



UNLOCKING THE BENEFITS OF CULTURAL HERITAGE FOR ALL

SEMINAR & ROUNDTABLE

Join us for an enriching seminar and roundtable discussion designed to foster dialogue between policy makers, economists, and heritage researchers on how to account for the hidden value of cultural heritage assets.

15th

JANUARY 2025

15:30 - 17:30

Coffee reception from 15:00

Sala Spadolini
Ministero della Cultura
Via del Collegio
Romano, 27, Roma

Unlocking the benefits of cultural heritage for all

Cultural heritage contributes in many ways to sustainability and wellbeing, providing a critical part of what makes life meaningful. In an era of global instability and pressing sustainability challenges, the preservation and use of cultural heritage are essential for promoting well-being and fostering resilient communities. However, the invisibility of cultural value within traditional economic frameworks poses a significant barrier to heritage protection and investment. The seminar aims to address these issues by fostering dialogue among policymakers, cultural economists and heritage researchers to reflect on the opportunities ahead.

Recent years have seen the use of economic valuation techniques, such as choice experiment and contingent valuation, to elicit the social benefits associated with the conservation of historic sites. Recognising this potential, in 2021, the UK's Department for Culture, Media, and Sport (DCMS) developed the Culture and Heritage Capital (CHC) Framework, which integrates cultural valuation into Social Cost-Benefit Analysis (SCBA). This framework provides a structured approach to recognising both the use and non-use values of cultural heritage in policymaking and investment decisions. The Arts and Humanities Research Council (AHRC) and DCMS have launched a £3.1 million investment in culture and heritage research by funding a portfolio of six projects which started in September 2023.

The seminar will foster dialogue on the potential of valuation techniques to articulate the hidden value of cultural heritage within a wellbeing economy. We will discuss the theoretical underpinnings of the conceptual framework, insights from some of the ongoing AHRC/DCMS funded projects, as well as international best practices. A roundtable discussion will conclude the event focusing on policy bottlenecks, current research challenges and future opportunities.

Speakers:

Ms Mariassunta Peci, Director for International Relations, Ministry of Culture, Italy

Ms Aruna Francesca Maria Gujral, ICCROM Director General

Prof Graeme Roy, Dean of External Engagement, University of Glasgow, United Kingdom

Prof David Throsby, Macquarie University, Australia

Mr Harman Sagger, Department for Culture, Media and Sport, United Kingdom

Prof Patrizia Riganti, University of Glasgow, United Kingdom

Roundtable discussion:

Prof Patrizia Riganti, University of Glasgow, United Kingdom

Dr Erminia Sciacchitano, Ministry of Culture, Italy

Ms Adala Leeson, Historic England, United Kingdom

Dr Amy Binner, University of Exeter, United Kingdom

Dr Tamara West, Manchester Metropolitan University, United Kingdom

Ms Alison Heritage, ICCROM, Italy

Mr Harman Sagger, Department for Culture, Media and Sport, United Kingdom

THE EVENT IS IN COLLABORATION WITH



Historic England



MACQUARIE
University
SYDNEY - AUSTRALIA

