



Circular models Leveraging Investments
in Cultural heritage adaptive reuse



Draft Agenda

DAY 1 | The CLIC framework for circular human-centred adaptive reuse of cultural heritage

22 September, 9:00 – 13:15 (3 Sessions 1 hour each approx., 2 breaks)

SESSION 1 (09:00-10:45)

Moderator: Antonia Gravagnuolo, CNR IRISS

09:00 Welcome (45 min)

- **Ugo Guarnacci**, European Research Executive Agency, European Commission
- **Kyriakos TSIRIMIAGOS**, European Committee of the Regions, SEDEC — Commission for Social Policy, Education, Employment, Research and Culture (TBC)
- **Hughes Becquart**, DG for Education and Culture, European Commission (TBC)
- **UNESCO** / European Cultural Heritage Green Paper (TBC)
- **Gianpaolo D'Andrea**, MiBACT
- **Massimo Clemente**, CNR IRISS Director

09:45 The CLIC framework (25 min)

Luigi Fusco Girard, CLIC Scientific Coordinator

10:10 Keynote speeches (30 min)

- **Teresa Patrício**, ICOMOS President
- **Christian Ost**, Honorary Rector of ICHEC Brussels Management School, President of Raymond Lemaire International Centre for Conservation KU Leuven

10:40 Break (5 min)

SESSION 2 (10:45-12:00)

10:45 Innovative circular governance models and action plans for cultural heritage adaptive reuse (45 min)

Moderator: Deniz ikiz Kaya, Eindhoven University of Technology

Cristina Garzillo, ICLEI Local Governments for Sustainability | Circular governance innovation: Local Action Guide (15 min)

Suzana Belošević Romac, Rijeka Circular city (5 min)

Björn Ohlén, Västra Götaland Circular region (5 min)

Raffaele Lupacchini, Salerno Circular city (5 min)

Thomas Van de Sandt, Pakhuis de Zwijger, Amsterdam Circular city (5 min)

Gabriella Monteleone, Gianpiero Lotito, Facility Live | CLIC Knowledge and Information Hub:
intelligent data management for cultural heritage (5 min)

11:30 Round table discussion: Innovative circular and human-centred governance for CHAR (30 min)

Moderator: Emanuela De Menna, European Commission

- **Hanna Szemzo**, H2020 Open Heritage project coordinator (TBC)
- **Laura Martelloni**, H2020 T-Factor project coordinator (TBC)
- **Lucia Scopelliti**, H2020 CENTRINNO project coordinator (TBC)
- **Vera Gregório**, H2020 HUB-IN project coordinator
- **Gonçalo Canto Moniz**, H2020 URBiNAT project coordinator

12:00 Break (15 min)

SESSION 3 (12:15-13:15)

12:15 Tools for circular governance: impacts assessment for cultural heritage adaptive reuse (30 min)

Moderator: Jermina Stanojev, Uppsala University

Christer Gustafsson, Uppsala University | Smart Specialisation Strategies and spillover effects of cultural heritage adaptive reuse in the circular economy perspective

Anna Domaradzka, University of Warsaw, Institute for Social Science | Grassroots circularity, essentialism and social impacts assessment for cultural heritage adaptive reuse

Antonia Gravagnuolo, CNR IRISS, CLIC Co-coordinator | Evaluation framework for circular cultural heritage adaptive reuse: from best practices to better projects

Discussion (15 min):

- **Marco Acri, Saša Dobričić**, University of Nova Gorica
- **Alessio Ishizaka**, University of Portsmouth
- **Cristiana Parisi**, Copenhagen Business School, H2020 Reflow project coordinator

13:00 Conclusions of DAY 1 (15 min)



Luigi Fusco Girard, Antonia Gravagnuolo, Ugo Guarnacci

13:15 END of DAY 1

DAY 2 | Innovative circular business & financing models for cultural heritage adaptive reuse

23 September, 9:00 – 12:30 (3 Sessions 1 hour each approx., 2 breaks)

SESSION 1 (09:00-10:00)

09:00 Welcome and introduction (15 min)

Luigi Fusco Girard, Antonia Gravagnuolo, Ugo Guarnacci

09:15 Circular Business Models for Cultural Heritage Adaptive Reuse (45 min)

Moderator: Gillian Foster, Vienna University Institute for Ecological Economics

Ruba Saleh, ICHEC Brussels Management School | Circular business model for cultural heritage adaptive reuse

Marilena Vecco, Professor in Entrepreneurship at Burgundy Business School, Dijon

Panel Discussion:

- **Sandra Gizdulich**, Urban Agenda for the EU, Partnership Culture and Cultural Heritage (TBC)
- **Simona Tondelli**, H2020 Ruritage project coordinator (TBC)
- **Sandra Piesik**, UN-Habitat territorial integration initiative

10:00 Break (15 min)

SESSION 2 (10:15-11:00)

10:15 Heritage-led entrepreneurial ecosystems (45 min)

Moderator: Ruba Saleh, ICHEC Brussels

Antonia Gravagnuolo, CNR IRISS, CLIC Co-coordinator | The CLIC Startup competition: outcomes and future perspectives

Aliona Lupu, Iniziativa Cube | Mentoring programme CLIC Startups

Startups awarded: Nice Visions, Ya Amar, Adopt a Terrace, Daw Makers, ExtrArtis, Acarbio, Marte (1-2 min video each)

Panel Discussion: Skills and entrepreneurship in cultural heritage, Discussants TBC (Irene Dell'Aversana, Ludovica Gerardi, EVPA, Innovatum, Joke Quintens, Union for the Mediterranean)

11:00 Break (15 min)



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SESSION 2 (11:15-12:30)

11:15 Innovative circular financing models for cultural heritage adaptive reuse (60 min)

Moderator: Christian Ost, ICHEC Brussels

Tracy Pickerill, TUDublin | Hybrid Financial Instruments & Investment Leverage Enablers for Cultural Heritage Adaptive Reuse

Ivo Allegro, Aliona Lupu, Iniziativa Cube | Circular financing instruments for CHAR

Panel Discussion: Innovative Finance for cultural heritage towards the circular city

Moderator: Ugo Guarnacci, European Commission

- **Pierluigi Sacco**, Head of Venice Office and Senior Advisor at OECD Centre for Entrepreneurship, SMEs, Regions & Cities
- **Jonas Byström**, European Investment Bank (TBC)
- **Bonnie Burnham**, Cultural Heritage Finance Alliance – CHiFA
- **Antonia Gawel**, Deputy Head Centre for Public Goods, World Economic Forum (TBC)

12:15 Conference conclusions (15 min)

Luigi Fusco Girard, CLIC Scientific Coordinator

12:30 END of Conference