## We are committed to produce theoretically informed, methodologically rigorous, and practically-oriented outcomes

### The REACH network

Made of individual organisations and projects participating in the scope of the Social Platform and who have research, cultural and policy interests in common with the REACH project.

### The REACH online portal

Made of tools for cooperative work, a digital library of public resources, a set of open data available for sharing and (re-) use, a rich collection of best practices and lessons learnt.

### The REACH participatory models

Aimed at "civic society" –  especially public bodies and authorities at all levels – developed through an iterative process of piloting and inspiring a resilient European Cultural Heritage.

REACH is a three-year project designed to establish a sustainable space for meeting, discussion and collaboration by a wide-ranging network of Cultural Heritage professionals, academic experts, arts practitioners, professionals in archives and galleries, educators, tourism development bodies, creative industries, policy-makers, associations and interest groups representative of non-professionals and local societies – all those with a stake in the field of culture and Cultural Heritage.

### Management

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Network coordinator: **Antonella Fresa**
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### Contacts

Web site: **www.reach-culture.eu**

Email: info@reach-culture.eu

### Join the REACH network and participate in the social platform!

**Participate** in REACH surveys

**Propose** your best practice

**Attend** the REACH thematic workshops, local encounters and international conferences

**Register** to the REACH newsletter to be informed about the activities

**www.reach-culture.eu**

Coventry University

PROMOTER
Information Technology, Research & Innovation

**Institut für Museumsforschung**
Staatliche Museen zu Berlin

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## REACH

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

# A social platform for participatory approaches and social innovation in culture

## An integrated model for resilient European Cultural Heritage milieus

### Cultural Heritage Milieu

Cultural Heritage Milieu is a **unit of synergy** between different components, which is suitable for adaptation and survival.

It is similar to a **place of memory**, not necessarily geographical or physical, linking cultural — both tangible and intangible — and natural aspects together.

### Resilience

Resilience is the **characteristics of a system**, which reveals its capacity to renew and reorganise itself after disturbance.

It offers **mitigation of risk** and **insurance strategies** for the management of change and for social and economic development.

Current Cultural Heritage regimes are characterised by widening definitions of what counts as heritage. Yet, to be sustainable, Cultural Heritage must adapt to a fast-changing surrounding environment. Through its participatory pilots, REACH tests the hypothesis that this need will be met by developing resilience in European Cultural Heritage milieus.

### Toolkit of participation

The eventual practical output is a toolkit, developed through the triple process of preservation,  (re-)use, and management of Cultural Heritage.

The toolkit will help Cultural Heritage managers, administrators and civic associations to decipher how to cope with changes via participation, within the final scope of offering a collection of participatory best practices, giving examples of social, economic and ecological sustainability of European Cultural Heritage.

## 1

# Pilot on minority heritage

The pilot's focus is on the largest transnational minority group in Europe, the Roma communities. The aim is to show how the institutionalisation of their (re-)appropriated Cultural Heritage can result in economic and social revival. The work is based on a close cooperation between project researchers (including art historians, historians, sociologists and anthropologists), representatives of various cultural institutions working on Roma culture and art, Roma cultural activists, and civil participants.

The pilot is divided between rural and urban areas mapping various experiences of Roma Cultural Heritage. In particular, the rural activities, located in the most deprived areas of Hungary, are important to understand how participatory approaches can trigger empowerment processes and connection to larger national and international networks. The shared experiences and the good practices of pilot activities should serve as a model for other European initiatives dealing with the topic of preservation, (re-)use and management of minority heritage.

Pilot leader: **Eötvös Loránd University**, Budapest
Contact person: **Eszter György**, esztergy29@caesar.elte.hu



## 2

# Pilot on institutional heritage

The pilot focusses on a group of German museums, considering both exemplar large museums with international audiences and smaller city museums in small towns, with mostly local audiences.

Comparative analysis considers both the potential and needs of different types of Cultural Heritage institutions, with the aim of identifying successful participatory practices and lessons learnt in different contexts.

The pilot works with staff members at multiple Cultural Heritage institutions to collect best practice examples and create an active network of professionals. The REACH online platform will bring together curators and culture professionals, to facilitate the exchange of ideas and experiences on participatory approaches in Cultural Heritage institutions.

Pilot leader: **Stiftung Preußischer Kulturbesitz**, Berlin
Contact person: **Prof. Monika Hagedorn-Saupe**, m.hagedorn@smb.spk-berlin.de



## 3

# Pilot on small towns' heritage

Within this pilot, small towns' heritage representations are studied from both transnational and comparative perspectives. Focussing on a variety of European regions, consideration is made of heritage objects and landscapes from local history, including how they are displayed by museums, through pageants and festivals and in heritage trails and urban spaces. The goal is to identify major frames of identities and values to which this heritage is associated. The pilot aims to:

- open new ways for participatory re-scaling of small towns' heritage to accentuate its distinctively European dimension in Czech Republic and other cases across Europe

- discover examples of innovative, interesting practice in little known small places, in remote regions in Czech Republic and other cases across Europe

- survey small towns' innovativeness in relation to new technologies, and explore how they can be used to improve citizens' engagement and participation in culture

- find ways to deal with consequences (even economic) of natural disasters (e.g. earthquakes and floods) on the intangible heritage of the small towns.

Pilot leader: **Univerzita Karlova**, Prague
Contact person: **Prof. Luďa Klusáková**, luda.klusakova@ff.cuni.cz



## 4

# Pilot on rural heritage

Participative mediation processes are carried out involving all local stakeholders: farmers and communities on one hand and administrations or institutions on the other hand. The main issues are related with water management and the use of natural resources in order to preserve the Cultural Heritage milieu.

Co-governance and territorial safe-keeping are promoted to protect agrarian heritage (tangible and intangible) and rural landscapes.

The pilot on rural heritage focusses mainly on approaches in cultural and environmental protected areas, as a way to solve conflicts between preservation, (re-)use, and economical activities. It includes comparison between Sierra Nevada (Spain) and other cases across the EU.

Pilot leader: **Universidad de Granada**
Contact person: **Prof. José Mª Martín Civantos**, civantos@ugr.es