

HERITAGE-DRIVEN INNOVATION



Heritage-driven innovation refers to implementing new ideas to meet the specific needs of heritage assets (due to their unique values, materials, design techniques or other characteristics). These innovations can also be then transferred to other sectors.



Example

Such innovations could consist in programmes that would train volunteering citizens in heritage conservation in areas where maintenance cannot be realised by professionals in a structured basis.

ASSIMILATION OF INNOVATION



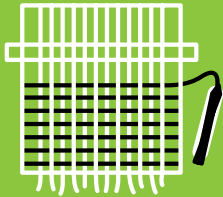
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HERITAGE AS A RESOURCE



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Heritage as a resource occurs when heritage serves as the basis for the generation of new ideas or processes, and to foster new collaborations across disciplines.

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821394.

Example

Heritage is a resource when traditional or forgotten craft techniques (such as weaving, pottery, tanning, stonework) are used in a contemporary context in new design and fashion collections or in architectural projects.

Graphic design : Simon Ruaut

HERITAGE-DRIVEN DIPLOMACY



Heritage-driven diplomacy implies that heritage is the starting point of diplomatic processes and international cooperation frameworks because of its specific political, social, cultural and economic impacts.

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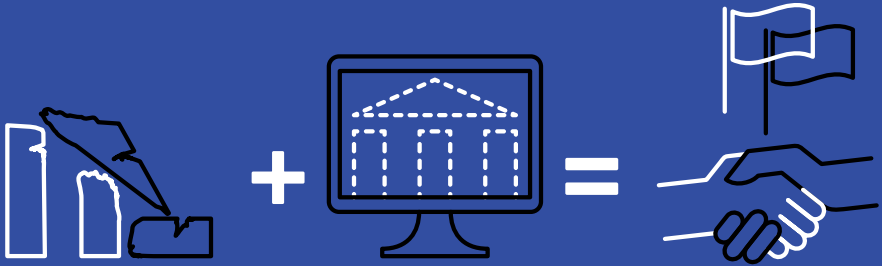
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Example

Heritage driven diplomacy can consist in the request of international assistance by one country on the basis of an international convention for the protection of endangered heritage in case of conflict or natural disaster.

Graphic design : Simon Ruaut

HERITAGE-WITHIN DIPLOMACY



Heritage within diplomacy implies that heritage is included, among other sectors, in broader diplomatic interactions and international cooperation frameworks with the aim of promoting better mutual understanding and exchanges, as well as conflict resolution and recovery.

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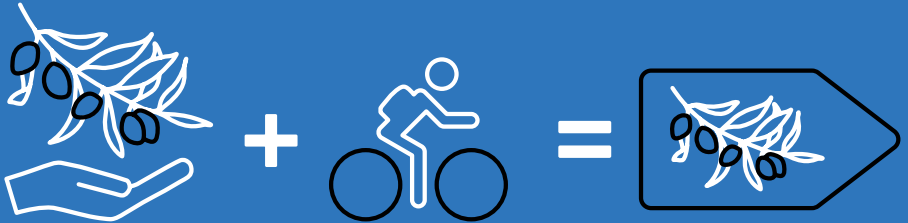
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Example

For instance, the inclusion of measures for protection and promotion of heritage within a broader and structured socio-economic cooperation between countries or international organisations.

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SHARED HERITAGE



Shared heritage, when the notion of a mutual, shared past becomes a mechanism both for and of diplomacy itself led by state and non-state actors.

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Example

Fostering new relations and re-appropriating a trans-national space (e.g. cultural routes) as a historical basin for cultural, social and economic relations.

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