



ESPON HERIWELL FINAL CONFERENCE

The contribution of Cultural Heritage to Societal Well-being: evidence and challenges

15th December 2022, 14.30-17.30 CET, Venue Milan and online

Background of the HERIWELL project

HERIWELL is a project launched by **ESPON EGTC** (Luxembourg) and carried out by a partnership led by **Istituto per la ricerca sociale** (IRS, Milano) with subcontractor **Acume**, the **ERICarts Institute & Network** (Cologne) and the **Associazione per l'Economia della Cultura** (AEC, Rome). Many experts from across Europe were involved in the project that developed a pan-European methodology and territorial analysis of impacts of Cultural Heritage (CH) that can be associated with societal well-being. More details on the HERIWELL project and its deliverables are available on the [ESPON website](#).

Objectives of the Final Conference

The final conference aims to discuss the main findings of the HERIWELL project on the contribution of cultural heritage to individual and societal well-being at various territorial levels with policymakers and stakeholders.

The Conference will focus on three main topics:

1. Cultural Heritage conditions, experiences and perceptions influencing societal well-being (or potentially triggering the opposite): Can a more integrated – and "integrating" – approach to heritage be achieved?
2. How can public investments in cultural heritage influence societal well-being: policies, conditions and methods (evidence from EU programmes and territorial case-studies)?
3. Are econometric models and big data an opportunity to produce empirical evidence on the contribution of heritage to societal well-being and homogeneous and comparable data in the domain of culture/heritage (evidences from the method used in the research and from case-studies)?

How to participate

The final conference will take place in Milan at Palazzo Giureconsulti (Piazza Mercanti 2) and online.

Registration is open until the 10th of December 2022 at the following link:

<https://meti.irsonline.it/limesurvey/index.php/129692?lang=en>



AGENDA OF THE FINAL CONFERENCE

Moderator: **Erminia Sciacchitano**, Italian Ministry of Culture

- 14.00 **Welcome coffee (for the participants in person)**
- 14.30 **OPENING:**
- **Zintis Hermansos** (ESPO EGTC)
 - **Luisa Pedrazzini** (ESPO MC Italia)
- 14.40 **PRESENTATION OF THE HERIWELL MAIN FINDINGS**
- *HERIWELL in a nutshell: overview of the project*
Manuela Samek Lodovici, HERIWELL Consortium and Istituto per la Ricerca Sociale
 - *Cultural Heritage conditions, experiences and perceptions influencing societal well-being*
Andreas Wiesand and **Victoria Ateca Amestory**, HERIWELL Consortium and ERICarts
 - Discussant **Nicole McNeilly**, Europea
 - Q&A
 - *Comparable data and quantitative methods to estimate cultural heritage contribution to well-being*
Pietro Valentino and **Fabio Bacchini**, Associazione per l'economia della cultura
 - Discussant **Riccardo Gatto**, Eurostat
 - Q&A
 - *Public investments in cultural heritage and societal well-being: policies, conditions and methods*
Monica Patrizio and **Cristina Vasilescu**, Istituto per la Ricerca Sociale
 - Discussant **Peter Inkei**, The Budapest Observatory
 - Q&A
- 16.30 **ROUND TABLE ON THE FUTURE OF HERITAGE POLICIES FOR SOCIETAL WELL-BEING:**
- *Main policy implications of the HERIWELL project: a synthesis*
Flavia Barca, ACUME
 - *Debate with:*
Jan Schultheiss, Culture and Cultural Heritage Partnership; **Ekaterina Travkina**, OECD;
Sandra Gizdulich, Urban Agenda for the EU and Thematic Urban Partnership; **Alison Heritage**, ICCROM; **Andrzej Jakubowski**, Institute of Law Studies, Polish Academy for Sciences
- 17.30 **CLOSING REMARKS**
- **Wiktor Szydarowski**, ESPO EGTC