

# REPORT OF FEEDBACKS AND RESULTS

## D.T3.3.8

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Report of feedbacks and results of pilot actions

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## Index

Context	4
Feedbacks and lesson learnt	6

## CONTEXT

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The reported events took place in the 4th and 5th period of the BhENEFIT project duration as a part of work package T3 'Increasing awareness and capacity building'. The following events took place within the activity 3.3:

- Spot seminar in the city of Karlovac (Croatia), May 27th, 2019
- Spot seminar in the city of Idrija (Slovenia), October 23rd, 2019
- Spot seminar in the city of Martin (Slovakia), November 13th, 2019
- Spot seminar in the city of Praha (Czech Republic), November 21st, 2019
- Spot seminar in the city of Bad Ratkersburg (Austria), January 20th, 2020
  
- Informal events in the city of Mantova (Italy), September 26th, 2019, October 3rd, 2019 and October 11th, 2019
- Informal event in the city of Mantova (Italy), November 28th, 2019
- Informal event in Idrija (Slovenia), October 23rd, 2019
- Informal event in Debrecen (Hungary), November 19th, 2019
  
- Design workshop in the city of Mantova (Italy), November 28th, 2019
- Design workshop in Karlovac (Croatia), December 6th, 2019
- Design workshop in Debrecen (Hungary), January 23rd, 2020

The events are based on DT3.3.1 'Awareness Raining Campaign' prepared jointly by PP1 Mantova and PP7 Spectra with support of all project partners. The material was discussed and commented during several PP meetings and via email and all PPs agreed on the final version with adjustments in accordance with the national specifics. The material in prepared in English language while the events took place in national languages (Italian, German, Slovenian, Hungarian, Slovak, Croatian and Czech language).

The events are targeted towards the technicians (= professionals and organizations working in the field of HBA management that could demonstrate a good reputation of work in the area. The organization should have the potential to interact with other

stakeholders and governmental bodies and have their trust, in order to strengthen the social networks and pursue agreements for sustainable HBA management projects.) and entrepreneurs (=Entrepreneurs are business owners and private sector managers who need to understand the impact of HBA management on their organizations. They are involved up to different degree in HBA management. It is critical for this target group to understand the inputs and outputs, characteristics and complexity of HBA management and how it affects not only themselves but wider context they are operating in.) as the main target group. For more information about the target groups, please see the deliverable 3.3.1 Awareness raising campaign, section 3.1.

This deliverable includes two main parts – feedbacks report for individual selected events and then summary of feedbacks and results according to each utilized type of event.

# Feedbacks and lesson learnt from Activity 3.2

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## Feedbacks from Spot Seminars

The first type of events taking place within the activity 3.3 were the spot seminars. These were organized by responsible partners on various topics (from energy efficiency in historic buildings up to HBA valorization) and the target group were technicians and entrepreneurs from various disciplines.

**Spot seminars are** types of meetings between subjects with different perspectives aimed to share information and increase knowledge on specific topic in a very quick way, by providing balanced and objective information and keeping community informed.

**The general feedbacks and comments** from the organized events include:

- The purpose of the spot seminars was to increase awareness of technical experts and entrepreneurs and their potentialities and needs in relation to a tentative role inside a broad topic of sustainable management of HBA.
- At the beginning of the seminars, the BhENEFIT project was introduced including its main objectives and achieved results. In some cases, the synergies with similar already implemented and ongoing EU funded projects was highlighted. In some cases, the participants discussed also possibilities for a follow-up projects in order to continue in developing of HBAs in the pilot areas.
- Presentations and work material from the spot-seminar are shared with the participants including other project related materials with contact information of responsible persons and institutions.

### **Feedbacks from events about energy efficiency topic**

- The emphasis was on question how to improve the energy performance of buildings under protection, with focus on the details that are essential to achieving energy efficiency such as types of thermal insulation and proper installation, thermal bridges, glass and window types, airtightness, ventilation with recuperation, renewable energy sources, lighting and more. In the second part, there were talks about building physics and new technologies available on the market and how to properly implement them in buildings under protection.
- The key message is that it is possible to significantly improve the energy properties of buildings under protection, that there is a technology available for this type of buildings in the market, and that the knowledge of architects and engineers is very important in order to provide advice and experience to investors and to advise them properly.
- The participants evaluated the spot-seminar as interesting and useful, and the acquired knowledge could be applied in practice. Confirmation of this was the discussions that were being conducted.

### **Feedbacks from events about heritage valorization in HBAs**

- Spot seminars were organized to discuss the topic of heritage valorization as part of sustainable HBA management with a special focus on the HBA accessibility for all. The purpose of the event was to present Bhenefit project and results to different experts, stakeholders, entrepreneurs and others related to HBA management and to give inputs to technicians on how to implement good practices in achieving accessible HBA and also to get feedback from them.
- Participants were made familiar with good practices, examples and innovative interventions from the local areas and abroad and the event ended up with discussion among all participants.

### **Feedbacks from events about urban planning and HBA management**

- The emphasis was on sharing knowledge within a relationship between urban planning and HBAs. The second topic was usability of modern technologies in urban development.
- The key issue discussed during the events was how to deal with the challenges of the urban planning processes and their impact on historic built areas.
- A lot of recommendations were discussed during the moderated discussion between a group of professionals, decision makers, local authorities and general public.
- Key message was that there are a lot of challenges within a process of updating of land-use/master planning documentations which must be solved on every level, especially there is a need for legislative changes.
- Also the potential of GIS for urban planning is indisputable. But there is need to guide municipalities and professionals because these technologies require a high quality of data.

## Feedbacks from Informal events

The second type of event that took place within the activity 3.3 were informal events occurring between September and November 2019.

The **purpose of the events** was to involve different experts, stakeholders, technicians, entrepreneurs and wider range of public related to HBA management, to keeping them informed about project activities, to raise awareness about sustainable HBA management and to share practice examples. It offers an alternative tool suitable for local inhabitants but also for decision makers, professionals, planners, technicians, and students to express their opinion about different urban topics (e.g. HBAs) in nonverbal way.

The **informal events** are awareness raising tools using the method of community mapping and are open to a wider range of public. Community mapping is about involving residents and other stakeholders in identifying the assets of their



neighbourhood, looking at opportunities and creating a picture of what it is like to live there. The exercise is a valuable and effective method both of collecting information and of community engagement because its outputs are visual and easy to relate to; they cut through communication difficulties to reveal feelings and ideas which otherwise might be hard to express.

The **specific objectives** of informal seminars are:

- to raise awareness about sustainable HBA management – which is often not perceived as relevant;
- to bring together sometimes disconnected voices having in common ideas and temporarily create a force;
- to widen technicians and entrepreneurs action in order to be better aligned to their purpose;
- to mediate the best practice examples and give the chance to different targets to share an experience and create a collective dialogue.

The events were arranged in the form of an informal presentation about the objectives BhENEFIT project, talk about current situation in respective pilot areas and collect information, points of views, desired data and suggestions for a good management of HBA.

The **discussion with technicians and entrepreneurs (such as trade associations etc.) is always challenging**. In case of Mantova for instance, in the last 2 years the Administration made strong choices for the reduction of traffic (and parking lots) within the city centre and consequently of CO2 levels. Less parking lots in the city centre mean less trade (in the opinion of traders) and this was the main challenge for the event in Mantova.

The events were the **occasion for a dialogue within the subjects and discussing together the pros and cons** of decisions made by the municipalities and about issues to discuss together in the future. The events were also opportunities to invite stakeholders and experts who were involved in previous project actions and events (interviews, urban walk, spot seminar, trainings, ...), stakeholders and others that

are working on cultural heritage and involved in different projects with the aim to act coherently.

**In addition** to the scheduled program, during the trainings there was often an occasion to interview decision makers asking them on-going projects, future ideas and policies and ways hot to capitalize more the BhENEFIT project results. After the project presentations, participants had the occasion to discuss together and with the municipality, to compare their points of views and to integrate the maps hanging to the walls.

The **participants** were then divided into a couple of groups to discuss about their idea for the future of pilot areas starting from community maps and the experiences of other cities (speakers were involved into groups activities). Presentations were made by each group and a conclusion session closed the day.

The events were also occasions to **present the current situation in the cities** and to discuss together about the future visions in an integrated way. A challenge addressed was the mediation among stakeholders with sometimes very different point of view, backgrounds and expectation.

The events were additionally occasions to present community maps and to collect information as well as to enlarge the group of stakeholders involved in the project and in participatory activities with the municipality.

**In case of Idrija**, the informal event was focusing on 4 key topics related to HBA and HBA management:

- sustainable management of HBA and importance of rising awareness level of HBA management
- integrated approach: involvement of different targets: citizens, NGO, decision makers, technicians and entrepreneurs
- potentials of HBA (examples of good practice in Idrija, local area): Hg Smelting Plant, Coworking Idrija, Pr' Golitu, ...
- living in HBA - quality of life (perspective of accessibility of services in HBA).

**One of the challenges of the informal events was to create a solid and uniform level of understanding HBAs and its management among the participants as well as to motivate and coordinate them** during the events and co-creation process. In addition, the moderator of the event had to have a neutral character to stimulate the dialogue with and among the participants.

### **Outcomes and recommendations**

During the co-creation and brainstorming session of the event, the participants were asked to formulate questions, interpretations, ideas, and suggestions regarding the local HBAs, their value and condition. They had also the opportunity to evaluate the community mapping as co-creative method in HBA management. The following main statements were made:

- The HBA as concept was often not known among the participants; however, they were convinced that it is a more effective and more efficient solution to address and manage cultural and historical heritage as a territorial unit. This approach can make both the maintenance and the image of a district more consistent.
- HBAs are integrated parts of the urban landscape and the community identity.
- Participants considered the tool of community mapping useful because
  - it reflects the interpretation and perception of local residents and other stakeholders of the given city/neighbourhood/HBA;
  - participants can share their experiences, knowledge and opinion with each other and with the moderator;
  - it includes interactive and collaborative processes which makes the whole event more personal and the participants more committed.

More time is needed for the common co-creative process.

**Testing the method of informal event justified that such involvement level should be applied to general citizens as well.** Gathering and visualizing information jointly with the local community is relevant and emphasizes the collective values and identity. This will not only widen the amount of useful and relevant information but also give the chance to different target groups to interact and share ideas.

**The informal event is a useful method to collect local information from the raise the awareness connected to development and management of HBA and to share of useful knowledge collected and developed by the partners of the BhENEFIT project.**

**Feedback from participants was in general positive,** they showed a great interest and demanded for the arrangement of other similar events. The general comment is very positive.

## Feedbacks from Design workshops

The last type of events which took place within the activity 3.3 were the design workshops. Design workshop serves as a working opportunity to make different subjects meeting each other and create a joint opportunity of sharing practices and opinions. This eventually could be the starting point for a collaborative scenario in which all the subjects involved would start cooperating together in view of an integrated approach of the HBA management.

Spot seminars, informal events, and design workshops are built on each other as part of the awareness campaign of the BhENEFIT project; however, they represent three different levels of involvement and objectives.

The design workshops were the format with a great number and range of participants: here all the categories of entrepreneurs and technicians should be included, inviting also public administration representatives and citizens as well.

The **specific objectives** are:

- to raise awareness about sustainable HBA management – which is often not perceived as relevant;
- to bring together sometimes disconnected voices having in common ideas and temporarily create a force;
- to widen technicians and entrepreneurs action in order to be better aligned to their purpose;
- to mediate the best practice examples and give the chance to different subjects to develop a possible future project.

Responsible project partners identified the **key stakeholders** who should participate in the design workshop for the maximal utilization, capitalization and dissemination of results achieved during the transnational exchange of experiences within the BhENEFIT project as well as for bringing local and adaptable solutions for HBA management challenges.

**At the beginning of the workshops**, the responsible partners introduced the main topic of the workshop (for instance, in the city of Karlovac the topic was related to the context of the buildings, basic information about buildings and the present situation - revitalization and refurbishment of small building that is one of the building that City administration is using for their work; or in Mantova the topic revolved around data-driven urban rehabilitation of the city).

**In the second part of the workshops**, the participants were organized into several groups and were asked to participate in an interactive workshop. The participants were organized by their field of interest and education. During this part, the participants worked on their suggestions about the best solutions in their field of topics. Afterwards, the session included presentations from groups, commune discussion, idea presentation, challenges and recommendation in the context of the planned topics, where they brought out their conclusions, recommendations and best ideas regarding the topic they were working on.

**During the events**, the participants were given the opportunity to work on specific issue and to help them to have a new perspective and opportunity to HBA building.

- Lack of interest for participation, especially in the topics that they think no one wants their opinion
- Hard time gathering participants, busy time for technicians and entrepreneurs
- Organization of the event – interesting topic, presentation and participants focus
- How to motivate the participants to find local but also generalizable solutions for the common challenges in HBA management and maintenance. Participants had different technical and professional background, which, on the one hand, created the opportunity for joint work and knowledge transfer; on the other hand, it made the understanding of HBA issues more difficult.

The **key messages and recommendations** from the design workshops include:

- Energy efficiency need to be integral and include all comprehensive measures
- Current and future purpose are dictating a lot of potential measures
- It is important to consult experts from all fields, such as fire security, regarding evacuation plan, materials that are resistant to potential fire, exits, ventilation systems, air quality etc...
- Main City documents about spatial planning need to include green infrastructure
- Joint principles of HBA management: cultural built heritage
  - forms and strengthens our identity,
  - is protected by law,
  - has to be managed in an integrated way,

- is interrelated with urban development,
- and landscape are values that complement each other.
- Terminology: the following definitions were presented and interpreted jointly during the event:

*HBA*

*Strategy in the framework of the BhENEFIT project*

*Governance and management*

*Sustainable management of HBAs*

*Decision making process related to HBAs*

- Good practices of HBA management and maintenance

## **Outcomes and recommendations**

- During the co-creation and brainstorming sessions of the design workshops, the participants were asked to formulate questions, ideas, and solutions regarding the local HBAs, protected buildings and their operation. The following main statements were made:
- Those functions have to be preferred which fit to the character of the given building/district as well as strengthen both the local identity of the inhabitants and the attractiveness of the building/city.
- From financial point of view, maintainer should find such functions and services which generate revenues.
- One of the potential good solutions is creating variable, modular multifunctional inner rooms.
- It is critical to choose or establish a proper maintainer with the necessary HR and financial resources.

- An optimal cost-saving solution is the energy reconstruction of the building (e.g. renewal of the heating system, modernization of the windows and doors, façade and roof insulation) – with the of the legal requirements regarding the protected monuments and buildings.
- For the owner and the maintainer, it is difficult, cost- and time-consuming to monitoring the changes in legislations regularly.
- Heritage regulations impose an excessive burden on the owner and the maintainer.

### **General comments to the events within the activity 3.3**

- The pilot actions within the activity 3.3 were based on producing interactive knowledge, i.e. the participants were part of the process where knowledge was produced by stimulating emergence of different perspectives on policy problems in the field of HBA management; and by enabling interactions and positive dialogues among various point of views
- The participation within all the events within the WP T3 and in the activity 3.3 in particular, was perceived and managed as an interactive learning process where the participants were given opportunity to learn and co-create knowledge
- The events were occasions where the ordinary, political and technical knowledge met and this enabled the new knowledge to occur. This was done especially within the design workshops where professionals and entrepreneurs came together and were motivated to be part of the process of producing a knowledge which did not exist before (so-called interactive knowledge).
- This design process consisted of three parts:
  - Defining a problem
  - Managing conflicts
  - Identifying solutions



### **Lessons learned during and after implementation of the events**

Within the WP T3, the project defined 3 large stakeholder groups and prepared guidelines specific to these groups. Yet what was overlooked was the potential for interaction of these groups, i.e. in some cases a strict division of the target groups was a limitation and interaction with other target groups would be more effective (see below)

The recommendation for future events would be to include for each type of events at least one of the other two targeted stakeholders. This is valid for all events within the WP T3. In practice, though, in almost all events there were present participants from broader spectrum than the original target group, i.e. these other target groups were present during the implemented events.