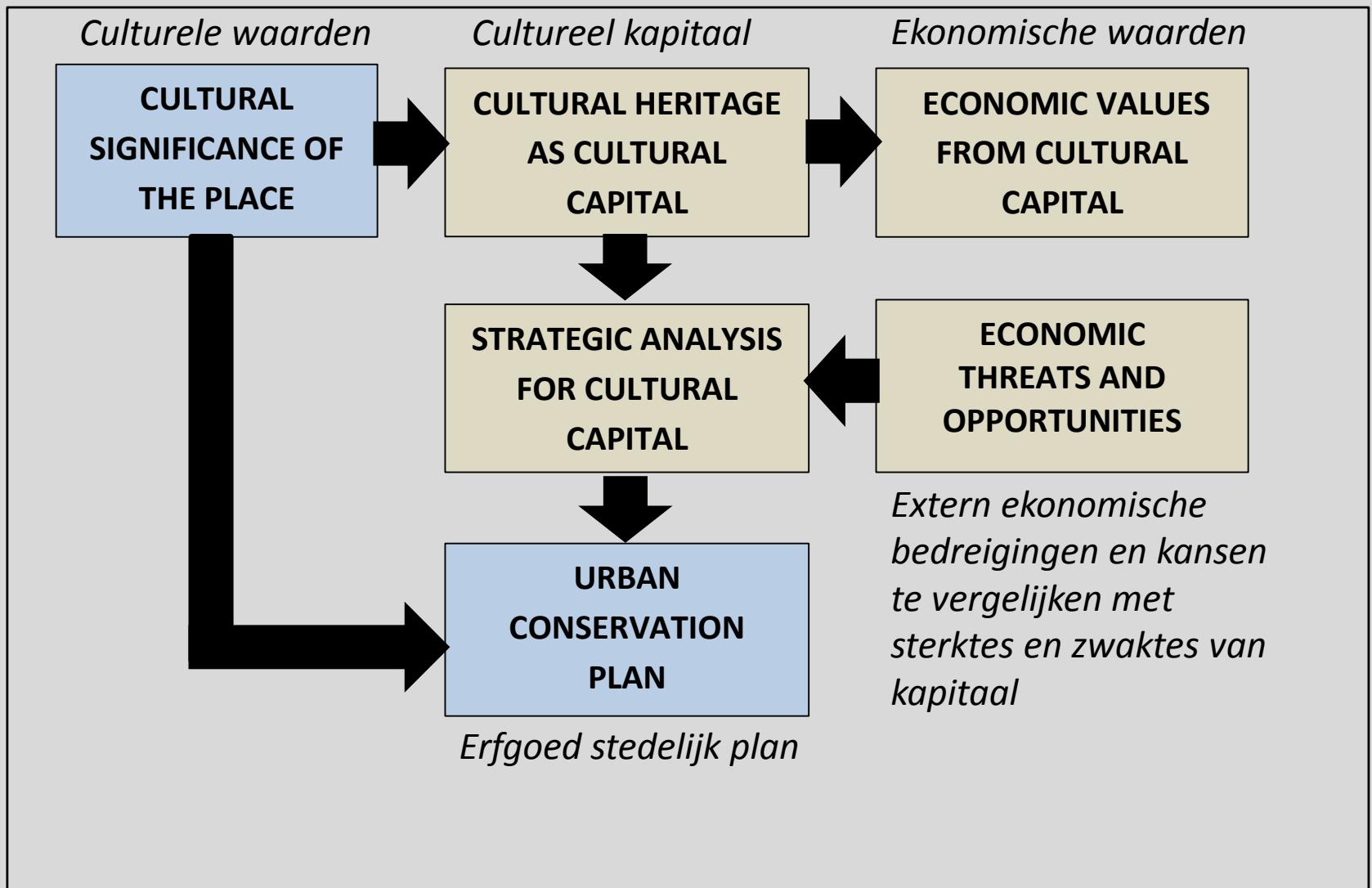
CULTURELE WAARDEN
(Historisch, architecturaal, geestelijk, sociaal, esthetisch, ...)

ERFGOEDSBELEID, EN
ANDERE INVESTERINGEN IN
TOERISME, VASTGOED
MARKT, OPENBARE
RUIMTEN ...

... ZIJN ATTRAKTIEF VOOR
NIEUWE BEWONERS,
BEZOEKERS, BEDRIJVEN,
EN INVESTEERDERS ...

... EN BIEDEN
EKONOMISCHE
UITKOMSTEN
IN TOERISME,
VASTGOED
MARKT,
STEDELIJKE
MACRO-
EKONOMIE





Strategisch model om de bijdrage van cultureel erfgoed aan stedelijke duurzame ontwikkeling te bepalen

**KADER
EKONOMIE**

**STEDELIJK ANALYSE
(TABELLEN EN KAARTEN)**

De sociaal-economische impact van het onroerend erfgoed(beleid) in Vlaanderen

Eindrapport

Etude nationale des retombées économiques et sociales du patrimoine

Résumé

La réalisation de l'objectif national de l'évaluation des retombées économiques et sociales du patrimoine culturel et historique, dans le cadre de la Stratégie nationale pour le patrimoine culturel et historique, nécessite une analyse approfondie des impacts économiques et sociaux du patrimoine culturel et historique à l'échelle de la Belgique, les plus grands résultats étant obtenus au niveau régional et national. C'est pourquoi l'Institut royal du Patrimoine, en plus d'avoir mené plusieurs études régionales, a également étudié les impacts économiques et sociaux du patrimoine culturel et historique à l'échelle nationale. Les résultats de cette étude sont présentés dans ce rapport.

Le rapport présente une analyse approfondie des impacts économiques et sociaux du patrimoine culturel et historique à l'échelle nationale. Il fournit des données pour l'ensemble des provinces, l'agglomération de Bruxelles, l'entité monétaire, l'entité et la collectivité wallonne. L'étude donne également des prévisions sur l'impact économique du patrimoine et de son rôle dans l'attractivité et la valeur des investissements et des crédits publics consacrés à sa protection, préservation et mise en valeur.

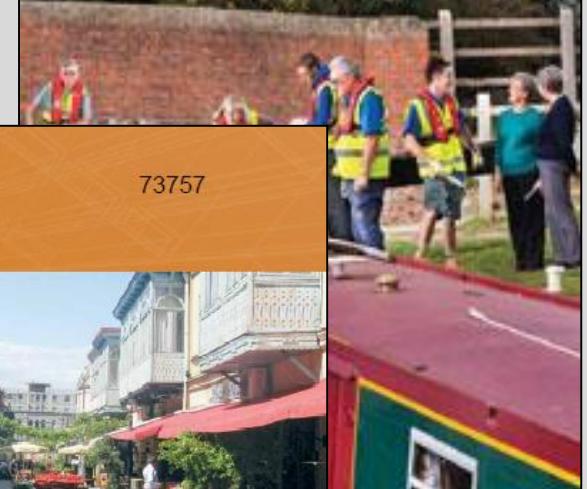
Chapitre Résumé du patrimoine. Pas à venir en 2010. L'analyse offre des indications sur les impacts culturels et sociaux du patrimoine culturel et historique à l'échelle mondiale, avec l'accent mis sur l'Europe et l'Asie. L'analyse montre que les impacts culturels et sociaux du patrimoine culturel et historique sont importants et diversifiés. Ils sont également liés à la manière dont les communautés sont impliquées dans la gestion et la préservation du patrimoine culturel et historique. L'analyse montre que les impacts culturels et sociaux du patrimoine culturel et historique sont importants et diversifiés. Ils sont également liés à la manière dont les communautés sont impliquées dans la gestion et la préservation du patrimoine culturel et historique.

Indicateur (Bénéfice) :
Indicateur qui mesure la contribution du patrimoine culturel et historique à l'économie et à la société.



HERITAGE COUNTS 2014

ENGLAND

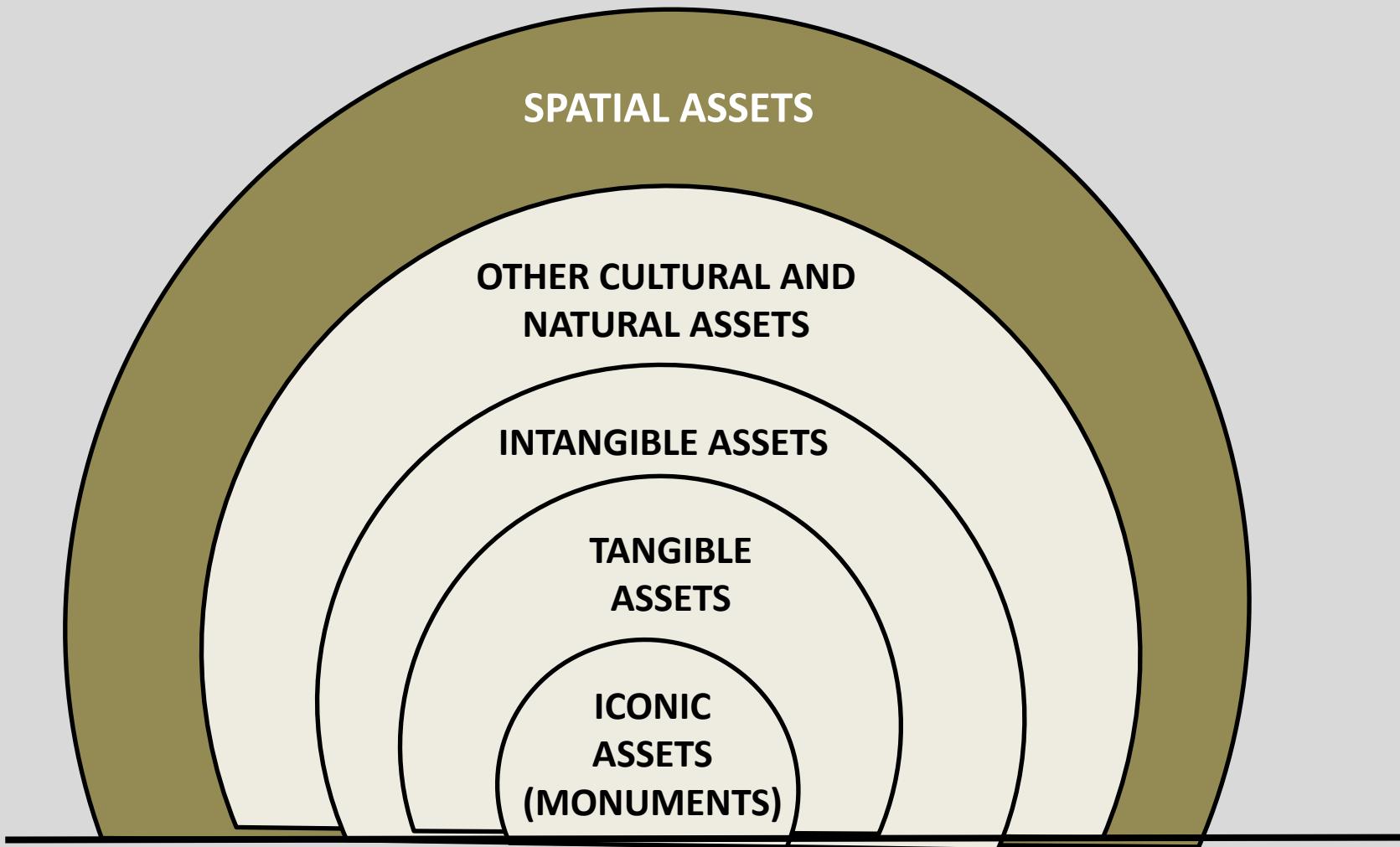


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73757



CULTUREEL KAPITAAL GEMAAKT VAN VERSCHILLEND LAGEN VOOR CULTUREEL ACTIVA, RUIMTELIJKE ACTIVA INBEGREPEN



*Districts of San Roque and El Vado,
World heritage city of Cuenca, Ecuador.
Source: G. Garcia, Universidad de
Cuenca.*

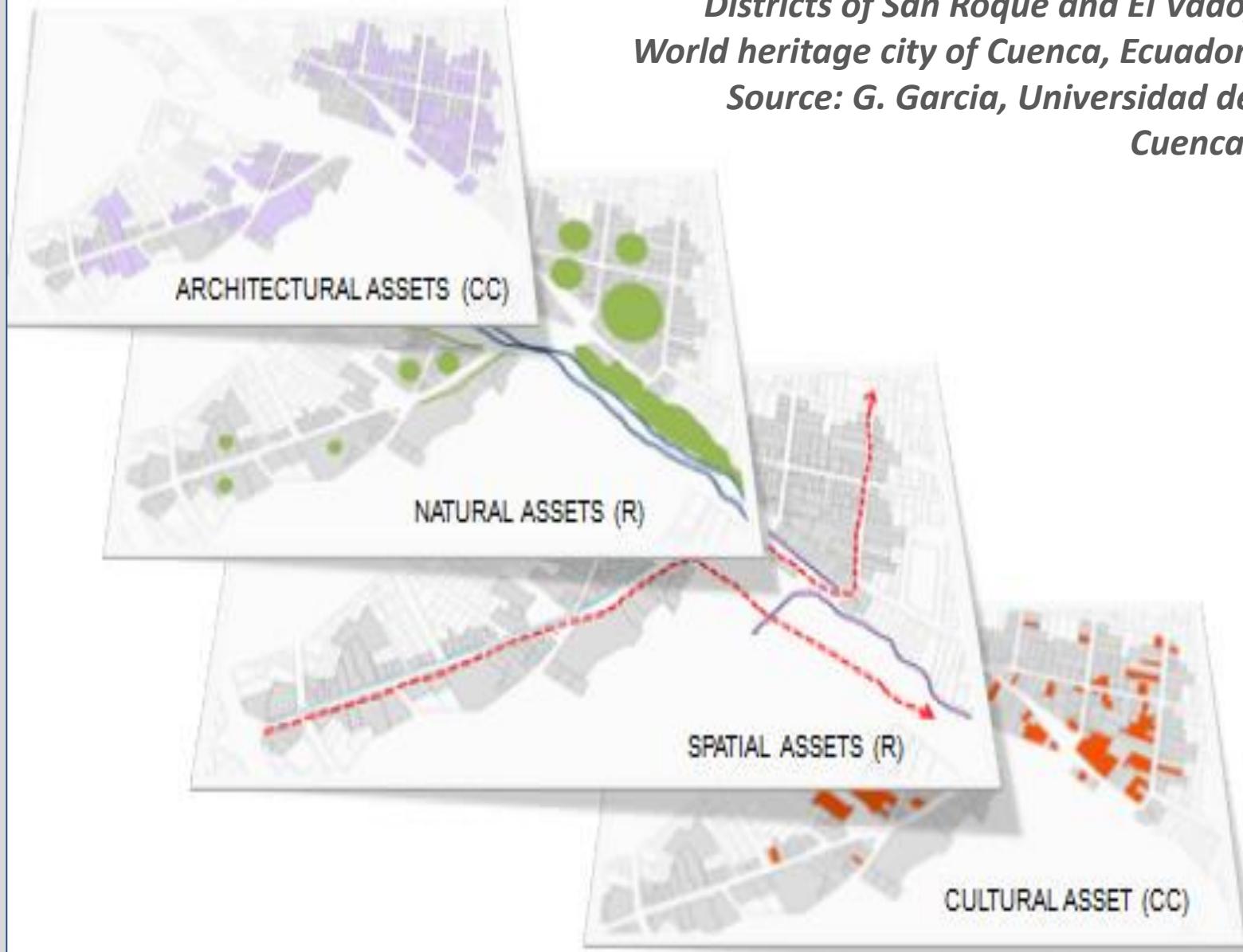




Figure 31: touristic services location
Source: author

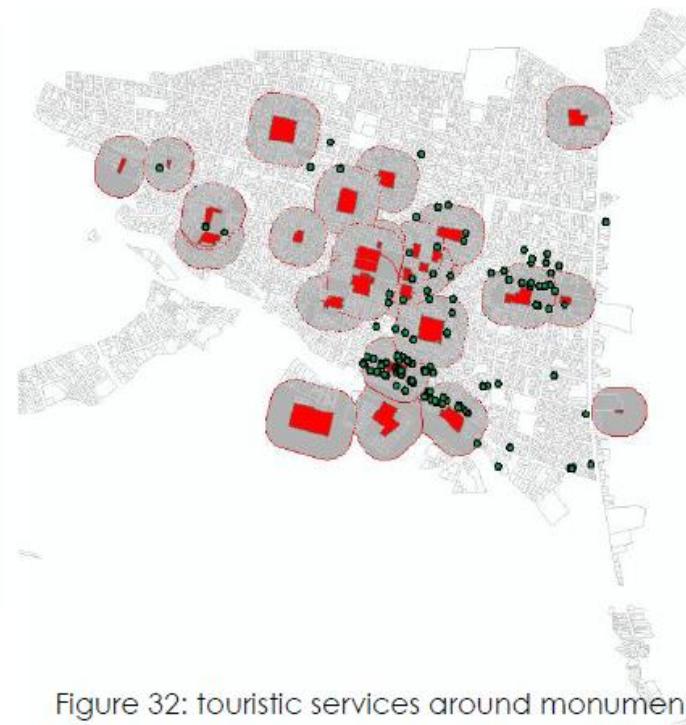
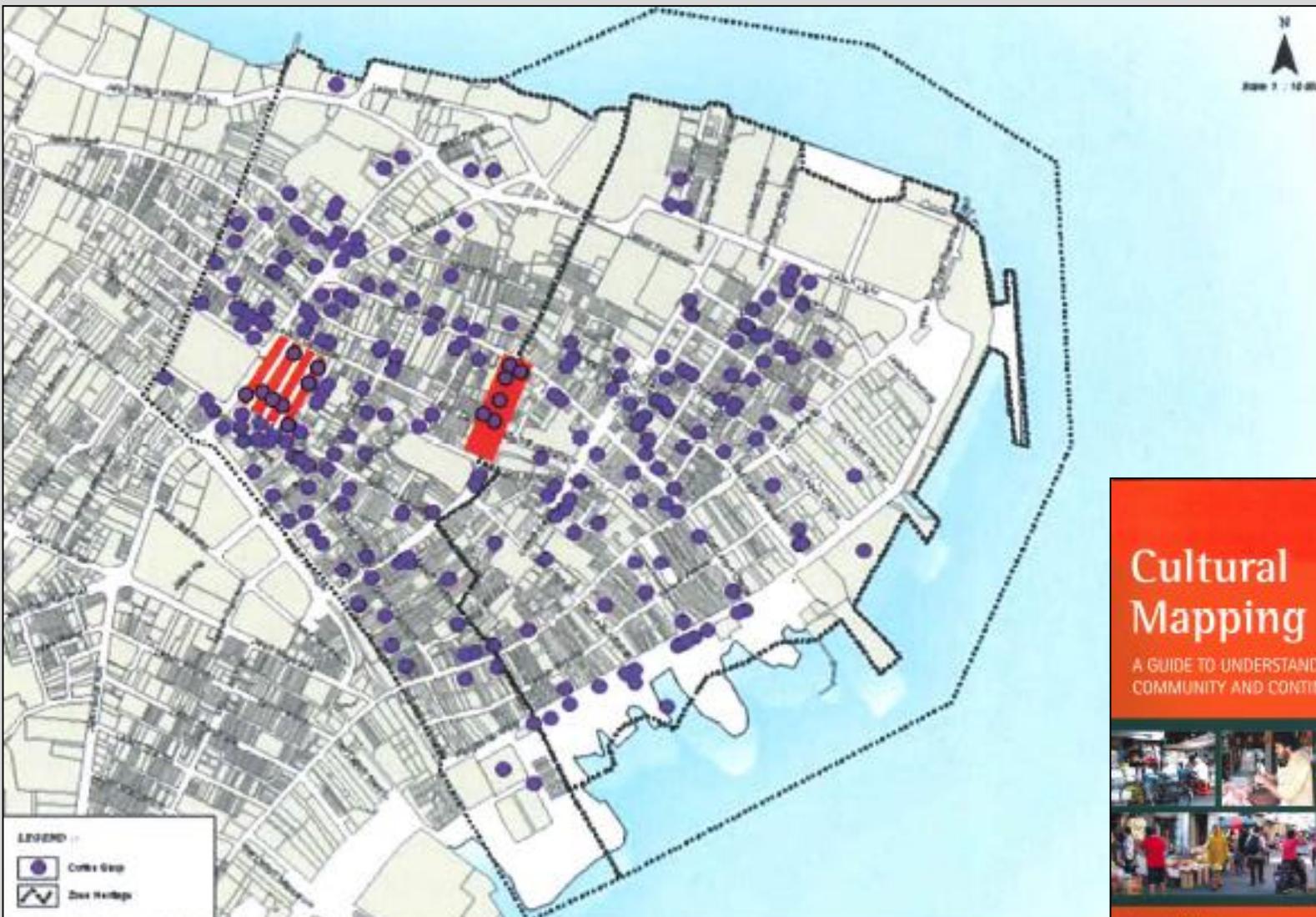


Figure 32: touristic services around monuments
Source: author



MAPPING HERITAGE ECONOMICS IN THE HISTORIC CITY OF CUENCA

By Arch. Gabriela García V.



Cultural Mapping

A GUIDE TO UNDERSTANDING PLACE,
COMMUNITY AND CONTINUITY



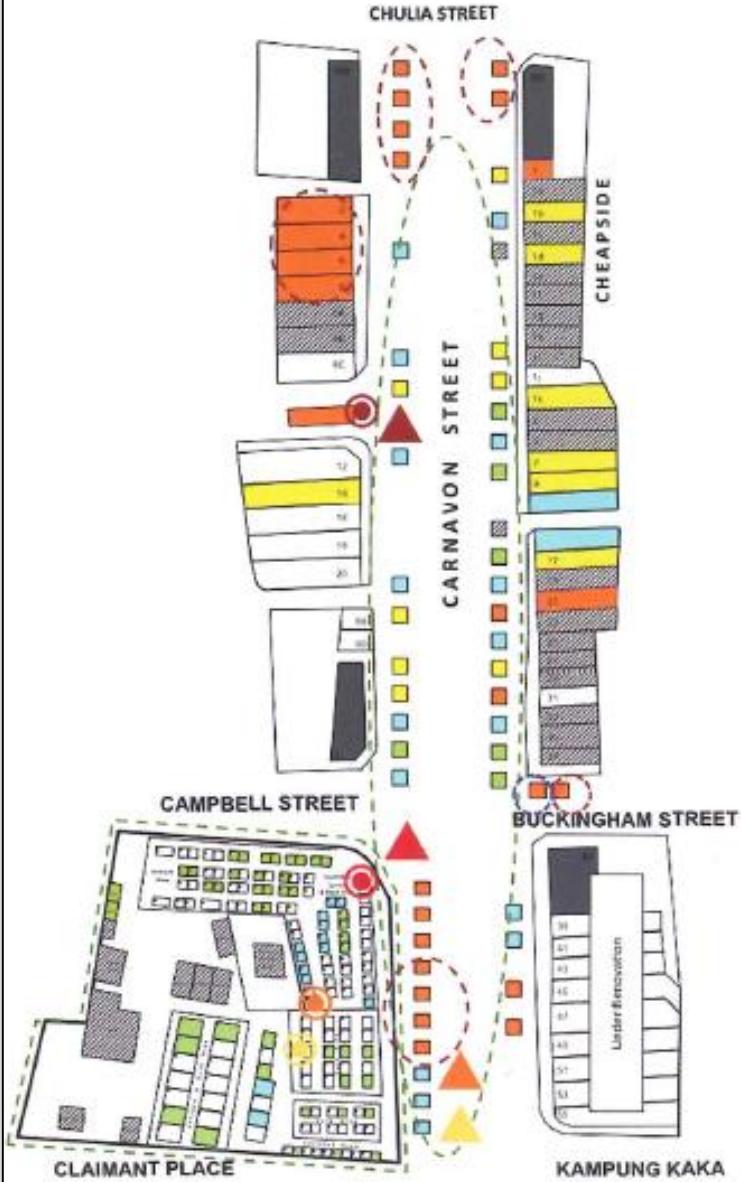
█ Campbell Street Market site

Chowrasta Market site

● Restaurants & Coffeeshops

Map 12: Location of Markets in Relation to Restaurants and Coffee Shops

Janet Pilar



Map 11: Layering Approach to Reveal Connectivity of Space and Use at Market Site

Janet Pillai

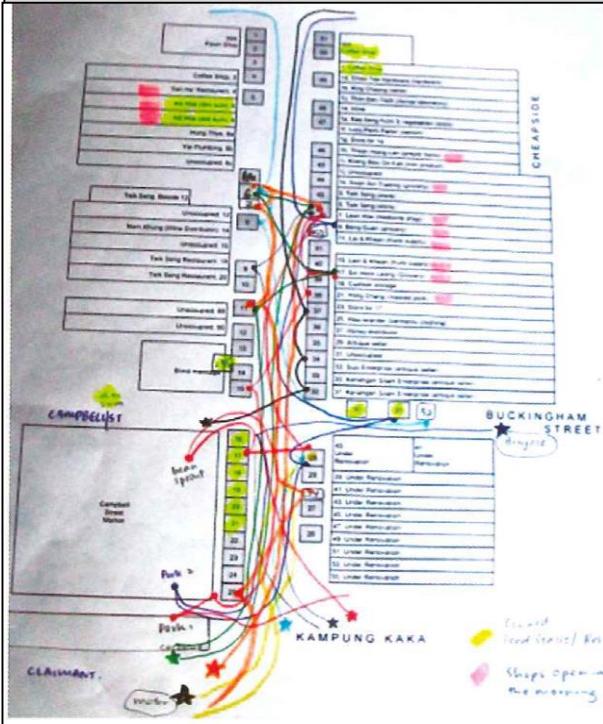
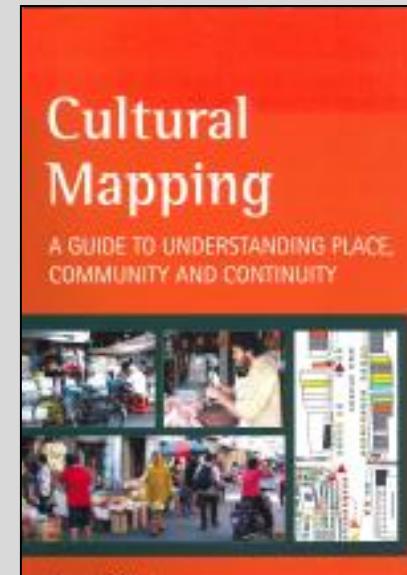
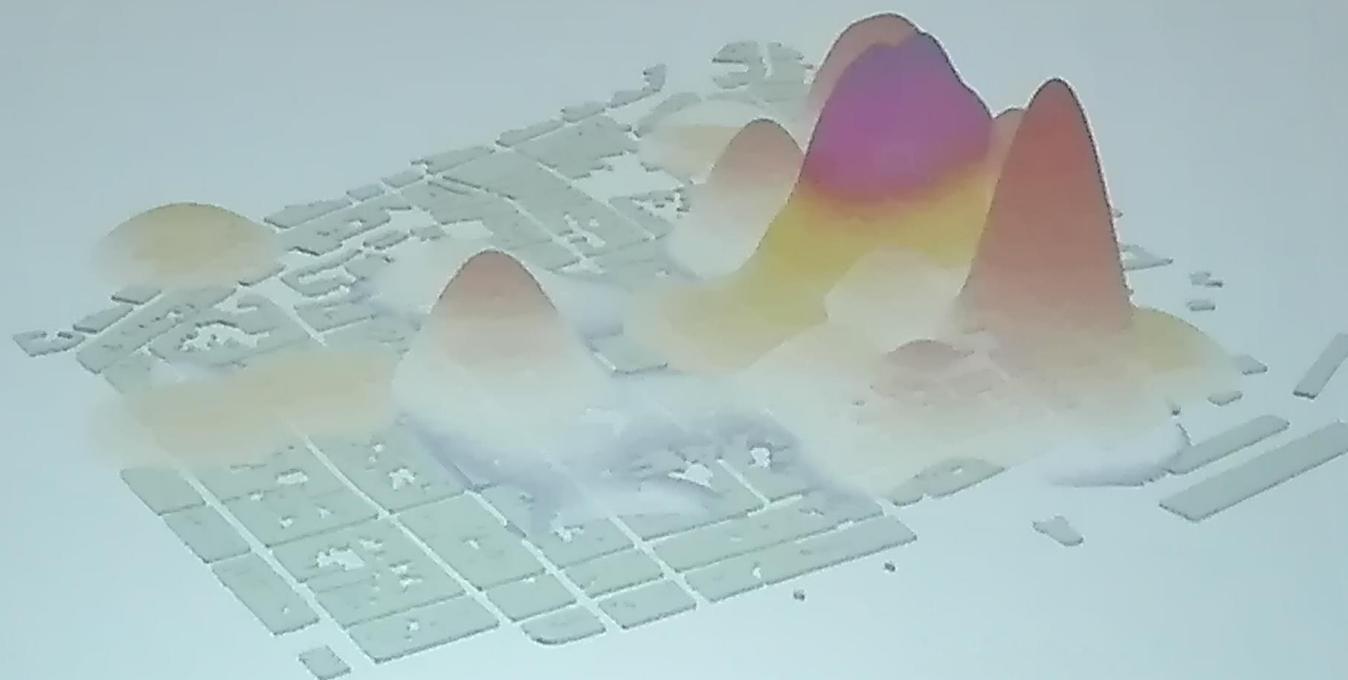


Illustration 20: Sample Marketing Routine of Customers



Mapping the memories: how to visualise a socio-spatial dimension



Source: Gala Mayi-Miranda and JC Loubier



swiss
network for
international
studies

Hes-SO

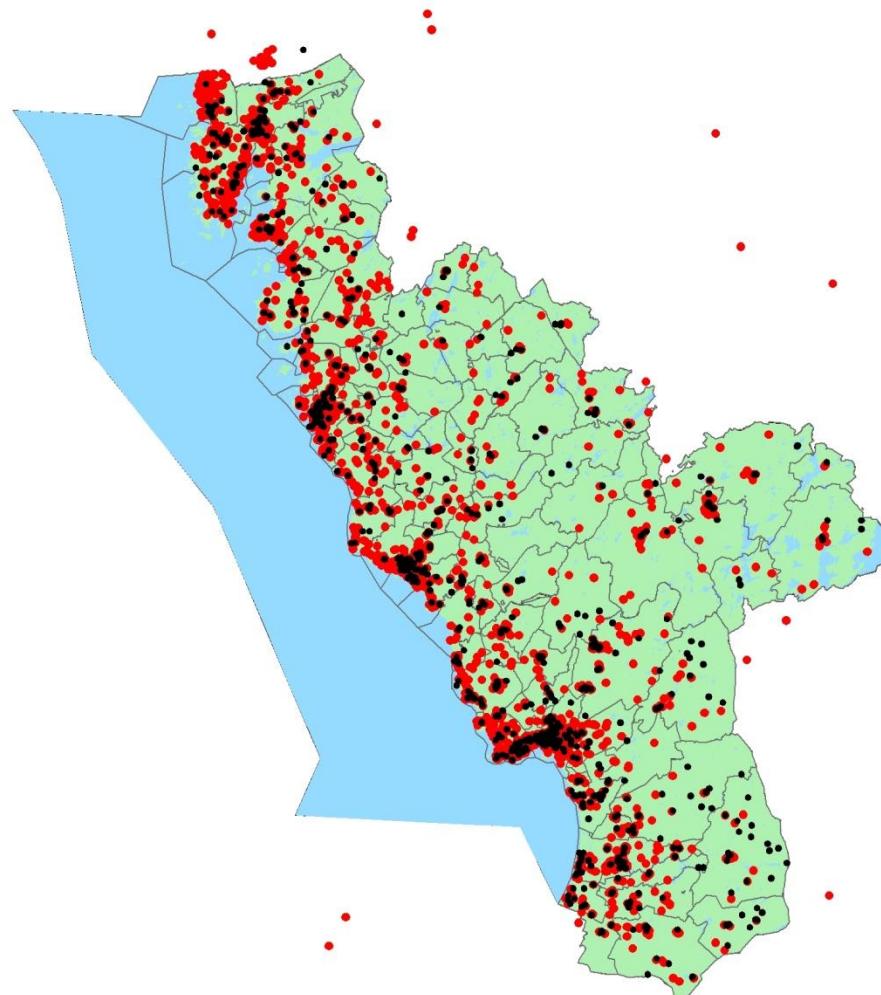
VALAIS
WALLIS



Mapping Memories and Urban Landscape : 5 April 2017



Creative Fields of Power



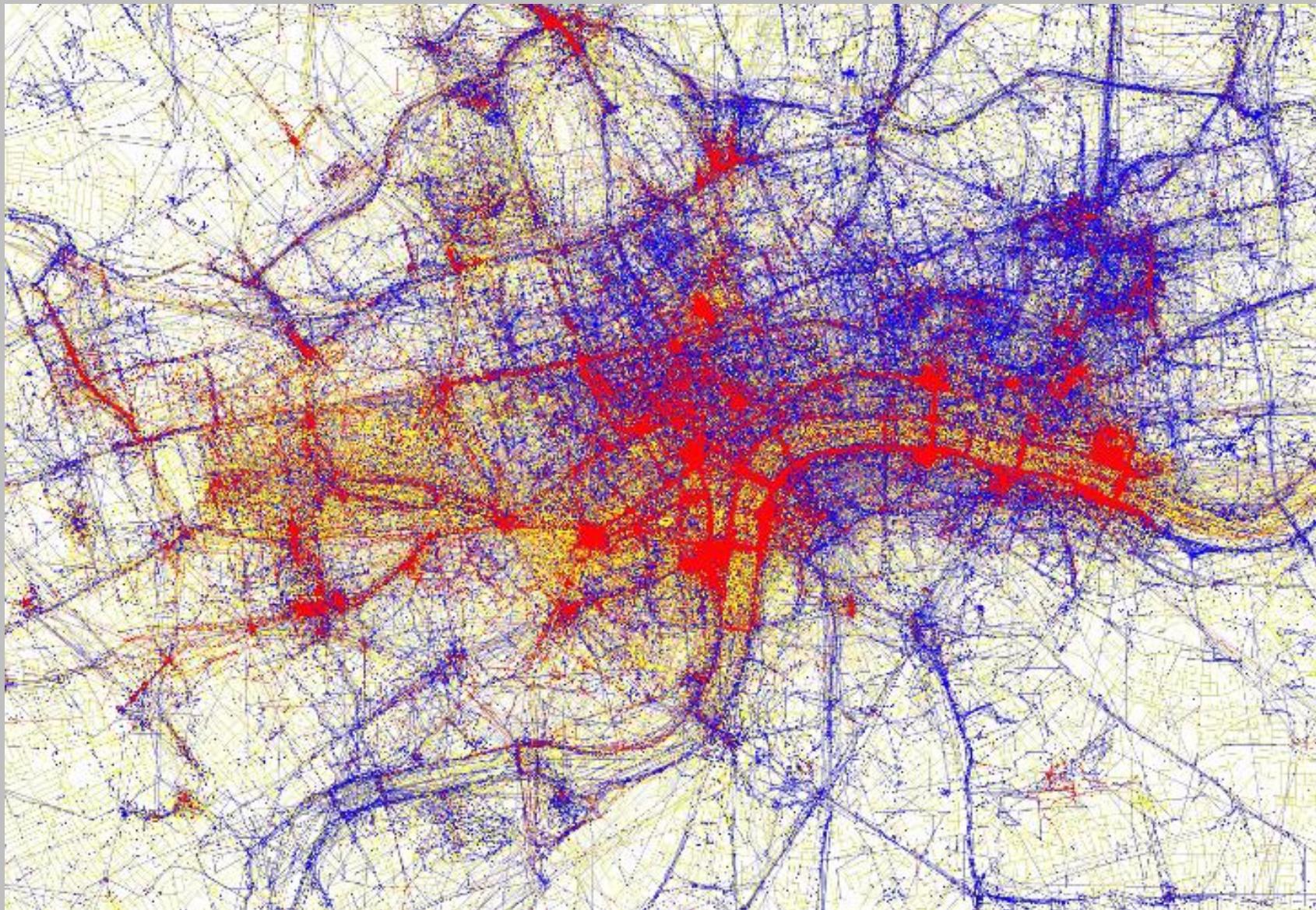
6800 cultural assets,
HALLAND Province,
Sweden

Source: C. Gustafsson



KULTURMILJÖ
HALLAND

Places where tourists (red) and locals (blue) take pictures (yellow = undefined).

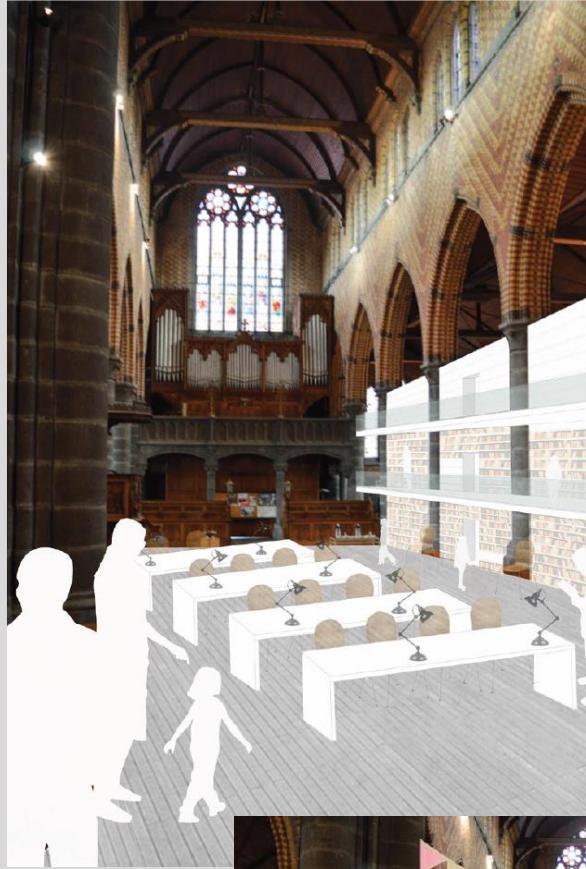


Eric Fischer, Brilliant Maps, Tourists Vs Locals: 20 Cities Based On Where People Take Photos, 2015.



Gent (Sint Josef)
Evy Bouwen
Jelena Perusinovic
Lore van Meerbeek
RLICC KU Leuven

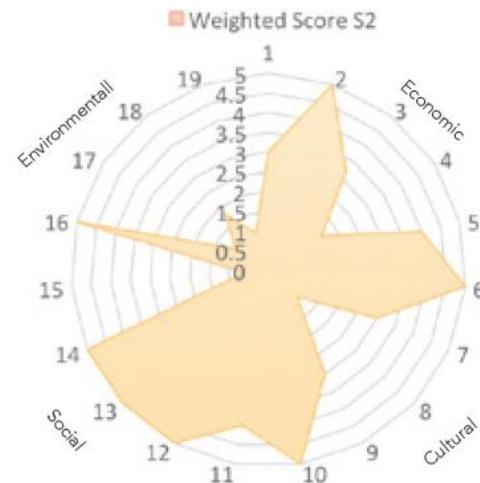
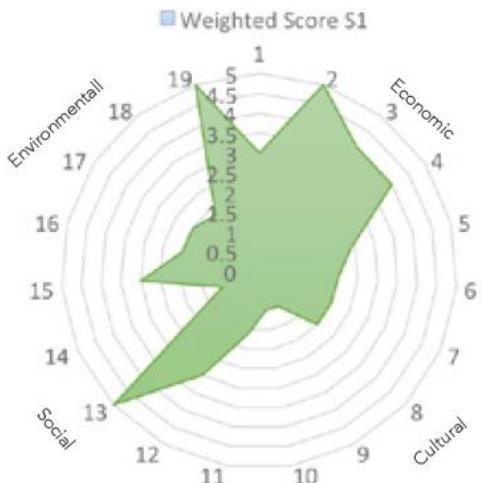
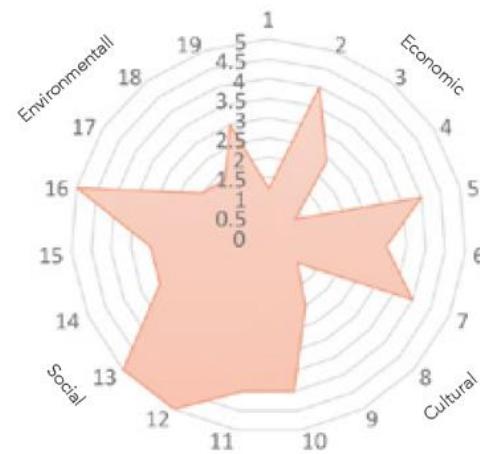
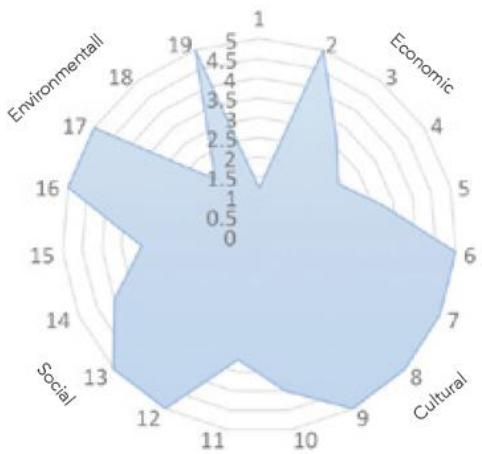




Gemeenschappelijk
centrum,
Voedsel markt,
Museum
Wetenbschappelijk
bibliotheek



1	Owners of buildings on site	Increase in property values (+) Increase in property tax (-)
2	Nearby owners of buildings	Maintain/increase in property values (=/+) Increase in property tax (+)
3	Residents/occupiers on site	Increase in occupation values (-) Disturbance during works (-)
4	Nearby residents/occupiers	Maintain/increase in occupation values (=/-)
5	New/external residents	Cost for new acquisitions (-)
6	Developers/financiers	Increase in development profits (+)
7	Local contractors	Increase in profits (+)
8	External contractors	Increase in profits (+)
9	Conservation specialists	Maintain/increase of cultural value (=/+) Increase in jobs/income (+) Increase experience and knowledge (+)
10	Local craftsmen	Maintain skills (+) Increase in jobs/income (+)
11	Local workers	Increase in jobs/income (+)
12	External workers	Increase in jobs/income (+)
13	Visitors	Enjoy visit (+)
14	Tourists	Enjoy visit (+)
15	Passers-by	Enjoy new place in town (+)
16	Site managers	Increase in visitors (+) Increase in admission fees (+) More operational cost (guides,...) (-)
17	Tourism agencies	Increase in business (+)7
18	Business on site	Increase in sales (+) Disturbance during works (-)
19	Nearby business	Maintain/increase in sales (=/+)
20	New/external business	Cost for new investments (-) More business opportunities (+)
21	Urban services	Increase in business (+)
22	City government on site	Cost for new infrastructures (-) Increase in property tax (+) Increase in revenues (budget) (+)
23	City government/taxpayer	Direct cost/subsidy for the works (-) Increase in revenues (budget) (+)
24	Central government/taxpayer	Direct cost/subsidy for the works (-) Increase in revenues (budget) (+)
25	National community	Increase in existence/option values (+)
26	International community	Increase in existence/option values (+)
27	Future generations	Increase in bequest value (+)



Multi-criteria analyse voor duurzame ontwikkeling van het project

*« Nothing is more important as the identity and liveability
of a place in bringing economic success »*

Robert Solow, Nobel Prize winner in Economics, 1987



DANK U VOOR UW AANDACHT
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