Welcome

Paola Demartini,
Roma Tre University

SoPHIA'S CONSORTIUM

1	UNIROMA3	UNIVERSITA DEGLI STUDI ROMA TRE	IT
2	INTERARTS	FUNDACIO INTERARTS PER A LA COOPERACIO CULTURAL INTERNACIONAL	ES
3	EMA	STICHTING EUROPEAN MUSEUM ACADEMY	NL
4	EDUCULT	EDUCULT - DENKEN UND HANDELN IN KULTUR UND BILDUNG	AT
5	NTUA	NATIONAL TECHNICAL UNIVERSITY OF ATHENS - NTUA	EL
6	IADT	DUN LAOGHAIRE INSTITUTE OF ART, DESIGN & TECHNOLOGY	IE
7	IRMO	INSTITUT ZA RAZVOJ I MEDUNARODNE ODNOSE	HR

The project
Mauro Baioni

Roma Tre University

Michela Marchiori (coord.)
Mauro Baioni,
Paola De Martini,
Lucia Marchegiani,
Flavia Marucci,
Annalisa Cicerchia

The H2020 call

H2020 - TRANSFORMATIONS-16-2019: Social platform on the impact assessment and the quality of interventions in European historical environment and cultural heritage sites

Interventions must be constantly monitored to ensure that the desired or expected impacts are achieved

New approaches are needed, as well as new tools and guidelines for assessing multidimensional and holistic impacts

European
Commission

Horizon 2020
European Union funding
for Research & Innovation

SoPHIA's Aims

1. **Creating a holistic impact assessment model** to evaluate cultural interventions in historical environment and cultural heritage sites in Europe.

2. Gathering a diverse **community of stakeholders** (academics, experts, policymakers, and practitioners) within **a new social platform** to discuss impact assessment of cultural interventions.

3. Convey a **consensus towards a future EU action plan** (policies, operational programmes, research)
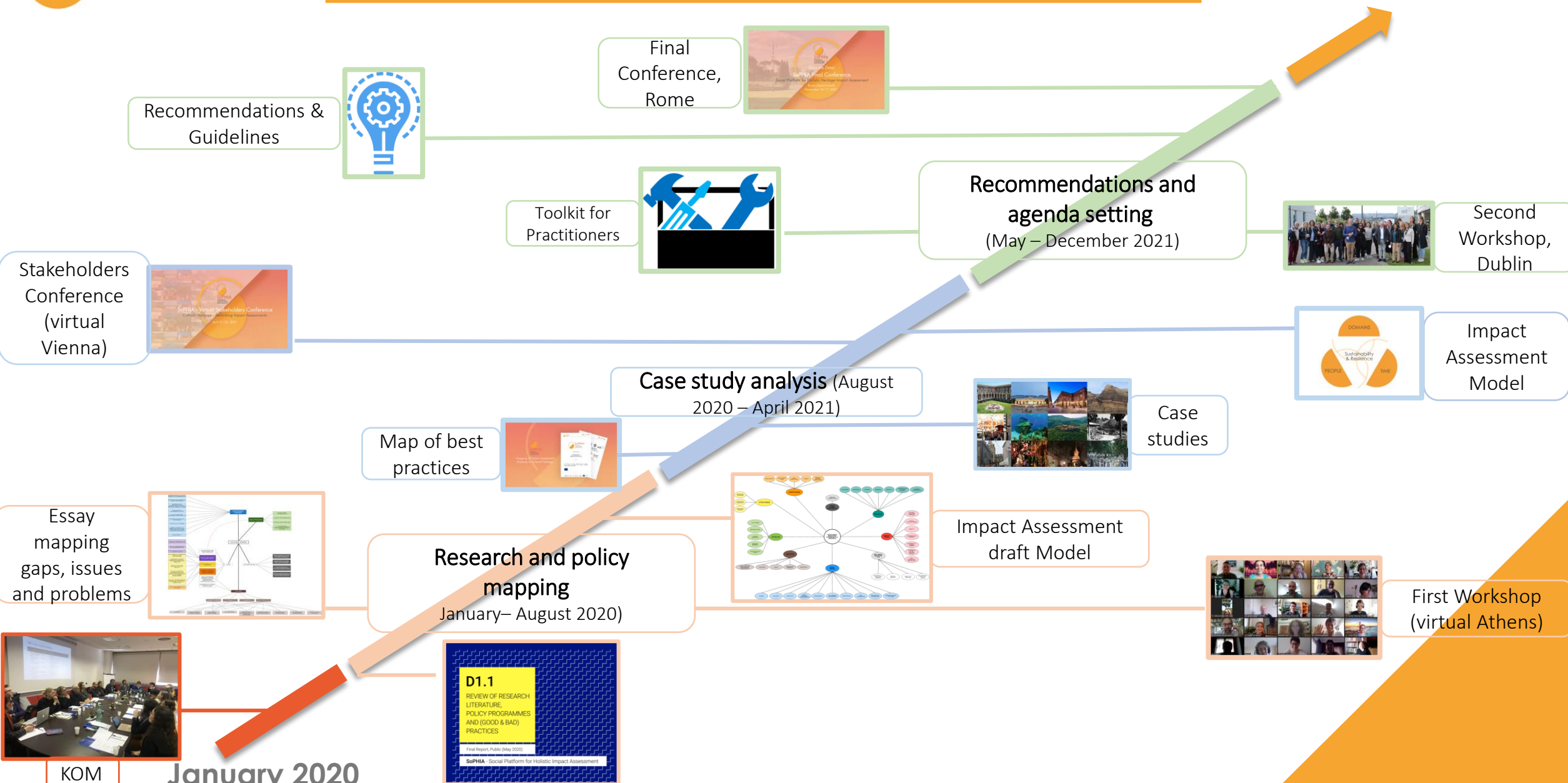
SoPHIA
Social Platform
for Holistic Heritage
Impact Assessment

The life cycle of the SoPHIA project

December 2021

Final Conference, Rome

Recommendations & Guidelines

Recommendations and agenda setting (May – December 2021)

Second Workshop, Dublin

Toolkit for Practitioners

Stakeholders Conference (virtual Vienna)

Impact Assessment Model

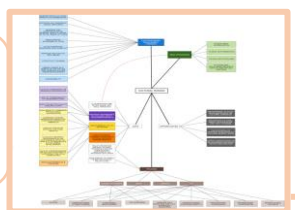Case study analysis (August 2020 – April 2021)
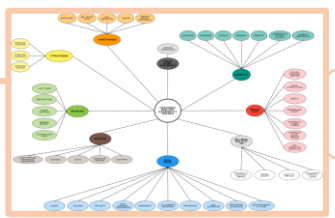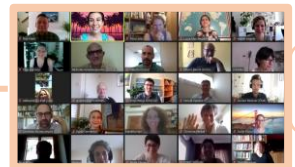
Case studies

Map of best practices

Essay mapping gaps, issues and problems

Research and policy mapping (January– August 2020)

Impact Assessment draft Model

First Workshop (virtual Athens)

D1.1
REVIEW OF RESEARCH LITERATURE, POLICY PROGRAMMES AND (GOOD & BAD) PRACTICES
Final Report, Public (May 2020)
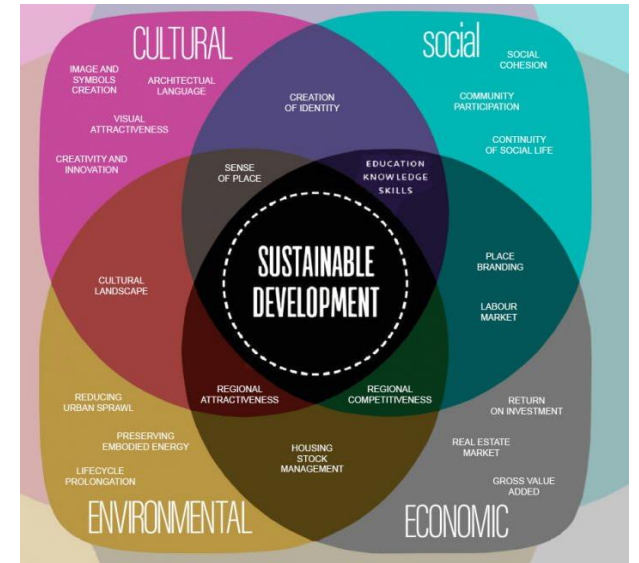SoPHIA - Social Platform for Holistic Impact Assessment

KOM

January 2020

A new approach /1

CHCfE (2015) Growing interest on impact, assessments covering 1 or 2 domains, potential lies in the combination of significant contributions across a wide range of policy areas.

Unlock the potential <> Quality of interventions

SOPHIA's STEP FORWARD
Multi-domain and cross-domain approach

A new approach: /2

ICOMOS (2020) 40 recommendations on quality principles for interventions, to be adopted in order to obtain benefits on the four pillars of sustainable development.

2018
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

**EUROPEAN QUALITY
PRINCIPLES
FOR EU-FUNDED
INTERVENTIONS WITH
POTENTIAL IMPACT
UPON CULTURAL
HERITAGE**

ICOMOS | Co-funded by the Creative Europe Programme of the European Union

SOPHIA's STEP FORWARD
Putting principle into practice through assessment

A new approach /3

IMPACT 08/18 Cultural interventions' impact should be assessed, not weight: longitudinal, self-reflective, collaborative approach, considering both positive and negative aspects

Liverpool as European Capital of Culture
instituteofculturalcapital

Longitudinal Impact research model 1996-2000 | 2008-2018

inclusion, outreach, diversity
participation & identity

creativity production consumption
cultural vibrancy

media coverage people's views

image & reputation

employment visitor trends investment
economy & tourism

governance leadership
networks policy, strategy

IMPACTS 18
European Capital of Culture Research Programme

social capital
physical environment

well-being quality of life equalities
built heritage public realm sustainability

SOPHIA's STEP FORWARD
**Three-axis: domains, people, time**

The analytical concept

Domains Cultural interventions' quality is cross-sectoral	**What** Focusing on relevant issues, including counter effects
People Cultural interventions' quality is connected to the people	**Who** Focusing on different needs of promoters/funders, beneficiaries/audience, managers
Time Cultural interventions' quality is creating a legacy	**When** Focusing on the key moments of the lifecycle of intervention (ex-ante, on going, ex post)

The outputs

6 interrelated themes and 28 subthemes
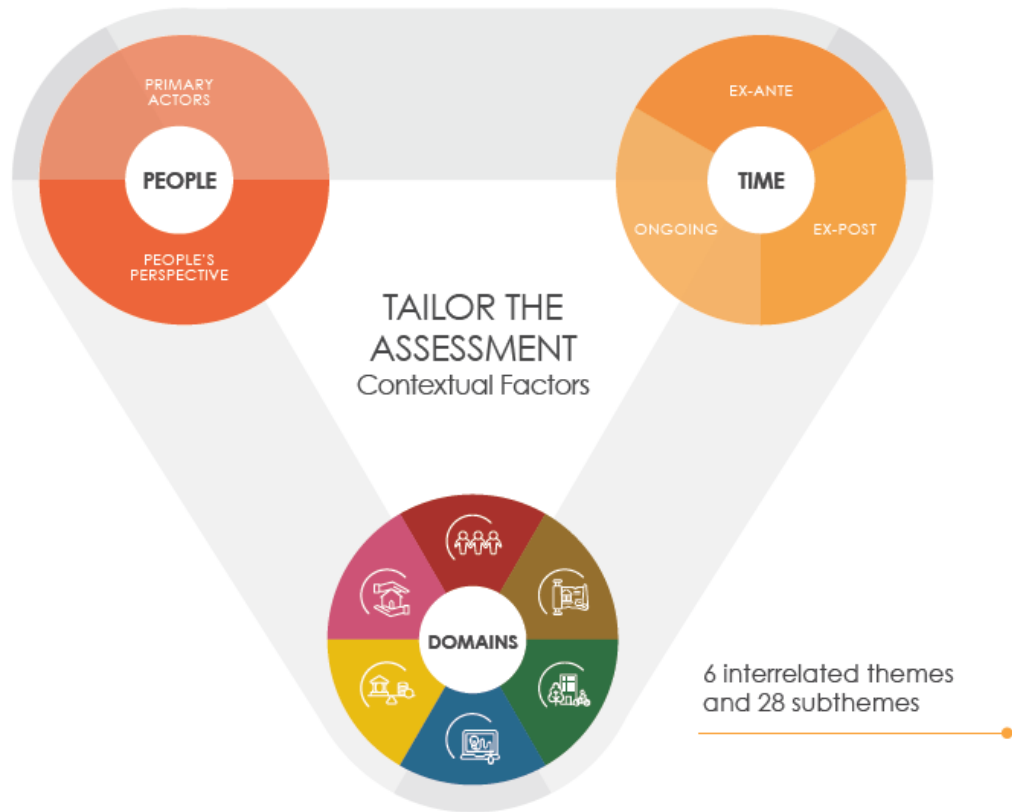
Toolkit

Reports

Digital platform

Policy briefs

Research Agenda

implement

spread the voice

beyond the model

The Social Platform

Mercedes Giovinazzo,
Interarts

The model

Rida Arif,
EDUCULT

The model

PEOPLE
- PRIMARY ACTORS
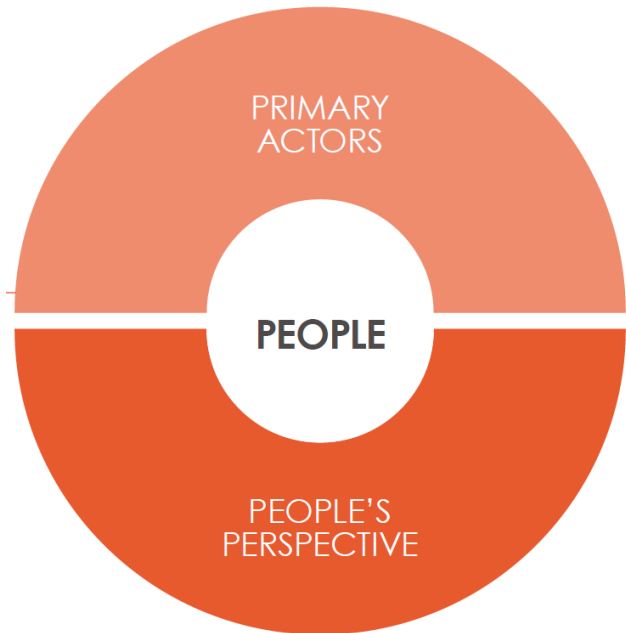- PEOPLE'S PERSPECTIVE

TIME
- EX-ANTE
- ONGOING
- EX-POST

TAILOR THE ASSESSMENT
Contextual Factors

DOMAINS

6 interrelated themes and 28 subthemes
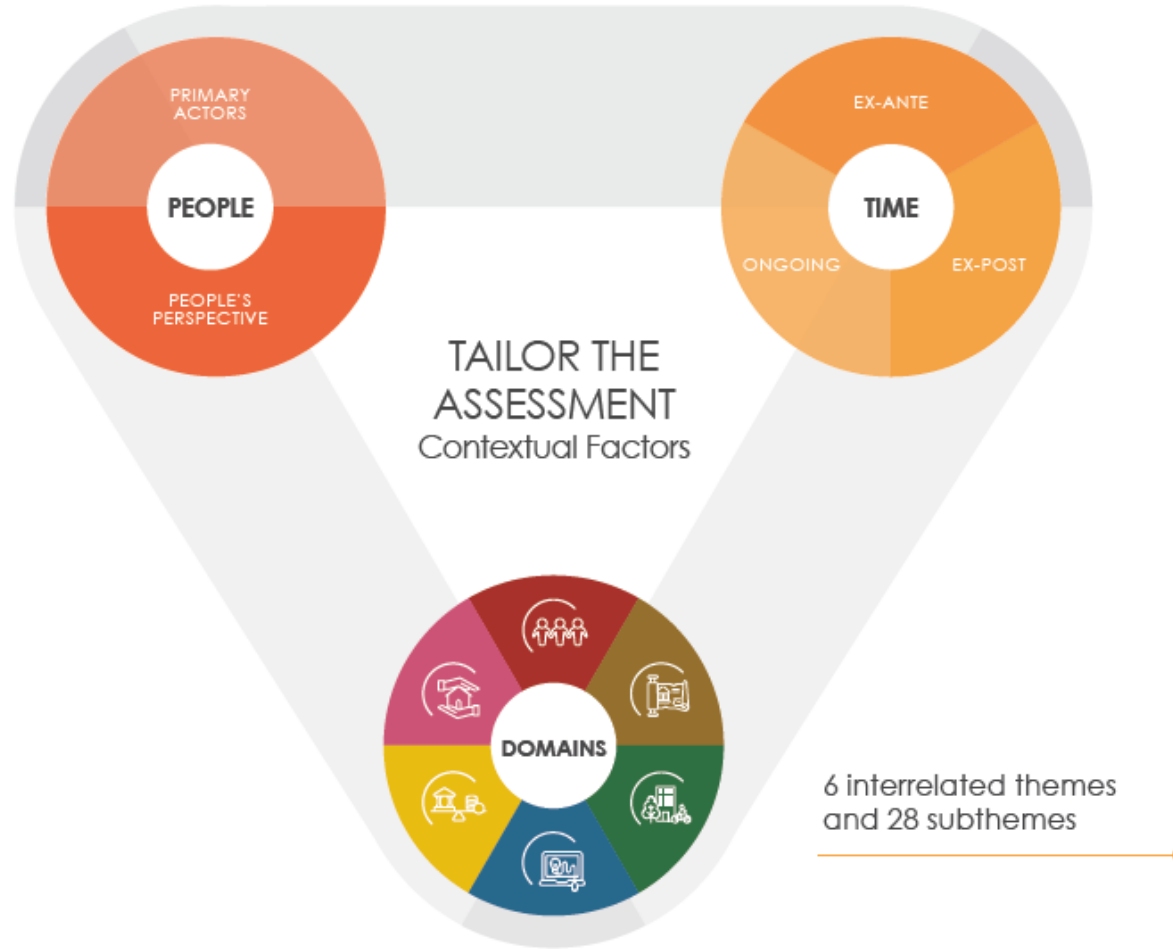
People axis:
give voice to all relevant stakeholders

PRIMARY
ACTORS

PEOPLE

PEOPLE'S
PERSPECTIVE

who promotes
involvement in the decision-making process

who is engaged
involvement in choice/weighing of evaluation criteria understanding/make explicit stakeholder's positions
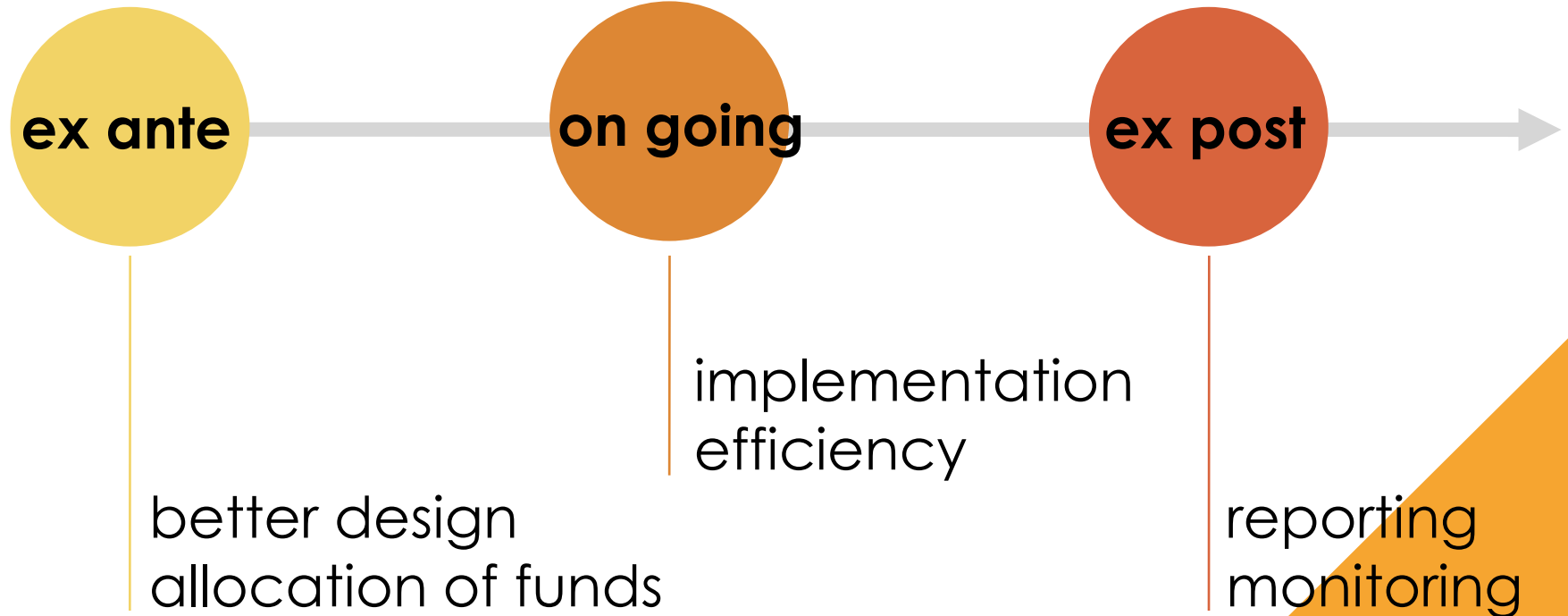
who is interviewed
detecting people's perspective
in the multi-domain grid

Time axis

give importance to the main purpose at each key moment.

ex ante ———— **on going** ———— **ex post**

better design
allocation of funds
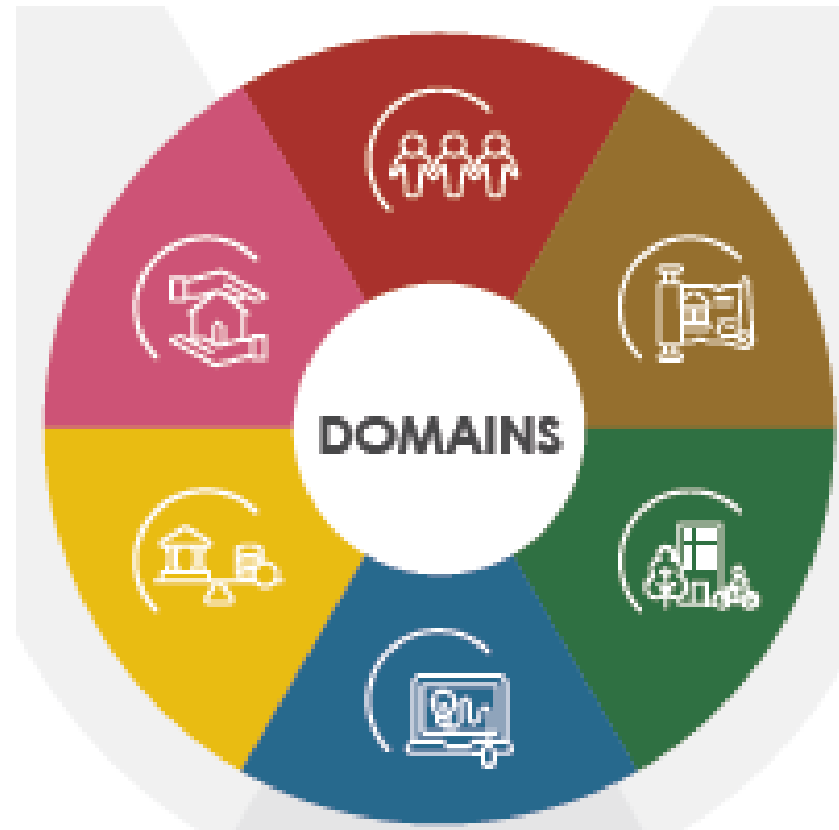
implementation
efficiency

reporting
monitoring

Domains axis:
widen the spectrum of criteria, focusing on relevant issues,

The multi-domain grid represents six themes of potential impact that need to be considered when assessing a cultural heritage intervention.

The multi-domain grid

Elements to be considered

Theme description	Relevant issues connected to an intervention
Counter-effects Cross-cutting issues	Interconnections between sub-themes and specific aspects
People's perspective	Detecting the voice of direct and indirect beneficiaries
Indicators	Quantitative measures and a variety of qualitative information

Protection

Subtheme	Green Management & Development
Description	The aim is to assess the quantity and quality of actions for ecological sustainability and countering climate change. Specific issues: - Economically and environmentally sustainable and efficient management practices
Quantitative Indicators	Number and percentage of funding for projects/actions promoting green, circular and local economic practices Number of partnerships/agreements formed with local partners for tangible/other resources
People's Perspective on the quality of intervention	What measures are taken for green management and development through the intervention? What is the level of people's willingness to engage in greener economic practices? What efforts are made through the intervention to support local sustainable businesses and increase local job openings? What efforts are made to ensure the sustainability and longevity of the economic/financial model of the intervention?
Cross-Cutting Issues	**Quality of Life:** Sustainable practices through the intervention will have a direct impact on living conditions of people. **Education, Creativity & Innovation:** Managing an intervention in a sustainable manner will give rise to opportunities for research, education and employing digitisation, science and technology methodologies. **Identity of Place**: Moving towards greener management of an intervention will contribute to maintaining the Identity of Place.
Counter Effects	**Work & Prosperity:** Green practices at or related to an intervention may affect employment opportunities; greener practices related to an intervention may also impact people's spending behaviour.

Education, Creativity and Innovation

Subtheme	Education
Description	The aim is to assess the diversity of educational offers, outreach activities and learning opportunities. Specific issues: - Diverse (creative) forms of educational offers, outreach activities and learning opportunities, - Diverse target groups for educational offers, outreach activities and learning opportunities - Exploration of varying and critical narratives in the educational offer and outreach activities
Quantitative Indicators	**Number of educational/outreach programs and activities provided** to a diverse range of audiences (by age, gender, education level, citizenship and spoken languages, visible and non-visible disabilities), and socially marginalised groups - over a number of years (baseline), developments in terms of these programs **Participants demographics** (age; gender; educational level; citizenship and spoken languages; visible and non-visible disabilities; relative to local population)
People's Perspective on the quality of intervention	Expectations and experience of different stakeholders and communities with the educational offer, outreach activities and learning opportunities Which groups of society are the programs open to? Are people interested in learning more about an intervention? (intentionality) What kinds of skills are imparted to the audiences of the educational programming? Are the publications and educational resources open and accessible to people? How balanced is the ratio between on-site and off-site educational activities? In what languages are the educational programs offered? What times of the day and week are the programs offered? What is the nature of the content and narratives that are communicated on and off site? How adequately are varying and critical aspects of the intervention's narratives explored through educational activities? In what languages are the educational activities offered? What is the background of personnel in education? Interconnectedness between rogram and education?
Cross-Cutting Issues	**Work & Prosperity:** Training opportunities and upskilling supports issues of work and prosperity, specifically it may support local and cultural production. **Social Capital & Governance:** Diversity in the educational offer may support inclusive access to cultural heritage **Quality of Life:** Educational activities can support the area by raising level of intellectual social capital. **Identity of Place:** Diverse narratives communicated in educational offer and outreach activities strengthen an inclusive identity of place.

Quality of Life

Subtheme	Living Conditions
Description	The aim is to assess whether the cultural heritage intervention contributes positively towards living conditions for the people living, working or staying in the surrounding neighbourhoods. Specific issues: - Availability, affordability and quality of housing - Adequate living income - Access to, and quality of education and healthcare - Access to, and quality of services (e.g. transport, shops, WIFI/Internet access, waste collection)
Quantitative Indicators	**Numbers of people living, working and socialising in the area** (in order to measure change/development/variation) before and after the intervention in 5, 10, 20 years) in terms of age, gender educational level, income, citizenship and spoken languages, and disabilities for workers (by occupation), residents and local, national and international visitors. **Cost of living** (before and after the intervention in 5, 10, 20 years) including average cost of rent in area, plus cost of services such as waste collection, transport, heating, electricity compared to average income levels. **Availability of services (public and green transport, waste collection, internet access, infrastructure)** (before and after the intervention in 5, 10, 20 years).
People's Perspectives on the quality of intervention	What are the objectives of the intervention in terms of living conditions for residents and people working in the area? How can a balance between residents, workers and tourists be achieved and maintained? How do people view the quality of services in the area? How does the intervention impact this? How do people view the quality of their built environment? How does the intervention impact this? Does the intervention have a well-being strategy in place? In what ways can/does the intervention contribute to people's well-being in the long run (5, 10, 20 years)? Does the intervention contribute to equality, diversity and inclusion?
Cross-Cutting Issues	**Identity of Place:** Living conditions are also affected by the image of the cultural heritage and thereby matter to workers and residents. **Work & Prosperity and Social Capital & Governance:** Healthy economic activities can foster connections between workforce and residents and enhance living conditions. **Education, Creativity & Innovation**: Good access to education enhances living conditions.
Counter Effects	**Identity of Place and Protection:** Modern amenities may not fit the identity of place or be in line with protection of cultural heritage (e.g. heating, double glassed windows, lifts). **Quality of Life:** Over-tourism especially may have negative impacts on living conditions and well-being for residents (e.g. noise level, pollution, traffic congestion). **Work and Prosperity & Identity of Place**: Use of housing for Airbnb and other short-term lettings can result in gentrification, with local inhabitants not being able to afford to rent or purchase housing.

Tailoring the Assessment

The model is still not a ready-to-use tool Tailoring should be made considering contextual factors related to:

the intervention (political and historical development and the different positions of stakeholders)

the assessment process (why the assessment is being implemented, what criteria are considered and what resources are available).

BLUEMED Case Study

Elia Vlachou,
European Museums Academy (EMA)

12 Selected case studies

- **Nationalmuseum Jamtli, Sweden**
- **BLUEMED, Mediterranean Sea**
- **MuseumsQuartier Wien, Austria**
- **Jewish Cemetery Währing, Austria**
- **Galway City European Capital of Culture, Ireland**
- **Temple Bar Cultural Quarter, Dublin**
- **Old Town of Buzet, Croatia**
- **Ivana's House of Fairy Tales, Croatia**
- **Philopappou Hill, Athens**
- **Santorini island, Greece**
- **Polo del Novecento, Torino**
- **Officine Culturali / Monastero dei Benedettini, Italy**

BLUEMED

Plan/test/coordinate Underwater Museums, Diving Parks and Knowledge Awareness Centres in order to support sustainable and responsible tourism development and promote blue growth in coastal areas and islands of the Mediterranean

The BLUEMED project

WHO – WHERE - WHAT

➢ **Fourteen partners**

➢ **Five Mediterranean countries**

(Greece, Italy, Cyprus, Croatia, Spain)

➢ Cultural heritage authorities

Regional / local authorities

Universities

Private ICT companies

Specialized diving centres

➢ Seven **Underwater Museums** (UM)

Four **Knowledge Awareness Centres** (KAC)

The Interreg-Mediterranean project is co-funded by the **European Regional Development Fund**
Total budget: 2.8 million euros.

AIMS:

a) **to develop a multi-disciplinary plan** (innovative technologies, management models and practices, policy recommendations, networking and promotion) for Underwater Museums, Diving Parks and Knowledge Awareness Centres

b) **to promote innovation in the diving industry** and improve divers experience through innovative diving services and technologies

c) **to attract** an important part of the increasing number of **people who choose diving tourism**

d) **to introduce the wider public to underwater natural and cultural heritage** by means of 3D immersive visualisation in museum exhibitions and KACs

e) **to set up** '**Underwater Natural and Cultural Routes in the Mediterranean'** web-based platform for unified tourism promotion and networking of Med underwater natural and cultural heritage site
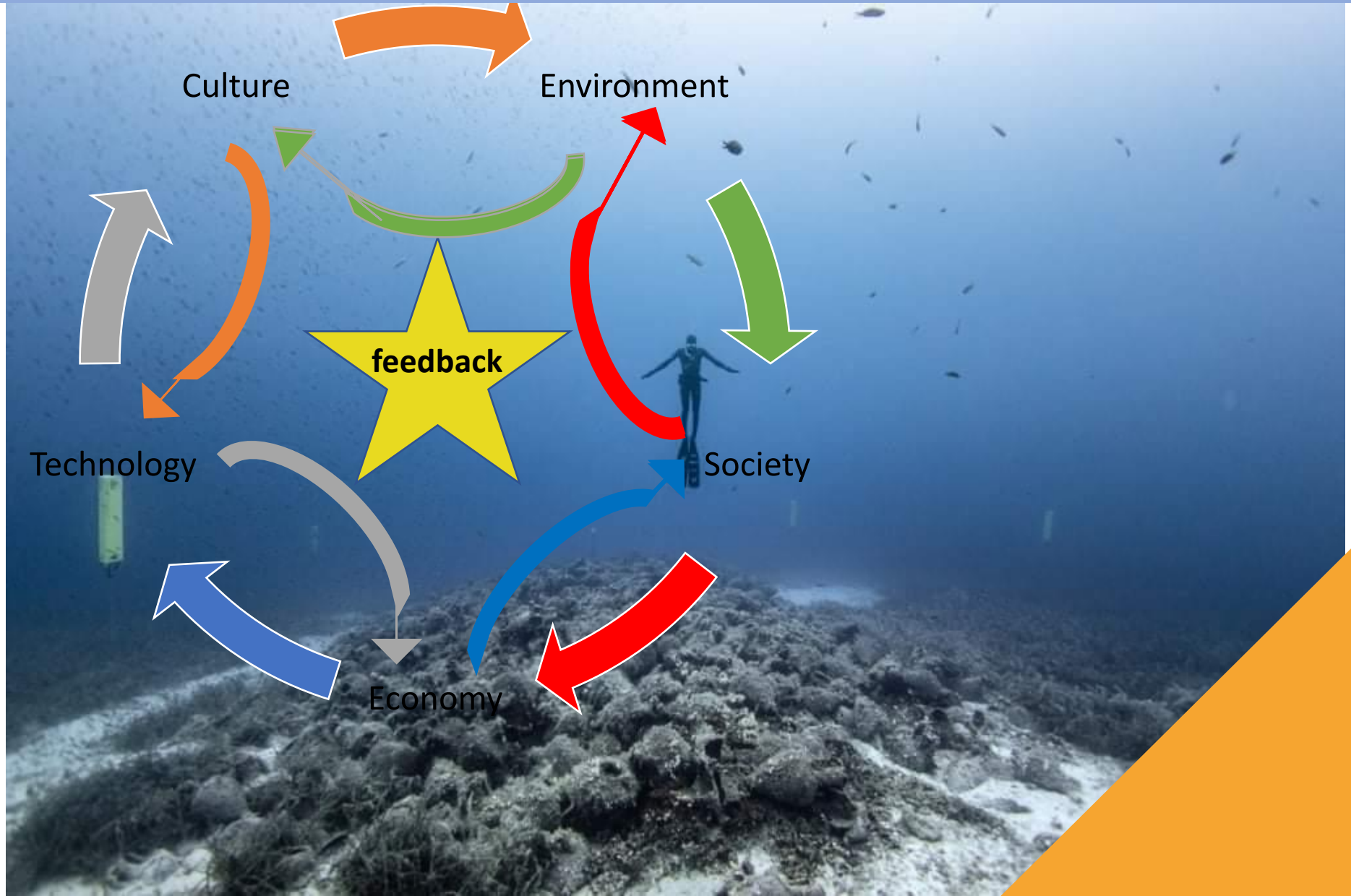
"Virtual" dry-dives
using VR headsets

Elia Vlacho

BLUEMED meets SoPHIA

➢ November: Info email to partners – Information meeting

➢ November – December: Literature review

➢ December - January: 3 focus group meetings

                          4 interviews

                          Visitors / Stakeholders survey

➢ May 2021:

MeDryDive

2nd International Conference "DIVE IN BLUE GROWTH"
on the Promotion of Accessible Underwater Cultural Heritage Sites

VIRTUAL May 12-14, 2021

HIAM *vs* BLUEMED

Methodology

Aim: to assess the HIAM following three axes:

1. Multi-criteria axe

2. Multi-stakeholder axe

3. Time axe (longitudinal perspective)

- The objective wasn't to evaluate BLUEMED *per se* but to assess the HIAM as to its relevance and applicability against a real, finished E.U.-funded project.

HIAM *vs* BLUEMED

- To this purpose, we created a simple matrix including two parameters:

RELEVANCE	High	Medium	Low / No relevance		

APPLICABILITY	Planning	Implementation	Currently	In the future	No

HIAM vs BLUEMED

1. Social capital and Governance

1.1 Inclusive Access

RELEVANCE	High	Medium	Low / No relevance

APPLICABILITY	Planning	Implementation	Currently	In the future	No

Data from the first year of operation will be available mid-2021.

HIAM vs BLUEMED

2. Identity of place

2.3 Visibility and Reputation

RELEVANCE	High	Medium	Low / No relevance		

APPLICABILITY	Planning	Implementation	Currently	In the future	No

HIAM vs BLUEMED

3. Quality of life

3.2 Peace and Safety

RELEVANCE	High	Medium	Low / No relevance

APPLICABILITY	Planning	Implementation	Currently	In the future	No

HIAM vs BLUEMED

4. Education, Creativity & Innovation
4.5 Digitization, Science and Technology

RELEVANCE	High	Medium	Low / No relevance

APPLICABILITY	Planning	Implementation	Currently	In the future	No

HIAM vs BLUEMED

5. Work and Prosperity
5.3 Tourism economy

RELEVANCE	High	Medium	Low / No relevance

APPLICABILITY	Planning	Implementation	Currently	In the future	No

HIAM vs BLUEMED

6. Protection

6.2 Safeguarding against human-related risks

RELEVANCE	High	Medium	Low / No relevance

APPLICABILITY	Planning	Implementation	Currently	In the future	No

→ Request for Information | Q Search

NOUS
uNdersea visiOn sUrveillance System

HOME ⌄   NOUS ⌄   CASE STUDIES ⌄   PROJECTS ⌄   TESTIMONIALS ⌄   PORTFOLIO ⌄   CONTACT ⌄

LIVE Real Time
Underwater Camera Video Streaming
from Peristera's ancient shipwreck

NOUS

uNdersea visiOn sUrveillance System or NOUS in short ("NOUS" means "mind" and "intelligence" in Greek)is a prototype innovative system that can monitor continuously (24/7) an underwater area of interest, combining Artificial Intelligence for marine and diving industry, eliminating the need for a human operator to perform tasks like object detection, image classification, monitoring, etc.

Read More

REAL TIME UNDERWATER CAMERAS

CAM1   CAM2   CAM3   CAM4   CAM5

CAM1
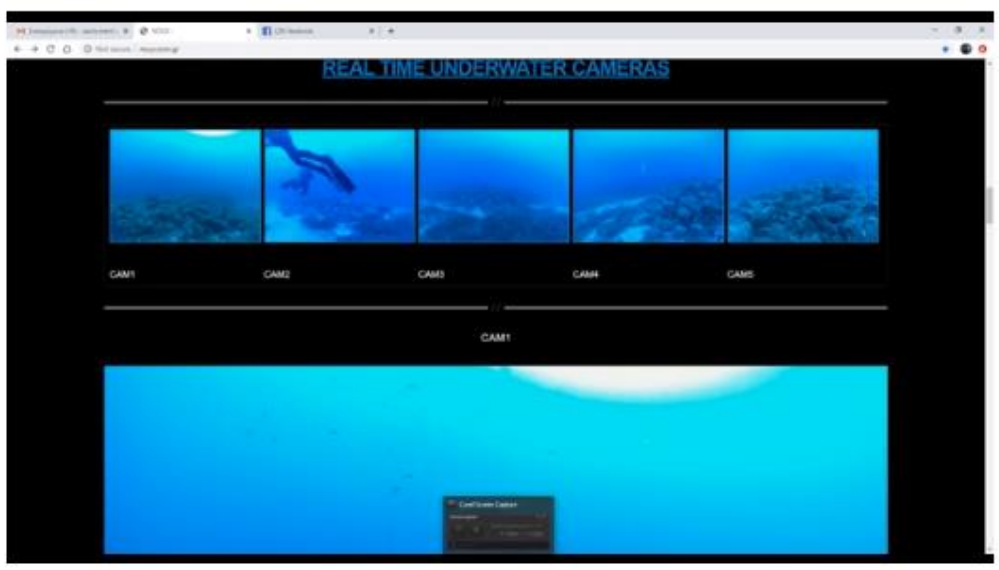
MULTI-STAKEHOLDER AXE

STAKEHOLDERS
Local public authority
Regional public authority
National public authority
International organization, EEIG
Higher education and research
Interest groups including NGOs
General public
SMEs
Enterprise except SME
Education / training centre and school
Business support organization

CONCLUSIONS: Multi-dimensional axe

	High	Medium	Low
1. Social capital & Governance	5		
2. Identity of place	2	1	1
3. Quality of life	2	1	2
4. Education, Creativity & Innovation	4	1	
5. Work & Prosperity	2	2	1
6. Protection	2	2	

- HIAM assessed as interesting and useful but difficult to use by non specialist researchers

CONCLUSIONS: Multi-stakeholder axe

-All stakeholders have found interest in the HIAM.
-Main remark: The final model should offer different versatile modules, easy to adapt by each stakeholder.

CONCLUSIONS: Longitudinal axe

-Main stakeholders are interested in the "time" axe in order to plan future projects building upon BLUEMED.

All materials are being finalized. Please visit the website to be updated, subscribe the Newsletter and follow us in social media

www.sophiaplatform.eu
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Facebook: SophiaPlatform