

RE-designing **A**ccess to **C**ultural **H**eritage for a wider participation in preservation, (re-)use and management of European culture

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 769827.



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Project Identity Card

Project acronym: REACH

Project theme: H2020-SC6-CULT-COOP-2016-2017

Start date: 01/11/2017

Duration: 36 months

EU Grant: 1,499,981.88 EURO

Web site: www.reach-culture.eu

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Project Participants

The REACH consortium comprises **7 partners**
from **6 EU Countries**:
UK, Czech Republic, Germany, Italy, Hungary and Spain.



It includes:
four **universities** (Coventry the Coordinator, Budapest, Granada and Prague)
one **SME** (Promoter) successfully active for many years in the sector
one well-acknowledged **Foundation for Prussian Cultural Heritage**
the **Italian Ministry of Economic Development**.



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Project Concept

The REACH project is based on the proposition that cultural heritage (CH) plays an important role in contributing to **social integration in Europe**, and that a fuller and more detailed picture of the range, type and impact of research and **participatory research methodologies**, current and future, associated with these subjects, will further enhance their potential for social good.

The REACH project aims to establish a Social Platform as a **sustainable space for meeting, discussion and collaboration** in the field of culture and Cultural Heritage.



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Project Objectives

The REACH project has two complementary objectives:

- **Support:** to offer benefits to the research on cultural heritage
 - mapping and providing analysis of research results achieved in previous programmes
 - identifying current and emerging research trends
 - offering authoritative new knowledge of the CH field to the European Commission and policy-makers
- **Coordination:** to offer benefits to its participants
 - expanding knowledge of complementary research, practice domains and new methodologies
 - generating opportunities for cooperation
 - offering pathways to wider user-engagement with research and practitioner outputs



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Project Methodology

The REACH project adopts an integrated model of a **resilient European CH milieu, through** a two-step process:

- construction of **participatory models** based on the theoretical understanding of resilient European CH
- testing and applying this model in a series of **pilots** - namely CH milieus

Participatory models in CH, together with the results of the pilots, will be used to develop **frameworks** for achieving integrated, social, economic and ecological sustainability on a European level.

Using tools and instruments accessible through the **REACH portal**, the Social Platform will debate how participatory approaches can contribute to the development of a common understanding and trigger social innovation.

Areas of work

REACH consists of three practical areas of work:

- Development of a sustainable **REACH network** aggregating the widest range of stakeholders and audiences, and offering genuine participatory experiences through the **REACH pilots**
- Implementation of a rich **programme of public encounters** (workshops, conferences and meetings with local stakeholders) focusing on participatory approaches to preservation, (re-)use, and management of Cultural Heritage
- Publication of the **REACH online portal** (reach-culture.eu and open-heritage.eu) to enable debate, dialogue, interaction and experimentation and creating a repository of resources and data to be exploited in further research activities



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REACH Network and Pilots

Communities:

- universities
- cultural heritage institutions
- cultural and creative SMEs
- local associations
- groups of citizens
- national and regional administrations

Members of the REACH network participate in the 4 pilots that will demonstrate successful cases of job creation and economic growth based on CH (re-)use.

Pilots cover the following thematic areas:

- Minority Heritage
- Institutional Heritage
- Rural Heritage
- Small Towns Heritage



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.

Pilot leader: **Eötvös Loránd University, Budapest**

Pilot on Institutional Heritage



The pilot focuses on a group of German museums, considering both exemplar large museums with international audiences and smaller museums in 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.

Pilot leader: **Stiftung Preußischer Kulturbesitz, Berlin**



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Pilot on Small Towns' Heritage



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 frameworks of identities and values to which this heritage is associated.

Pilot leader: **Univerzita Karlova, Prague**

Pilot on Rural Heritage



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**

REACH offers a wide programme of events during its 36 month lifetime:

2 international conferences

- **Opening conference** in Budapest, May 11-12 2018
- **Final conference**

4 thematic workshops

- Workshop on participatory approaches for **Cultural Heritage Management** in Berlin
- Workshop on participatory approaches for **Creativity and Entrepreneurship** in Coventry
- Workshop on participatory approaches for **Territorial Cohesion** in Granada
- Workshop on **Resilient Cultural Heritage** in Prague

Local encounters with stakeholders and local communities

Web Presence

The REACH online portal includes the project website reach-culture.eu and the social platform open-heritage.eu.

Open-heritage.eu is planned to be published at the end of 2018 as an independent, long term platform with tools for interaction among its communities of users.

Open-heritage.eu will provide access to information about the research addressed in the social platform and its activities, the resources developed, a critical bibliography, a list of reviewed and curated references to best practices, and a thematic organisation of participatory experiences gathered and extended to initiatives beyond the REACH project.



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Contact Details

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