

**Culture, tourism and local development:
New strategies for Italian heritage cities in the post-pandemic scenario**

Workshop #1

**Cultural heritage and social cohesion:
how to make the local community
more cohesive and inclusive**

26 May 2021 | 12.30-17.00 | Virtual



Workshop #1

Cultural heritage and social cohesion: how to make the local community more cohesive and inclusive

■ The project

In the recovery, cities and regions could consider cultural and creative sectors (CCS) as well as cultural participation as a driver of both economic and social impact in its own right and throughout the economy. COVID-19 is providing many communities, whether metropolitan areas or rural regions, an opportunity to reconsider their growth models to be more inclusive and sustainable. In many cities and regions, specialisations in the cultural and creative sectors are evolving, and being used to tackle competitive and societal challenges from new angles, favouring resilience, skills creation and prosocial behavioural changes. Recovery strategies can capitalise on the role of culture to help build local capabilities, address exclusion and contribute to well-being and health. There is also an opportunity for dense metropolitan areas and remote regions alike to reconsider growth models moving away from large-scale tourism towards more sustainable cultural and creative tourism fostering cross-innovation between CCS and other sectors. The contribution of culture can also be important in other areas of local development, from rebuilding public trust to contributing to post-pandemic urban design adapted to social distancing rules.

This project supports Italian Heritage Cities, selected or nominated as Italian Capital of Culture, in identifying innovative ways to maximise the economic and social value of cultural heritage, fostering the emergence of new sectors, such as creative tourism, in light of international experiences.

Participating cities: Bari, Bergamo, Bitonto, Casale Monferrato, L'Aquila, Pieve di Soligo, Reggio Emilia, Taranto, Trapani, Trento, Verbania and Volterra.

■ The webinar series

Three thematic webinars will be organised in 2021 on topic identified as priorities by participating cities and feeding into a "How to" Strategic Note. The webinars will be an opportunity to share and learn from innovative practices in Italy and other OECD countries in order to develop practical solutions to common challenges.

#1 Cultural heritage and social cohesion / **26 May 2021**

#2 Heritage as a repertoire of ideas and content for the new local creative entrepreneurship / **October 2021**

#3 Heritage, responsible cultural tourism, and sustainable development / **December 2021**

Webinar#1: Cultural heritage and social cohesion

Culture, and cultural heritage in particular, can play an important role in ensuring inclusive and cohesive societies. Culture strengthens local identities and creates a sense of belonging. The promotion of cultural participation and ensuring diversity of the cultural offer can help mitigate factors leading to social and economic marginalization. Different forms of creativity deliver social values as they help increase human resilience. Creative skills and arts education can also improve learning as well as develop freedom of expression. Moreover, there is strong evidence on the links between cultural participation and people's mental well-being and health, providing opportunities to capitalize on the role of culture in the prevention and treatment of illness across the lifespan. Building cultural capabilities and promoting cultural participation is therefore a precondition for more cohesive and inclusive societies.

Webinar#2: Heritage as a repertoire of ideas and content for the new local creative entrepreneurship.

Local cultural and creative entrepreneurship can be the catalyst of new models of economic and social value creation. In such a way, it can contribute to increasing levels of regional innovation and productivity, through new product design, new production techniques, new business models, innovative ways of reaching audiences and consumers, and emerging forms of co-production. Cross-sectoral contamination can spread innovation into the wider economy.

Webinar#3: Heritage, responsible cultural tourism, and sustainable development.

CCS and tourism sector are among the most affected by the COVID-19 pandemic related crisis. In the recovery, there is also an opportunity for dense metropolitan areas and remote regions alike to reconsider growth models moving away from large-scale tourism towards models fostering cross-innovation between CCS and other sectors including traditional manufacturing and services that can be incorporated into creative tourism programmes. There is evidence that these new models of creative tourism can deliver considerable added value, increase tourism demand and diversify tourism supply.

■ Format and Registration

Virtual meeting over Zoom.

To participate, please register [here](#). Link with login details sent to all registered participants.

■ Partners

The Organisation for Economic Co-operation and Development

The OECD is a unique forum where governments work together to address the economic, social and environmental challenges of globalisation. The OECD is also at the forefront of efforts to understand and to help governments respond to new developments and concerns, such as corporate governance, the information economy and the challenges of an ageing population. The Organisation provides a setting where governments can compare policy experiences, seek answers to common problems, identify good practice and work to co-ordinate domestic and international policies. www.oecd.org

The OECD Local Employment and Economic Development (LEED) Programme

The mission of the LEED Programme is to build vibrant communities with more and better quality jobs for all. Since 1982, the Programme has been supporting national and local governments through tailored reviews and capacity building activities, as well as research and good practice reports on innovative approaches to local development. www.oecd.org/cfe/leed

The OECD Trento Centre for Local Development

The OECD Trento Centre for Local Development is an integral part of the OECD Centre for Entrepreneurship, SMEs, Regions and Cities and the LEED Programme. The Trento Centre uses a holistic “from data to practice” approach to policies for sustainable development to offer local policy analysis, advice and capacity building activities for improved policy implementation for people, firms and places. www.trento.oecd.org

Italian Ministry of Foreign Affairs and International Co-operation (MAECI)

The Foreign Ministry is responsible for the State's functions, tasks and duties in matters concerning Italy's political, economic, social and cultural relations with other countries. Its duty is to ensure that the international and European activities of Italy's other ministries and government offices are consistent with the country's international policy objectives. www.esteri.it

Italian Ministry of Culture (MiC)

The Ministry of Culture, is the department of the Italian government in charge of the preservation, valorisation and utilisation of the cultural heritage as well as with the safeguard of the landscape in the more general context of fine arts. www.beniculturali.it

AGENDA | 26 MAY 2021

HOW CAN CULTURE & CULTURAL HERITAGE DRIVE AND ENABLE SOCIAL COHESION AND INCLUSION IN THE RECOVERY?

Culture, and cultural heritage in particular, can play an important role in ensuring inclusive and cohesive societies. Culture strengthens local identities and creates a sense of belonging. The promotion of cultural participation and ensuring diversity of the cultural offer can help mitigate factors leading to social and economic marginalization. Different forms of creativity deliver social values as they help increase human resilience. Creative skills and arts education can also improve learning as well as develop freedom of expression. Moreover, there is strong evidence on the links between cultural participation and people's mental well-being and health, providing opportunities to capitalize on the role of culture in the prevention and treatment of illness across the lifespan. Building cultural capabilities and promoting cultural participation is therefore a precondition for more cohesive and inclusive societies.

Drawing on examples of good practice from Italy and other OECD countries this webinar will aim to distill the key ingredients of local action aimed at maximizing the social cohesion role of cultural heritage in the context of the recovery.

12.30-12.45	Welcome & opening remarks
MODERATOR	Ekaterina Travkina , Coordinator, Culture, Creative Industries and Local Development, OECD
	<ul style="list-style-type: none">• Antonio Bernardini, Ambassador, Permanent Representative of Italy to the OECD• Pierluigi Sacco, Senior Advisor for Culture and Local Development, OECD• Paolo Toschi, Ambassador, Diplomatic Advisor to the Minister of Culture, Italy
12.45-13.30	Highlights from Italian Heritage Cities
CASE STUDIES	This session will include a series of rapid presentations to showcase the approaches of Italian Heritage Cities in leveraging the role of heritage in addressing exclusion and building more cohesive societies.
	<ul style="list-style-type: none">• <i>Deconstruction as a cultural process</i>, Federico Dalla Puppa, Municipality of Pieve di Soligo, Italy• <i>Fixed place: eighty workshops for one city</i>, Giovanna Brambilla, Head, Educational Services, GAMeC – Modern and Contemporary Art Gallery, Municipality of Bergamo, Italy
	Feedback by panel members & discussion
13.30-15.00	Lessons from international experiences
MODERATOR	Pierluigi Sacco , Senior Advisor for Culture and Local Development, OECD
CASE STUDIES	<ul style="list-style-type: none">• <i>Playdrive in the hard drive: Participatory arts as social inclusion</i>, Doris Sommer, Director, Cultural Agents Initiative and Ira and Jewell Williams Professor of Romance Languages and Literatures and of African and African American Studies, Harvard University• <i>Anywhere can maximise cultural resources for regeneration</i>, Charles Landry, Fellow at Robert Bosch Academy in Berlin, Germany• <i>Culture and heritage in the recovery: Lessons from international networks and local responses</i>, Ayşe Ege Yildirim, Heritage Planner, Istanbul; Member of the Sustainable Development Goals Working Group, ICOMOS International• <i>Community and active heritage in Fontecchio (AQ-IT)</i>, Alessandro Crociata, Associate Professor of Applied Economics at the Gran Sasso Science Institute, L'Aquila, Italy• <i>A platform for change</i>, Florinda Saieva, Founder, Farm Cultural Park, Italy• <i>LaGuida: a national program for new cultural centers in Italy</i>, Bertram Niessen, President and Scientific Director, cheFare, Italy
15.00-16.00	Break
Members-only session (in Italian)	
16.00-17.00	From experiences to a policy agenda: a guided reflection
MODERATOR	Pierluigi Sacco , Senior Advisor for Culture and Local Development, OECD
	In a form of guided round table discussion, this session will distill lessons from presented case studies and reflect on the main ingredients of a policy agenda to maximize the social cohesion impact of culture in the recovery. This session will include representatives of Italian heritage cities participating in the project and international experts.
16.55-17.00	Summary and next steps by OECD

This project is part of the OECD Centre for Entrepreneurship, SMEs, Regions and Cities activities and is supported by the Italian Ministry of Foreign Affairs and International Cooperation and the Italian Ministry of Culture.

The OECD Centre for Entrepreneurship, SMEs, Regions and Cities provides comparative statistics, analysis and capacity building for local and national actors to work together to unleash the potential of entrepreneurs and small and medium-sized enterprises, promote inclusive and sustainable regions and cities, boost local job creation, and support sound tourism policies. www.oecd.org/cfe

CONTACTS

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