



# GreenHeritage

The impact of Climate Change on the Intangible Cultural Heritage

## Deliverable D5.14 GreenHeritage Policy Briefs (M18)

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## EXECUTIVE SUMMARY

This document summarises, in policy brief form, the recommendations coming from the “Policy Roundtable (M17)”, object of the GreenHeritage deliverable D5.10. The event took place in Ravello (Campania), Italy, on 12 and 13 April 2024. It was the second policy brief developed within the GreenHeritage project “The Impact of Climate Change on the Intangible Cultural Heritage” (ERASMUS-EDU-2022-PI- FORWARD-LOT1, GA No. 101087596). The recommendations are based on the opinions collected involving actors from the different sectors of society, as stated in the GreenHeritage Grant Agreement (GA) and indicated in D5.10 “Policy Roundtable (M17)”. Indeed, this event was organised including the different components of the quadruple helix. As evidenced in the GreenHeritage GA, these recommendations want to suggest policy changes in the management, conservation and protection of Intangible Cultural Heritage facing Climate Change.

Developed within WP5 “Policy Dialogue, Dissemination and Exploitation”, the deliverable is included in the GreenHeritage task T5.2 “Organisation of Policy Dialogues and Formulation of Recommendations” outputs. The document was in charge of CUEBC, leader of WP5.

The following specific objective of WP5 was pursued in the preparation of the policy brief:

- To provide recommendations to national and EU policy makers in the relevant sectors.

This document contains several outputs, which can be briefly summarised as follows:

- N. 14 recommendations.
- Dissemination strategy.
- Development of impact measurement tools.
- Preparation of an audiovisual recording summarising the policy roundtable in the local language (Italian) with subtitles in English.

The work developed in the deliverable D5.10 “Policy Roundtable (M17)” was preparatory for the policy briefs, as all the recommendations here presented, are derived from this event. In addition to the organisation of the Policy Roundtable (M17), a large part of the stakeholders, to whom the policy briefs will be sent, were contacted during the activities within WP2 “Needs Analysis & Development of GreenHeritage Methodology”. Furthermore, the management of data and opinions of the policy round table was carried out in accordance with what is established in the GreenHeritage document D1.7 “Privacy and Open Data Policy and Procedures” to guarantee the rights of participants. Distribution of useful documents to the various stakeholders is accompanied by a survey, the results of which will be used in the impact assessment activity and reported in the related deliverables.



## Introduction

### 1.1 Document organization

The present document is organized in the following sections:

Section 2: Presents the document context, that refers to the project objectives motivating the policy brief, and the GreenHeritage deliverable D5.10 "Policy Roundtable (M 17)", held in Ravello (IT), and considered preliminary to the activity reported in the present document.

Section 3: Presents the organization of the policy brief. Essentially, it is the document that will be sent to stakeholders and policy makers, and which will form part of the GreenHeritage Handbook.

Section 4: Presents the next steps to be envisaged according to the policy brief, that is the dissemination strategy. It defines the subjects receiving the document as well as the communication and dissemination tools.

Section 5: Indicates how the impact assessment of the activity will be carried out, and the impact assessment model and analysis of results that will be used.

Section 6: Concluding remarks.

### 1.2 Reference Documents

Document name	Reference number
GreenHeritage – Description of Work	Grant Agreement nr. 101087596
GreenHeritage – Project Management Plan	Deliverable D1.2
GreenHeritage – Impact Assessment reports M13	Deliverable D1.6
GreenHeritage – Privacy and Open Data policy and procedures	Deliverable D1.7
GreenHeritage – Primary and secondary data research findings	Deliverable D2.2
GreenHeritage – Dissemination plan	Deliverable D5.1
GreenHeritage – Stakeholders Analysis	Deliverable D5.2
GreenHeritage – Portfolio of dissemination Material	Deliverable D5.5
GreenHeritage – Policy Roundtable (M17)	Deliverable D5.10
GreenHeritage - Policy Briefs (M14)	Deliverable D5.8



## 1.3 Acronyms and Abbreviations

Acronym	Description
CA	Consortium Agreement
CC	Climate Change
CH	Cultural Heritage
D	deliverable
EU	European Union
GA	Grant Agreement
ICH	Intangible Cultural Heritage
M	Month
O	Objective
POB	POlICY Brief
PRT	Policy Roundtable
T	Task
WP	Work Package



## Section 2: Contextualization of Policy Brief

### 2.1 Specific objectives

The overall objective of the **GreenHeritage project**, as stated in the GA and reported in the GreenHeritage deliverable D1.2 "Project Management Plan", is to develop a holistic, innovative, and inclusive approach to the direct and indirect impacts of climate change (CC) on intangible cultural heritage (ICH). Within this **general objective**, **specific objectives** are also pursued, the implementation of which requires the development of policy briefs. This document concerns the second of these. Specific objectives, according to the GA, are the following:

- **O3. Developing a methodology, policy recommendations and a handbook for the management, preservation, and protection of immaterial cultural heritage in the face of climate change implications.** Objective that responds to the following needs, also detected in the framework of the project, and included in the GA.
  - *Need 2. Methodological approach:* there is a need for a methodological approach regarding the safeguarding of intangible cultural heritage at national and European levels.
  - *Need 4. Increased awareness and policy exchange:* there is a need for increased awareness and creation of synergies among cross-sectoral researchers, practitioners, policy makers and citizens in order to exchange knowledge and discuss measures for the management, conservation, and protection of intangible heritage in the face of climate change.
  - *Need 5. Policy change:* policymakers need tools to get involved in designing or adapting policies at national and EU level.
- **O4. Adding the preservation and protection of intangible cultural heritage at the heart of the public debate as well as the national & EU policy making.** Objective that responds to needs 4 and 5, developed in the previous point.
- **O5. Empowering awareness and active citizenship regarding environmental issues, sustainability, and the importance of preserving tangible cultural heritage along with intangible cultural heritage.** Which responds to need 4, also developed above.

These objectives have served as the basis for the development of the policy briefs and for the preparation of this document.



## 2.2 Policy Roundtable Development

The present document is based on the second policy roundtable (PRT) of the GreenHeritage project, held in Ravello (Italy) on 12th and 13th April 2024. The event was hosted and organised by CUEBC, as partner of the GreenHeritage project and responsible for this activity. The results of the PRT are reported in the GreenHeritage deliverable D5.10 "Policy Roundtable (M17)".

The project partner European University Centre for Cultural Heritage (CUEBC) has invited experts, local administrators, research institutions, companies and associations to dialogue and discuss in the context of two consecutive roundtables, listed in the following:

- **Knowledge and Techniques** (the Art of dry-stone walls on the Amalfi Coast)
- **Traditions, Rituals and Cults** (the Feast of the Madonna Avvocata and the Festival/Race of the Ceri of Gubbio).

For the success of the PRT, participants covering the whole spectrum of the Quadruple Helix were considered. Different stakeholders, experts, policy makers, social actors, curia representative, and businessmen representing the different components of the social Quadruple helix and interested to these case studies, were contacted and invited. A total number of 32 people attended.

The number of participants by sectors (Quadruple helix) is the following:

Government 4

Company 3

Civil society 19

Science 6

The discussion on the case studies led to a reflection on the possible forms of vulnerability of intangible cultural heritage in the face of climate change, on risk mitigation strategies and, above all, on actions useful for generating awareness and proactivity among communities.

More specifically, on Friday April 12th, the participants, during an invited session, have been directed to discussion according to the World Café method, starting from a corollary of questions/stimulus, useful to guide the dialogue and facilitate the emergence of new themes and sub-themes, points of view, visions, strategies, experiences, ideas, and insights.

On the morning of Saturday April 13th, in a public session, the results of the previous day's discussion have been presented, and a series of final recommendations proposing risk mitigation strategies as well as useful actions to generate awareness and proactivity among communities, have been drawn up.

These recommendations have been divided into **14 macro-themes**:

**1. Involvement of local communities and stakeholders**

**2. Regulation (to be considered from local to European level to support community managing the ICH)**



- 3. Governance and planning of direct and indirect risk management interventions (strategic actions)**
- 4. Education and training**
- 5. Information and awareness raising**
- 6. ICH conservation and proper management methods**
- 7. Infrastructures supporting ICH**
- 8. Targeted research/actions (potentially preliminary shared and implemented by all actors)**
- 9. Sustainable capitalization on the ICH event values and good practices**
- 10. Green solutions (potentially implemented by all actors)**
- 11. Take into consideration and highlight the link between intangible cultural heritage and its spiritual dimension**
- 12. Importance of safeguarding the spontaneity of ICH manifestations and of evaluating the danger due to "abundance"**
- 13. Identity and protection of the ICH**
- 14. Role of consultants/experts.**

In conclusion, the policy roundtable was an enriching space where experts from different fields discussed and generated valuable recommendations. These provided a solid framework for future actions and policies aimed at preserving and protecting intangible cultural heritage in an evolving climate change context. The event not only provided important insights, but also laid a solid foundation for continued cooperation and joint actions in this crucial field, that has already materialized with the signing of a memorandum of understanding with the Municipality of Gubbio for protection and enhancement of the intangible heritage of the communities of Gubbio (see Annex 1).

### **2.3 Post Policy Roundtable Actions**

As stated in the GreenHeritage GA and in the deliverable D5.10 "Policy Roundtable (M17)", the event was held in Italian to facilitate the participation of ICH representatives as well as of local stakeholders and knowledge holders. The event was also recorded. The full video footage of the two days (in Italian) has been uploaded to the YouTube channel of the GreenHeritage project). All the participants signed a consent form in accordance with the template provided in the deliverable D1.7 "Privacy and Open Data Policy and Procedures".

A Report clip, with interviews and insights, has been carried out, whose Italian version can be found at the following link: <https://youtu.be/pf08MPOW7QA>. The English version has been uploaded to the GreenHeritage project YouTube channel.

Besides, a delegation from Gubbio – the town where the Festival/Race of the Ceri takes place – actively participated in the round table. Consequently, a memorandum of understanding has been signed with the Gubbio Municipality, with the aim of collaborating on the development and implementation of valorisation, protection, and dissemination projects on the theme of intangible cultural heritage. This represents an



important follow up that seems appropriate to point out (see Annex 1).

Finally, the conclusions of the PRT, object of the present document and basis for the policy brief, are presented. This document has been produced according to the format designed by FSMLR partner in charge of realising it for the GreenHeritage project purposes (firstly used in the GreenHeritage deliverable D5.8). The POB will be sent to stakeholders and policymakers, as well as disseminated through the media and social networks. It will be also published on the project's official website for viewing and downloading, as well as on CUEBC official communication platforms (see Annexes 2 and 3).

## Section 3: Policy Brief

This section presents the content of the policy brief, and it was elaborated starting from the deliverable D5.10 “Policy Roundtable (M17)”. It will be sent to stakeholders and policymakers, disseminated to the media and social networks channels, and it will be available on the GreenHeritage project and the CUEBC websites. The content of the policy brief is provided in the following sub-sections.

Furthermore, the POBs were published using the layout created by FSMLR, both in English and in Italian (see Annex 1 and Annex 2)

### 3.1 The GreenHeritage Project

The preservation of cultural heritage also depends on the presence and availability of certain conditions and resources on which climate change is in fact producing important effects, although still to be explored and defined.

From this perspective, the **GreenHeritage Project. The impact of climate change on the Intangible Heritage** (<https://greenheritage-project.eu/>), over the course of three years (from December 2022 to November 2025), and in synergy with professionals, educational centres, administrations, local stakeholders, and civil society, aims to study how and to what extent climate change may constitute a risk for intangible cultural heritage.

The objective is to develop a holistic, innovative, and inclusive approach to the observation and evaluation of the direct and indirect impact of climate change on intangible cultural heritage. Among the purposes of the project there are a series of actions, including: a preliminary analysis of the needs and practices of adaptation to climate change in the European Union and in partner countries; the creation of synergies between local communities, intersectoral researchers, professionals, policy makers and citizens, in order to exchange expertise and discuss the most appropriate measures for the management and conservation of intangible heritage; an interactive map illustrating the areas and regions most at risk in Europe.

Within the GreenHeritage project, we are therefore experimenting innovative training tools and methodologies capable of promoting adaptive and systemic approaches for a better management of the impact also on those cultural sediments to which collective action and political debate have not so far dedicated the right attention and which instead



are, the foundation of the community's identity and represent a guarantee for their sustainable development.

Among the final project outputs, there is a series of tools and operational methods for impact analysis and a well-planned program of roundtables in different European countries, to discuss what emerges from dialogues with communities, from territorial analysis and intangible heritage.

The GreenHeritage consortium consists of: CNR National Research Council (IT) (coordinator); CUEBC European University Centre for Cultural Heritage (IT); CMCC Foundation Euro-Mediterranean Centre on Climate Change (IT); ReadLab P.C. Research, Innovation and Development Laboratory (GR); ILFA LU Institute of Literature, Folklore and Art of the University of Latvia (LV); UAEGEAN University of the Aegean (GR); CANDIDE International (BE), ELORIS S.A. Research, Education, Innovation and Development Society of the Northern Aegean Region (GR); ALLI Athens Lifelong Learning Institute (GR). The project is co-financed by the European Union, through the Erasmus + programme.

### 3.2 Climate change and Intangible Cultural Heritage: study cases

Nowadays, the issue of climate change demands public attention on an international scale and is undoubtedly among the key points of the political agenda. Furthermore, the importance and cogency of the issue makes it desirable to have an increasingly lively and widespread interest among institutions, associations, sector bodies and communities. It is true that there has been and there is a lively debate around the environmental, social, and economic implications of climate change, that understandably produces a certain apprehension. Nevertheless, it should be noted that some less evident aspects (at least the indirect ones) still remain in the background, waiting for new attention and sensitivity to catch them. Among these aspects to be explored, there is certainly the impact of climate change on intangible cultural heritage, made up of practices, rituals, stories, languages, songs, dances, traditions, foods, skills that communities recognize as fundamental elements in the construction and representation of the collective identity. These are cultural traces which, precisely because of climate change, present an increasing degree of vulnerability, although the association between climate change and vulnerability of intangible cultural heritage is not easily and directly detectable. In fact, environmental disasters, and extreme meteorological events (floods, fires, high temperatures, droughts), can have a profound impact on the lifestyle of populations, on agricultural, livestock or production habits, as well as on traditions, customs and on community practices. Furthermore, it should be noted that communities are the last custodians and preservers of intangible cultural heritage and that they often do not possess the skills, tools, and strategies useful for mitigating the negative effects of CC.

Consequently, experts, technicians, scientists, and community representatives addressed these issues in Ravello, on 12 and 13 April 2024, as part of a policy round table organized by the European University Center for Cultural Heritage (CUEBC) in the framework of the GreenHeritage project.

The discussion led to the definition of this policy brief, containing specific guidelines and **recommendations** to prevent where possible and/or mitigate the effects of climate change on intangible cultural heritage.





Specifically, the European University Centre for Cultural Heritage invited experts, local administrators, research bodies, companies and associations to dialogue and discuss and exchange views in the context of two thematic round tables.

### ***Knowledge and techniques***

#### **○ The art of dry-stone walls on the Amalfi Coast**

The Amalfi Coast represents an example of exceptional value of this traditional construction technique. The profound knowledge of the hydro-geological and natural characteristics of the ecosystems of the Amalfi coast, combined with its particular microclimate, has over the centuries become a consolidated heritage of the local community which, to encourage cultivation and water regulation practices, developed the dry stone wall technique (here called *macere*), creating a balance between human needs and nature that is conceptually and practically far more developed than the simple terracing technique. The skills and knowledge underlying land management, traceable in technique, traditionally learned and handed down, are today threatened by the growing tendency to abandon agricultural work by the local population, a phenomenon which worsens the harmful effects of climate change. The most obvious among them are certainly the abundant rains and long droughts which affect the outcome of the harvests and also influence the precarious balance of the dry-stone walls, causing them first to swell and then collapse, generating stone landslides downstream, in the absence of the traditional protection represented by the constant and widespread presence of farmers.

### ***Traditions, Rituals and Cults***

#### **○ The feast of Madonna Avvocata**

The feast of Our Lady Avvocata (Madonna Avvocata) is one of the most heartfelt feasts and celebrations of the intangible heritage of the Amalfi Coast, which in the past has also played an important role in terms of raising awareness of the local community in relation to the maintenance and management of the site, including the system of dry-stone walls. It is a very ancient and complex ritual, which consists of a pilgrimage, which takes place once a year and which ascends from the villages downstream often along the water channels and therefore the forest, as well as a procession to the summit and a festival, in which traditionally communities of farmers, sailors and shepherds meet to sing and dance accompanied by the sound of dozens of *tammorras*, a traditional musical instrument, a special drum with tin bells. Interviews conducted as part of the GreenHeritage project demonstrated how climate change is directly influencing pilgrimages, processions, and the festival. This is not only due to the harmful effects of heavy rains which cause the paths to slip and slide, but also to the severe drought which deprives the springs and the large cistern near the church at the top of the mountain of water. Furthermore, climate change, combined with the abandonment of the fields, leads to a progressive collapse of the terraced system of dry-stone walls and “erases” the ancient paths in many places, effectively blocking the ascent to the mountain. This entails the risk that pilgrims will no longer be able to climb to the Sanctuary of the Avvocata from the Maiori side, and thus effectively lose the vision and understanding of the main characteristics of the anthropized cultural landscape. In fact, precisely during the ascent towards the Sanctuary, through a trans-generational narrative connected to the spiritual event, the pilgrims discovered



those characteristics of the Amalfi Coast landscape, literally reading them on the route that took them to the Sanctuary.

#### ○ **Festival /Race of the *Ceri* of Gubbio**

The Festival of the *Ceri* in Gubbio (Umbria) was selected due to its historicity which makes it one of the oldest and most popular ritual festivals in Italy, as evidenced by the "Iguvine Tables", dating back to the 3rd-1st century BC. The Feast of the *Ceri* takes place in Gubbio on 15 May each year and consists of the transport in race of three *Ceri*. They are old wooden artefacts 5 metres high, weighing almost 300 kilos, dedicated to saints linked to the city's guilds: Saint'Ubaldo patron saint of bricklayers, St George patron saint of tradesmen, St Anthony Abbot patron saint of farmers. The three saints' statues stand atop each *Cero* carried on the shoulders of a team of *ceraioi*. crowned with statues of three saints: Saint'Ubaldo (Patron Saint of Gubbio), Saint Giorgio and Saint'Antonio the Abbot. Therefore, Gubbio and its cultural heritage represent a case of exceptional interest, which creates a connection between the material and immaterial nature of cultural heritage. The importance and popularity of the event at a regional level are such that, since 1973, the three *Ceri* have been chosen to represent the symbol of the Umbria Region and consequently appear in its banner and in the official flag. However, in Gubbio, it appears very clear that in the recent decades the weather conditions have changed greatly. Temperatures in Gubbio from 2011 to 2021 show a clear linear growth. Likewise, a positive and worrying trend of increase in precipitation is observed. Extreme climatic events could produce structural instabilities due to hydrogeological problems for the entire historical area, as evidenced by the existing slow and progressive deformations and cracking patterns affecting ancient structures. This could also cause damage to the streets where the race of the "Feast of the *Ceri*" takes place and landslides on the mountain route which represents the final part of the race, a material and ideal path towards the Basilica of the Patron Saint of the city.

It is important to underline that Gubbio and the monuments and places, symbolic for this festival, were object of a study carried out in the European project HERACLES (HORIZON 2020, Research and Innovation programme GA No. 700395). In this project the effect of CC on tangible Cultural Heritage were investigated. Many findings and outcome of this project were useful to better understand the CC effect on ICH, too.

As a final observation, from the discussion of the case studies, consideration was given to the possible forms of ICH vulnerability in the face of climate change, on risk mitigation strategies and on actions to generate awareness and proactivity in communities.

### 3.3 Target audience

The policy brief is the result of listening and dialogue between experts, professionals and communities who have shared skills and experiences. This has produced a document addressed to local, regional, national, and European administrations, containing a series of recommendations aimed at guiding the decision-making processes in this field. However, the document can be useful for anyone interested in the subject and its implications. In fact, a fundamental aspect of the project concerns the communication and sharing of the research results since, among its main objectives, there is the



development of new awareness both within the reference communities of the case studies, and other communities that present the same vulnerabilities, as well of associations, sector bodies, foundations, etc.

### 3.4 Recommendations

The discussion in the panels gave rise to a series of programmatic indications (policies) to focus on in the medium and long term.

These recommendations have been divided into fourteen macro-themes, reported, and detailed below:

#### **Categorization of the policy recommendations emerging from the Ravello PRT:**

- 1. Involvement of local communities and stakeholders*
- 2. Regulation (to be considered from local to European level in support of the community managing the ICH)*
- 3. Governance and planning of direct and indirect risk management interventions (strategic actions)*
- 4. Education and training*
- 5. Information and awareness raising*
- 6. ICH Conservation and proper management methods*
- 7. Infrastructures Supporting ICH*
- 8. Targeted research/actions (potentially preliminary shared and implemented by all actors)*
- 9. Sustainable capitalization on the ICH event values and good practices*
- 10. Green solutions (potentially implemented by all actors)*
- 11. Take into consideration and highlight the link between intangible cultural heritage and its spiritual dimension*
- 12. Importance of safeguarding the spontaneity of ICH manifestations and of evaluating the danger due to "abundance"*
- 13. Identity and protection of the ICH*
- 14. Role of consultants/experts*

Each of them has been declined in various points:

#### **1. Involvement of local communities and stakeholders**

- Involvement of local communities and stakeholders in decision-making and management processes.
- Listening and involvement through the commitment of all the direct protagonists of the ICH and its space/territory to define the problems and needs and to correctly act in the transdisciplinary process of knowledge, valorisation, and integrated management of the ICH.
- Organization and planning of *ad hoc* initiatives for knowledge, awareness, and sustainable valorisation (at various levels).
- Intangible heritage derives from the relationship between dynamic variables (culture, nature, and CC): it is important that the relationship between community and territory remains consistent with the values it expresses (community spirit/identity) even in the presence of CC.



## **2. Regulation (to be considered from local to European level in support of the community managing the ICH)**

- Community guidance implementation is the basis for Regulation.
- Integrated prevention methodologies and precautionary principle of preventing the risk of assets loss should be implemented.
- Transversality in understanding awareness policy strategies and actions about climate change. CC should be prioritized regardless of political alignment.
- Simplification of bureaucracy in case it hinders immediate CC resilience interventions thus affecting the ICH, linked to management processes.

## **3. Governance and risk management planning (policy actions)**

- Territorial climate committees to safeguard the ICH and its associated areas against the CC.
  - ✓ Definition of a control room according to the quadruple helix model.
  - ✓ Creation of transdisciplinary community networks between stakeholders for the conservation of the territory and the tangible and intangible heritage
- Policies for the conservation of cultural landscapes: develop policies that protect areas of cultural and ecological value, balancing interventions to implement renewable energy with the conservation of ICH. Establish regulations that consider the impact on communities, ritual spaces, and cultural practices.
- Inclusion of ICH in climate change policies: recognize the importance of ICH in climate change adaptation and mitigation policies.
- Recognize the role of ICH in transferring useful knowledge to address environmental and social challenges.
- Active involvement of communities and stakeholders.
- Integration of the bottom-up and top-down approaches.
- Implement prevention: from extraordinary maintenance to routine scheduled maintenance of sites of reference for ICH practices and rituals.
- Planning interventions aimed at land management (not only in emergencies).

## **4. Education and Training**

- Education to values which are the basis/guarantee for the transmission of ICH to future generations (in the hands of communities).
- The intergenerational transmission in its unity of ICH forms and ICH contents is fundamental.
- Planning/reformulation of school education (awareness-raising campaigns).
  - ✓ Geographical, environmental, climate and civic education.
  - ✓ Field experiences.
- Continuous training for the professional adaptation of people operating in the cultural system.
- Academic and research institutions training aimed at creating professionalism capable of ensuring the resilience of events/traditions/skills.
- Strengthening of training courses for professionals and specific skills related to ICH (public and private sector).
- Integration between scientific-technical and humanistic approaches (trans-disciplinarity).
- Revaluation of traditional skills and professions also within the broader territorial and socio-economic systems of reference: promoting the revaluation of traditional skills



and professions through training programs, financial support, and promotion of local production.

## **5. Information and awareness raising**

- Correct transfer of information and knowledge through media dissemination (communication).
- Dissemination and communication: use of audiovisual media, social networks through clear messages that generate interest and awareness on the importance of ICH and its relationship with CC.
- Scientific publications:
  - ✓ on issues related to the relationship between CC and CH.
  - ✓ on research results in the field (monitoring results).
- Citizen Science Initiative can help to improve collective awareness in relation to the effects of CC on ICH.
- Awareness raising strategy on the values of sustainability.

## **6. ICH conservation and correct management methods**

- Support at various levels (local/regional/national/European) for interventions aimed at real risk prevention of the ICH loss (both tangible and intangible) including ICH related values (through monitoring, maintenance, awareness raising, information actions, etc.).
- Targeted financial support (deductible bonuses, structural funds, green investments, etc.).
- Management of water resources generally related to ICH (and their related distribution/disposal systems).
- Management of hydrogeological problems generally related to ICH.
- Trademark to encourage identification of the territory and the ICH itself (where applicable)
- Systematize useful support actions.

## **7. Infrastructures Supporting ICH**

- Structured communication strategies.
- Widespread observatory for permanent territorial monitoring actions at a local level that considers realities and experiences and involves the protagonists and all local actors in this monitoring (interdisciplinary approach + citizen science).
- Design and project management support.

## **8. Targeted research/actions (potentially preliminary shared and implemented by all actors)**

- New monitoring management models (shared with communities).
- Monitoring of risk areas.
- Integration between technical-scientific and humanistic approaches
- Scholarships and research training Funding.
- Networks of national and international partnerships for the exchange of know-how, planning of activities and fundraising.
- Urgent optimization of water resources and the water system (result of anthropization) in compliance with the ICH reference structures
- ICH Priority management in case of hydrogeological risk.



## **9. Sustainable capitalization on the ICH event values and good practices**

- Role of events as a driving force to stimulate public awareness around the topic, taking care not to distort them in the service of tourism (sustainability).
- Role of events to also transmit new values (greater attention to the environment, sustainability, territories, stimulating foresight and a sense of responsibility, the promotion of an environmental culture, living traditions capable of updating themselves).
- Exchange of good practices between different territorial realities (at the level of communities involved).

## **10. Green solutions (potentially implemented by all actors)**

- Actions to increase the resilience of the events.
- Actions to reduce the impact of the event on the ecosystem.
- Promote economic diversification: Laws should promote economic diversification in rural areas by supporting ICH-related activities. This would include supporting artisans, promoting cultural events and traditional activities that can generate sustainable income in communities affected by climate change.
- Inclusion of traditional knowledge in environmental policies: Legislation can integrate communities' traditional knowledge into environmental policies for sustainable management of natural resources. This could involve the participation of local groups in decision-making about land and resource use.

## **11. Take into consideration and highlight the link between intangible cultural heritage and its spiritual dimension**

- Include and highlight the SPIRITUAL DIMENSION (where present) and the values that underlie the ICH event: These are the vital values inherent in the event which have guaranteed its correct transmission through generations and centuries, and which also play an important educational function on what it is important in the lives of men and communities, also activating resilient behaviours. The Defence of Creation is directly linked to climate change, brotherhood, sharing, support/help, etc.

## **12. Importance of safeguarding the spontaneity of ICH manifestations and of evaluating the danger due to "abundance":**

- The spontaneity of the manifestations of intangible heritage must be respected and safeguarded.
- External policies aimed at causing a loss of spontaneity through excessive control and regulation, harnessing the spontaneity of tradition, are strictly to be avoided.
- ICH feasts, events, practices may suffer/die for abundance: the abundance of goods, the abundance of personalisms, of individual attention-seeking behaviours. Too much attention, too much celebration, too many awards in a framework of too many changes are not good for ICH manifestations.

## **13. Identity and protection of ICH**

- Intangible cultural heritage is strongly connected with the identity of a community, with strong spatial references (be they territorial or even more ritual and spiritual spaces). This heritage must be left and protected as such.
- Intangible heritage derives from the relationship between dynamic variables such as culture, nature, CC, and others: it is important that the relationship between



community and territory remains consistent with the values it expresses (community spirit/identity).

#### 14. Role of consultants/experts

- This role should be reconsidered because of the observations emerged from the communities: if foreseen for various needs, the Consultant/Expert must provide useful information to support the ICH event/practice in various ways, while avoiding assuming reference roles with respect to the communities themselves.
- The consultant/expert is useful in the role of assisting the communities and has never to replace them or take on different roles.
- The role should consist of supporting the ICH event/practice exploitation and should be exclusively of service.
- The role of the disseminator/promoter at the service of what is being disseminated is important. To this end, those who disseminate should live the traditions to spread them better, avoiding the dangers of interpretations and subjectivity.

## Section 4: Dissemination strategy

The complexity and the articulation of the contents that emerged from the collection of information and from the panels during the Policy Round Table ask for an equally complex, articulated and differentiated dissemination strategy of what can be defined as the "first recommendations". It is necessary to address the different sectors of society that appear, in various ways, involved in the issue of the climate change impact on intangible assets.

In the presence of a cultural heritage whose strong identity characterisation is indispensably linked to specific communities in well-defined physical spaces, it is necessary to proceed according to diversified dissemination strategies, that consider the need to respect the principle of diversity, that is respecting local roles, sensibilities, the correct involvement of local communities, stakeholders but also to reach areas more "distant" from those strictly local.

In fact, one of the most common mistakes, which must be strictly avoided, is to think that in the case of intangible assets and the risks to which they are exposed, it is possible to standardize generically the methods of learning, knowledge transfer, and, consequently, aspects related to communication and dissemination strategies. all this should instead be calibrated on the basis of the recognition of roles and respect for the true owners of the heritage itself, i.e. individual local communities.

The Policy Brief presented here is therefore in accordance with the recommendations contained in deliverable D5.1 "Dissemination Plan" but also considers the premise that brings local communities back to play a leading role. In addition, other categories have been identified here to which these policies are directed.

#### a) Local community

- Primary and secondary school.

To effectively disseminate and reach this sector of society, (children, young people, and their families), it will be fundamental to organize events through school management and





teachers, who can prepare *ad hoc* programs and/or open days also involving the students' families (parents and grandparents, as elderly segment of the population).

- High school

It will be organised and carried on together with teachers, using targeted messages and texts designed for adolescents having a greater evaluation capacity and direct involvement than the younger ones. Effective content learning can be monitored through targeted actions (social media competitions, exhibitions, shows, etc.) and by encouraging cultural exchanges with other intangible heritage cases/places/communities. Moreover, it will be planned the organisation of targeted lessons, experimenting with the participation and learning about the ICH event, through the intergenerational transmission of skills, techniques, values, etc.

- ICH events managers and participants

Of course, the ICH events managers and participants are aware of the ICH manifestation. Therefore, it will be essential to avoid a "giving lessons" approach, but rather to provide thematic information on the risks to the ICH manifestation associated to CC, inviting them to actively collaborate and support in the dissemination process. A first announcement about these policy brief as outcome of the PRT in Ravello will be made on 16 May 2024 in a conference/round table on the Feast of Avvocata, organized by the local community on the Amalfi Coast in Maiori (Sa): "*Io so' devoto*" (I am devoted). Moreover, this manifestation was one of the project case studies presented and discussed in Ravello, during the second GreenHeritage PRT.

### b) The political and administrative class

In this case, as well, a differentiation will be done in the dissemination process of the outcomes. It should consider the specificities of the local, regional, and national political levels, and their different possibilities and capacity of perceiving and address the issues related to CC and ICH.

### c) The press and the media

The dissemination of correct contents is a global problem to accomplish the need for a correct information. Media and social media are powerful tools but, at the same time, critical communication means (see problems as misinterpretation and fake news). At the impact assessment level, the truthfulness of posts and articles deriving from the POB will be rigorously verified.

### d) Universities and research institutes

Dissemination at an academic level is also essential to assure an awareness-raising action towards new professional figures and towards the updating/adaptation of training courses, and in general an increased awareness of the scientific community.

### e) Stakeholders (tourism, production, transport sectors)

The dissemination action towards the stakeholders is crucial since they are fundamental figures for reaching and raising awareness of large sections of the population, including





non-residents. It will be carried on via the media, but also organising dedicated events, publishing on newspaper, flyers, use of social media, etc.).



## Section 5: Impact of Policy Brief

This section sets out how all the procedures for investigating the impact generated by the policy brief will be implemented. The parameters that will be used are those indicated in the GA and in the guidelines prepared by FSMLR in the GreenHeritage deliverable D5.8.

### 5.1 Impact assessment

#### Short-term impact

- Structured awareness/attitude **questionnaires** will be sent to relevant stakeholders;
- semi-structured **interviews** with a selected number of stakeholders/policymakers will be organised.

The variables to be measured are:

- Number of people the brief was sent to.
- Number of policymakers receiving the policy briefs.
- Number of views/downloads of the brief.
- Level of satisfaction - the rate of stakeholders providing positive feedback.
- Number of interactions / requests for further information / requests for Meetings.
- Who the brief was sent to (i.e., their position, sphere of influence, target group etc.).
- Examples of interactions that demonstrate interest in the topic.

#### Long/Medium-Term Impact (6 months after the release of the policy brief).

- Structured awareness/attitude **questionnaires** will be sent to relevant stakeholders,
- semi-structured **interviews** with a selected number of stakeholders/policymakers will be organised.

The variables to be measured will be:

- Number and type of supportive statements/ documents made by policymakers.
- Number of position papers based on the policy briefs published and disseminated.
- Examples of subsequent interactions (e.g., requests for meetings or further information).
- Qualitative feedback from selected stakeholders/policymakers.

The results will be visible in the two remaining impact assessment reports included in the GreenHeritage project's GA: deliverables D1.13 (M25) and D1.14 (M36).



## 5.2 Tools

This section describes the tools that will be used to analyse the impact assessment.

### 5.2.1. Survey

A survey has been developed and is annexed to this document (Annex 4 in English and Annex 5 in Italian). This survey includes the variables requested by the GA. In the following are listed the questions to be asked, and more information can be found in the annexes (4 and 5):

- Which sector of the quadruple helix you belong to?
- On a scale of 1 to 5, how would you rate the clarity and comprehensibility of the document?
- Do you consider that the GreenHeritage Policy Brief satisfactorily addresses the relationship between Climate Change and Intangible Cultural Heritage?
- Do you consider the recommendations to address this issue to be useful?
- Do you find the recommendations easy to implement?
- How would you rate the accessibility of the document for different audiences, including experts, policy makers and the public?
- Do you think that the recommendations could have gone into more depth on any specific aspect? If so, please mention which one.
- Do you consider that any key recommendations are missing from the document?
- Which recommendations do you consider most important for the preservation of intangible cultural heritage in the face of climate change?
- In your opinion, how can future editions of such policy recommendation manuals be improved?
- Additional comments. If you have any extra comments or suggestions to share, please do it here.

The survey will be sent to the identified stakeholders (see Section 4 Dissemination strategy), with a particular interest in policy makers. To measure the different variables, such as the number of downloads and views, both the policy brief and the survey will be sent mainly by e-mail, and/or as an online form with an acknowledgement of receipt.

A further survey will be developed to measure long-term impact.

### 5.2.2. Interviews

In addition to surveys, interviews will be used as the most effective tool for measuring long-term impact. The interviews will be structured to address the variables listed in the previous chapter and will take place six months after the policy brief has been sent to some of the key stakeholders identified.

### 5.2.3. Other methods

The GA lists surveys and interviews as the main methods for measuring the impact of policy briefs. However, to achieve better results in terms of the variables to be measured, it was



considered useful to support these two methods using digital tools. Below are some of the actions to be carried out:

- Sending policy brief via email with acknowledgment of receipt.
- Sending survey as online form.
- Upload the policy brief to the official website of the GreenHeritage project, but also on the official website of the partner promoting the activity (CUEBC).
- Check the statistics of the pages where the POB is hosted.
- Disseminate the policy brief through the official social networks of the project and the promoting partner (CUEBC); the recommendations can also be distributed through the official social networks of the other project partners (namely CNR's which actively took part to the Ravello Policy Round Table) .
- Check statistics (likes, interactions, etc.) of the social networks where the POB is shared.
- Measure the impact of the POB in other media outside the project officials and the consortium partners. for example, through specialized digital tools.
- Check the presence of quotes/articles on the Policy Brief in local media

In addition to the above-mentioned tools CUEBC proposes a further method to quantify the impact of the dissemination of the policy brief. Regarding the distribution of the POB in the main schools of the territories involved in the case studies, at the level of teachers and managers, CUEBC will monitor the level of awareness of the themes conveyed by the Policy Brief through the organization of competitions/games on social media.

The variables to be measured are:

- Number of teachers participating in the game/competition
- Number of students participating in the game/competition
- Number of shares of the post reporting the game

### 5.3 Impact measurement

The data analysis as proposed in the previous section will allow to assess the success of the activity or the need to plan supplementary actions to achieve the objectives set. The measurement of the impact of D5.14 "Policy Brief (M18)" will be included in the impact assessment reports foreseen for the project.



## Section 6: Concluding remarks

This deliverable D5.14 “Policy Briefs (M18)” is based on the conclusions of the deliverable D5.10 “Policy Roundtable (M17)”. It was, the second on this matter to be organised in the GreenHeritage project, held at the headquarters of CUEBC, in Italy. The work revealed a series of policies (14 recommendations) to focus on in the medium and long term.

The recommendations that emerged following the dialogue are presented in detail in the POB, with the aim of promoting concrete and strategic actions to safeguard and protect ICH in the context of current CC challenges. Particular attention was paid to, the importance of public awareness, to the relationship between community and territory, to government actions and cross-sectoral collaborations topics, among others.

Post-PRT activities include a bilingual audio-visual recording to disseminate the event and its findings.

Future actions will include the dissemination of the policy brief to relevant stakeholders, with priority given to policy makers. A direct and indirect communication strategy will be pursued through traditional and digital media and social networks.

The impact evaluation, will consider the process from the short to the long term, using surveys, interviews, and digital tools. The results will be included in the following project specific reports.

In summary, the policy brief represents a collaborative and multidisciplinary effort to address the intangible cultural heritage challenges in the face of climate change. Its strategic dissemination and careful impact assessment are fundamental steps towards effective policy change at national and EU level.



## ANNEXES

List of Annexes (from 1 to 5)

## PROTOCOLLO D'INTESA

**Tra**  
**il Comune di Gubbio**  
**e**  
**il Centro Universitario Europeo per i Beni Culturali**  
  
**per la salvaguardia e la valorizzazione**  
**del patrimonio immateriale delle comunità eugubine**



Prot. CUEBC: n. 84  
del 20 maggio 2024

### Premesso che:

il Centro Universitario Europeo per i Beni Culturali (da qui in avanti CUEBC) opera nel settore della protezione, conservazione e valorizzazione del patrimonio culturale, si prefigge di contribuire, in collegamento con i competenti organismi nazionali e sovranazionali, alla realizzazione di una politica dei beni culturali, sotto il profilo della ricerca, formazione e specializzazione del personale, della deontologia professionale e della consulenza scientifica, nonché della tutela, promozione e valorizzazione delle cose di interesse artistico, storico e paesaggistico, ai sensi del Decreto Legislativo 22 gennaio 2004, n. 42 e successive modificazioni ed integrazioni;

il CUEBC è un ente non profit, disciplinato dal Libro I - Titolo I - Capo II del codice civile, nonché dalla legge n. 534 del 17 ottobre 1996 e da specifiche norme e disposizioni relative alle istituzioni finanziate strutturalmente dallo Stato;

in particolare il Centro si propone di effettuare:

- ✓ corsi di formazione del personale incaricato della conservazione e della valorizzazione del patrimonio culturale;
- ✓ corsi di specializzazione e di aggiornamento nel settore;
- ✓ seminari di ricerca per la messa a punto e la diffusione delle conoscenze e l'applicazione dell'insegnamento allo sviluppo della ricerca;
- ✓ corsi finalizzati all'approfondimento delle tecniche di restauro dei beni architettonici ed artistici danneggiati dai terremoti e da eventi naturali;
- ✓ corsi di formazione del personale da utilizzare nel recupero e nella conservazione degli archivi, biblioteche, fototeche, patrimonio demoetnoantropologico;
- ✓ incontri di docenti, professionisti ed esperti per lo studio dei problemi del settore, per la puntualizzazione dello stato delle conoscenze su determinati temi, per dare indicazioni e raccomandazioni in relazione ai programmi di ricerca e di insegnamento;
- ✓ corsi di formazione per particolari specifiche esigenze, anche su richiesta di Enti associati o

di Stati membri del Consiglio d'Europa;

- ✓ organizzazione e gestione di seminari, workshop, convegni sul rapporto tra cultura e sviluppo, nonché di attività culturali e artistiche, incluse le attività editoriali, di promozione e diffusione della cultura;
- ✓ ricerca nel settore della tutela, promozione e valorizzazione dei beni culturali;
- ✓ organizzazione e promozione di ricerche-intervento nel settore turistico-culturale e del governo del territorio;
- ✓ edizione, stampa e diffusione di testi di insegnamento, nonché degli atti e resoconti di seminari e di simposi;
- ✓ redazione e stampa riviste culturali e scientifiche;
- ✓ redazione e realizzazione progetti nei settori di intervento in risposta a bandi internazionali, europei, nazionali, regionali, comunali.

Il CUEBC si propone, altresì, di provvedere alle attività connesse, tra cui:

- ✓ raccolta di dati e di informazioni;
- ✓ redazione di schedari;
- ✓ costituzione di biblioteche, che consentano anche il prestito di documenti didattici e di sussidi audiovisivi;
- ✓ tecniche di diffusione fotografica e audiovisiva di informazioni sul patrimonio culturale.

### **Tanto premesso,**

il CUEBC e il Comune di Gubbio hanno collaborato alla realizzazione della “Policy round table: Patrimonio immateriale e cambiamento climatico”, che ha avuto luogo a Ravello il 12 e 13 aprile 2024, nel quadro del Progetto GREENHERITAGE “L’impatto dei cambiamenti climatici sul patrimonio culturale immateriale” (GA n. 101087596), coordinato dal Consiglio Nazionale delle Ricerche (CNR);

il Comune di Gubbio e il CUEBC intendono rafforzare le collaborazioni e le attività di cooperazione scientifica e culturale come preannunciato attraverso le rispettive lettere d’intenti (Comune di Gubbio prot. n. 0020342 del 22.04.2024; CUEBC prot. n. 063 del 29.04.2024) che rappresentano la cornice istituzionale in cui inquadrare le diverse iniziative;

il CUEBC e il Comune di Gubbio (successivamente definiti come “le Parti”), si impegnano a creare le condizioni favorevoli allo sviluppo di una collaborazione reciprocamente vantaggiosa sulla base dei principi di qualità e mutuo rispetto, in particolare tesa a realizzare attività di promozione, valorizzazione e implementazione del patrimonio immateriale e demotnoantropologico delle



comunità eugubine.

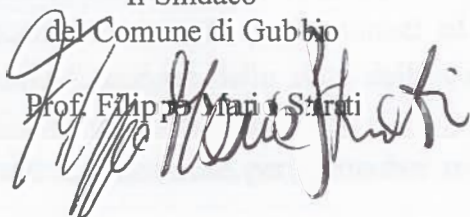
Le Parti, considerando inoltre che la valorizzazione e la diffusione della conoscenza del patrimonio culturale costituiscono un fattore di sviluppo del turismo culturale e perciò di potenziale incremento delle microeconomie territoriali, auspicano che la collaborazione possa riguardare il sostegno scientifico e la collaborazione tecnica in azioni orientate alla messa in valore del patrimonio culturale immateriale nella più ampia accezione, come definita dal presente protocollo e segnatamente negli ambiti appresso indicati:

1. Partecipazione ad eventuali bandi nazionali ed europei utili all'attivazione di progetti di salvaguardia, educativi e formativi, anche in collaborazione con le comunità e le istituzioni scolastiche locali;
2. Elaborazione e sviluppo di progetti di salvaguardia, educativi e formativi, anche in collaborazione con le comunità e le istituzioni scolastiche locali;
3. Promozione delle attività realizzate in collaborazione attraverso ogni strumento di comunicazione e/o manifestazione;
4. Realizzazione di ricerche sul patrimonio demoetnoantropologico e immateriale e relativa pubblicazione a stampa o in formato digitale;
5. Sperimentazione di metodologie partecipative di identificazione, ricerca e documentazione del patrimonio demoetnoantropologico e immateriale con particolare ma non esclusivo riferimento alle pratiche festive e devozionali, alle consuetudini sociali, alle attività ludiche, alle manifestazioni di rievocazione storica, ai saperi legati alla lavorazione della ceramica e all'artigianato in generale, alla tradizione enogastronomica.

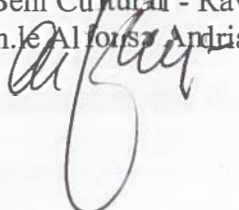
Il presente Protocollo d'Intesa costituisce il riferimento per la realizzazione di future attività di valorizzazione, promozione e salvaguardia del patrimonio culturale immateriale e demoetnoantropologico delle Comunità eugubine, che saranno regolamentate di volta in volta da progetti specifici sottoscritti dalle Parti anche in collaborazione con la competente Soprintendenza Archeologia, Belle Arti e Paesaggio del Ministero della Cultura, nonché eventualmente con altri soggetti pubblici e privati.

Gubbio, 14 maggio 2024

Il Sindaco  
del Comune di Gubbio  
Prof. Filippo Maria Strati



Il Presidente  
del Centro Universitario Europeo  
per i Beni Culturali - Ravello  
On.le Alfonso Andria





Co-funded by  
the European Union

# Policy Brief

## GreenHeritage

The Impact of Climate Change on the  
Intangible Cultural Heritage

**Ravello**, May 2024

## INDEX

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# 1

The GreenHeritage project

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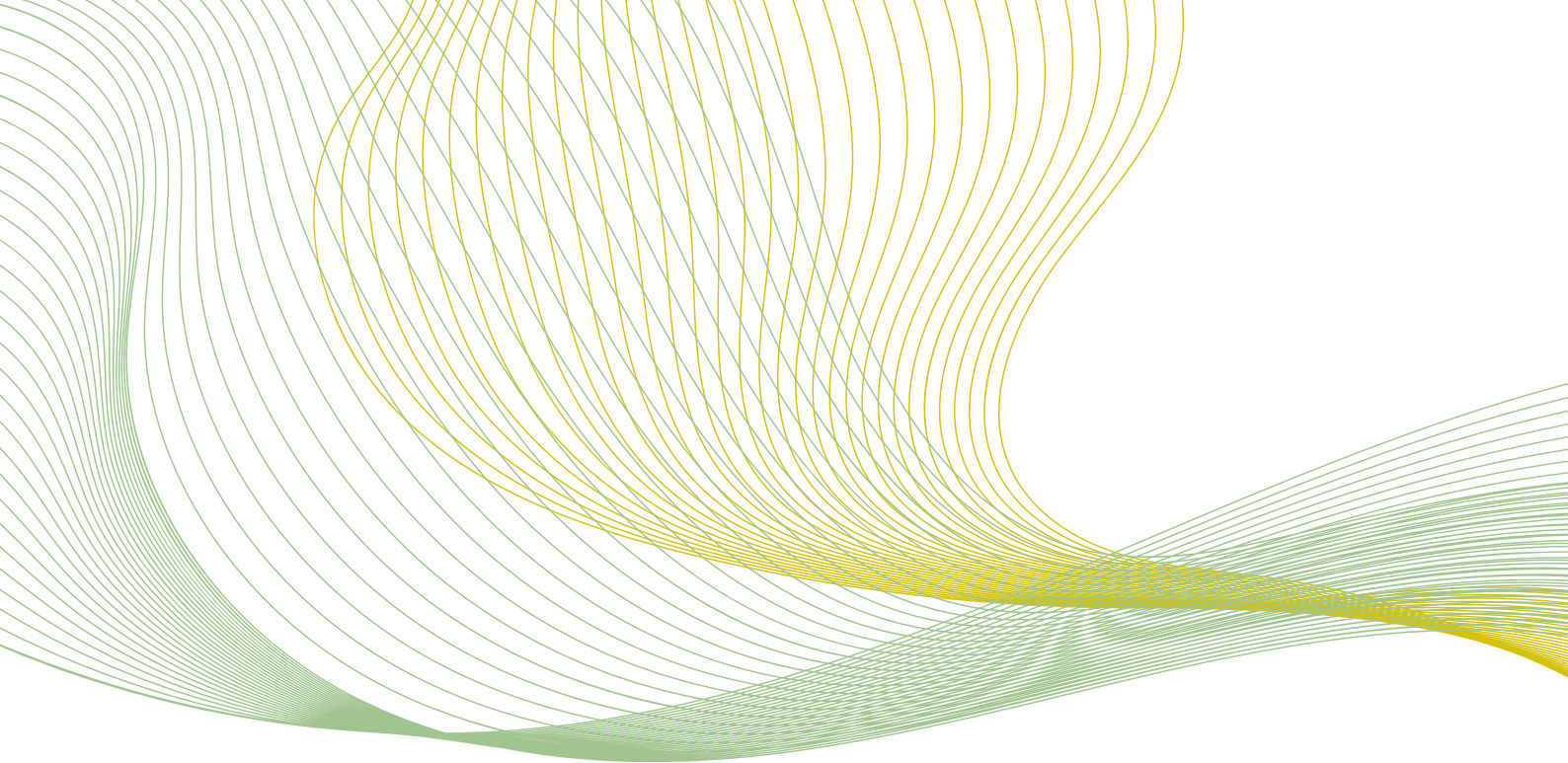
Climate change and Intangible Cultural Heritage: case studies

# 3

Target audience

# 4

Recommendations



## 1 - THE GREENHERITAGE PROJECT

The preservation of tangible and intangible cultural heritage also depends on the presence and availability of certain conditions and resources on which climate change is in fact producing important effects, albeit still to be explored and defined.

With this in mind, the GreenHeritage project “The impact of climate change on the Intangible Heritage” (<https://greenheritage-project.eu/>), aims to study how and to what extent the climate change may constitute a risk for the intangible cultural heritage. This is an Erasmus + project funded by the European Union that over three years (from December 2022 to November 2025), will act in synergy with professionals, educational centers, administrations, local stakeholders, and civil society.

The objective is to develop a holistic, innovative, and inclusive approach to observe and assess the direct and indirect impact of climate change on intangible cultural heritage. Among the project’s aims are a series of actions, including a preliminary analysis of needs and practices for adaptation to climate change in the European Union and partner countries. Moreover, synergies between local communities, cross-sectoral researchers, professionals, policy makers and citizens are created, to exchange knowledge and discuss the most appropriate measures for the management and conservation of intangible heritage. An interactive map showing the areas and regions most at risk in Europe, will be also realised.

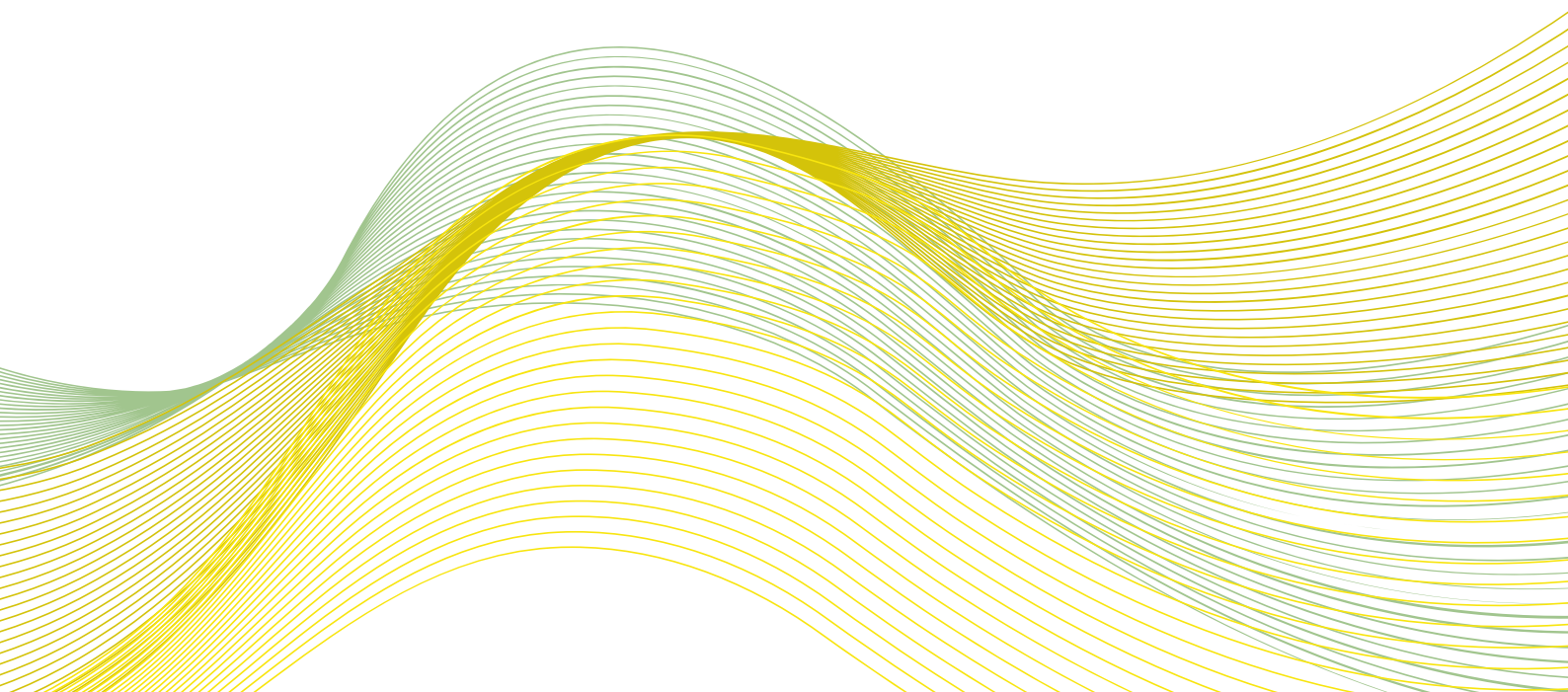


## 1 - THE GREENHERITAGE PROJECT

In the context of the GreenHeritage project, innovative training tools and methodologies able to promote adaptive and systemic approaches for better management of CC impact on ICH are proposed. The attention is paid even on those cultural sediments that so far have not received the right attention from political debate and collective actions. Instead, they represent precious chests at the foundation of the community's identity and an element of guarantee for their sustainable development.

Among the final outputs of the project, there is a series of tools and operational methods for impact analysis and a well-timed program of round tables to discuss what emerges from the dialogues with the communities, from the territorial analysis and the intangible heritage expressions.

The consortium that gives life to GreenHeritage is made up of: National Research Council (IT) (coordinator); CUEBC European University Center for Cultural Heritage (IT); CMCC Foundation Euro-Mediterranean Center on Climate Change (IT); ReadLab P.C. Research, Innovation and Development Laboratory (GR); ILFA LU Institute of Literature, Folklore and Art of the University of Latvia (LV); UAEGEAN University of the Aegean (GR); CANDIDE International (BE), ELORIS S.A. Research, Education, Innovation and Development Society of the Northern Aegean Region (GR); ALLI Athens Lifelong Learning Institute (GR). The project is co-financed by the European Union, through the Erasmus + programme.



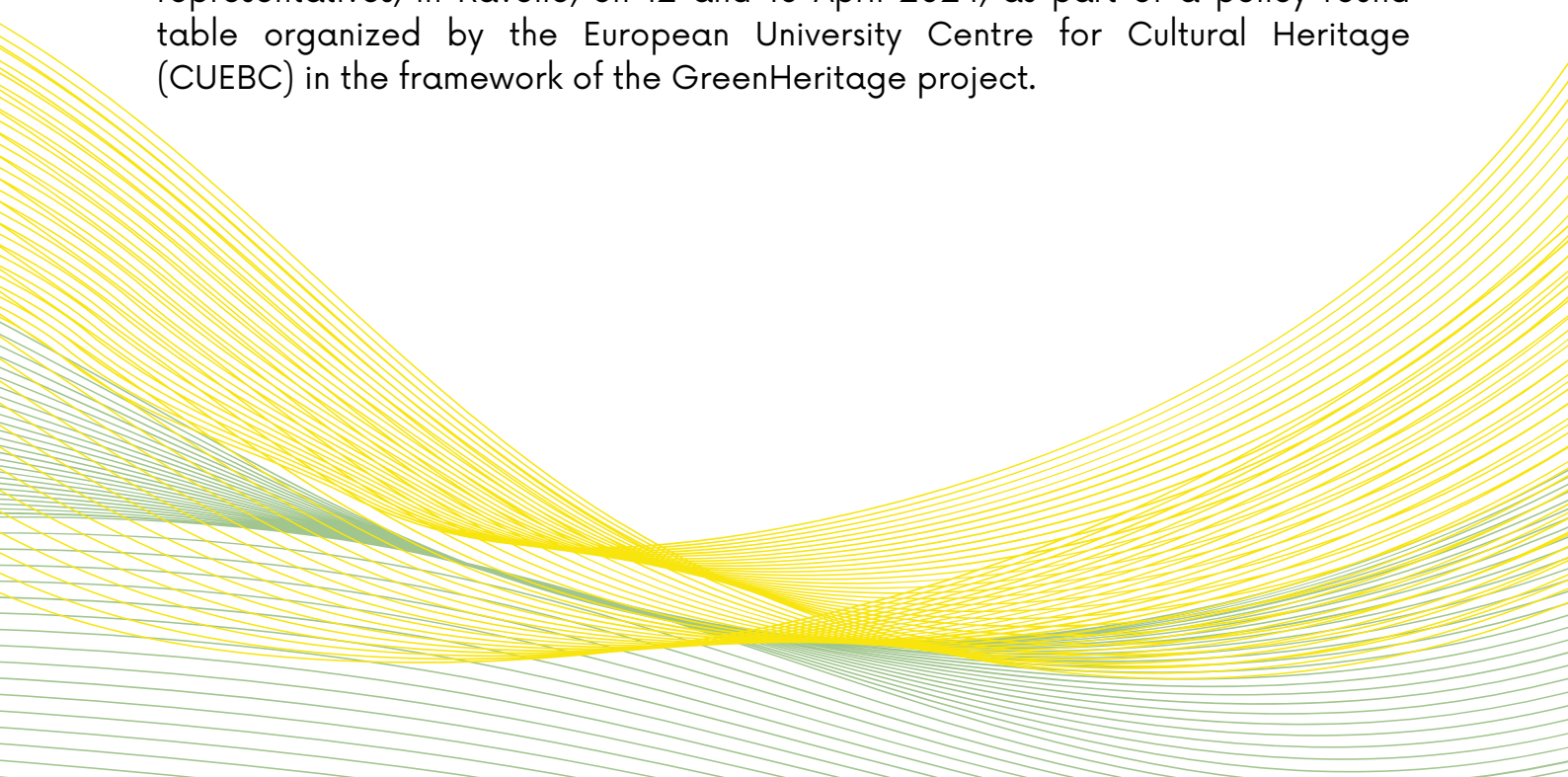
## **2 - CLIMATE CHANGE (CC) AND INTANGIBLE CULTURAL HERITAGE (ICH): CASE STUDIES**

The issue of climate change calls for international public attention and is undoubtedly one of the cornerstones of the political agenda today. Furthermore, the importance and the cogency of the issue makes it desirable, to have an increasingly lively and widespread interest among institutions, associations, sector bodies and communities. It is true that there has been and there is a lively debate around the environmental, social, and economic implications of climate change, that understandably produces a certain apprehension. Nevertheless, it should be noted that some less evident aspects (at least the indirect ones) still remain in the background, waiting for new attention and sensitivity to catch them.

Among these aspects to explore, there is certainly the impact of climate change on the intangible cultural heritage, consisting of practices, rituals, stories, languages, songs, dances, traditions, food, skills that communities recognize as fundamental elements in the construction and representation of the collective identity. These are cultural traces that, precisely because of climate change, present an increasing degree of vulnerability, although the association between climate change and vulnerability of the intangible cultural heritage is not easily and directly detectable. In fact, environmental disasters, and extreme weather events (floods, fires, high temperatures, droughts), can have a profound impact on the lifestyles of populations, on agricultural, livestock or production habits, as well as on traditions, on community customs and practices.

Moreover, it should be noted that communities are the last custodians and preservers of intangible cultural heritage and that they often do not possess the skills, tools and strategies needed to mitigate the negative effects.

This matter was discussed, in the presence of experts, technicians and community representatives, in Ravello, on 12 and 13 April 2024, as part of a policy round table organized by the European University Centre for Cultural Heritage (CUEBC) in the framework of the GreenHeritage project.



## 2 - CLIMATE CHANGE AND INTANGIBLE CULTURAL HERITAGE: CASE STUDIES

The discussion has led to the definition of this policy brief, which contains specific guidelines and recommendations to prevent, where possible, and/or mitigate the effects of climate change on intangible cultural heritage.

Specifically, the European University Centre for Cultural Heritage invited experts, local administrators, research bodies, companies and associations to dialogue and exchange views within two thematic round tables.

### **Knowledge and techniques**

- **The art of dry stone walls on the Amalfi Coast**

The Amalfi Coast is an exceptional example of this traditional construction technique. The profound knowledge of the particular hydro-geological and natural characteristics of the ecosystems of the Amalfi coast, together with the particular microclimate has, over the centuries, become a consolidated heritage of the local community. To encourage the cultivation practices and water regimentation, the local community has developed the technique of dry walls (here called macere) creating a balance between human needs and nature that conceptually and practically goes beyond the simple terracing technique.

The skills and knowledge underlying the management of the territory, traceable in the technique traditionally learned and handed down, are now threatened by abandonment phenomena that worsen the harmful effects of climate change. Among them, more evident, there are certainly abundant rains and long droughts that affect the outcome of harvests and also affect the precarious balance of dry stone walls, making them first swell and then collapse, generating landslides of stones downstream, in the absence of the traditional garrison represented by the constant and widespread presence of farmers.





## 2 - CLIMATE CHANGE AND INTANGIBLE CULTURAL HERITAGE: CASE STUDIES

### Traditions, Rituals and Cults

- **The feast of Madonna Avvocata**

The feast of Our Lady Avvocata (Madonna Avvocata) is one of the most heartfelt festivals and celebrations of the intangible heritage of the Amalfi Coast, which in the past has also played an important role in raising awareness of the local community in relation to the maintenance and management of the site, including the artificial water system and that of dry stone walls. It is a very ancient and complex ritual, which consists of a pilgrimage, which takes place once a year and which ascends from the villages downstream often along the water channels and then through the forest, in a procession at the top and then in a festival, during which the communities of farmers, sailors and shepherds traditionally meet to sing and dance accompanied by the sound of dozens of tammorre , a traditional drum with tin belts .

Interviews conducted as part of the GreenHeritage project demonstrated how climate change is directly influencing pilgrimage, procession, and celebration. This is not only due to the harmful effects of heavy rains that cause landslides of the paths, but also to the severe drought that deprives the springs and the large cistern next to the church on top of the mountain. Moreover, climate change, combined with the abandonment of the fields, leads to a progressive collapse of the terraced system of dry stone walls and "erases" in many places the ancient ritual paths, effectively blocking the ascent to the mountain.

This entails the risk that pilgrims can no longer climb to the Sanctuary of Avvocata from the side of Maiori, and thus lose in fact the vision and understanding of the structure and state of the anthropized cultural landscape, whose awareness is a founding element of the spirit of the community. It traditionally took place during the ascent through a trans-generational narration linked to the spiritual event.





## 2 - CLIMATE CHANGE AND INTANGIBLE CULTURAL HERITAGE: CASE STUDIES

### Traditions, Rituals and Cults

- **Festa of the Ceri of Gubbio**

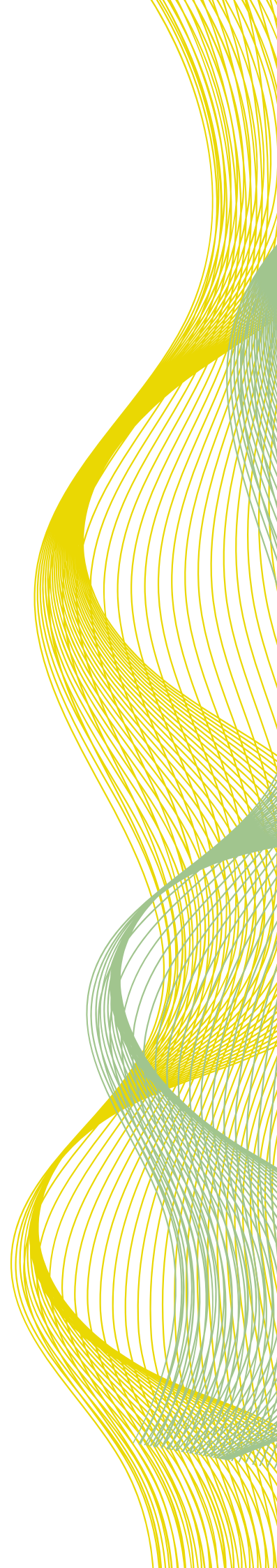
The Feast of the Ceri of Gubbio (Umbria) was selected due to its historicity which makes it one of the most ancient and popular ritual festivals in Italy, as evidenced by the "Iguvine Tables" dating back to the III-I centuries B.C. The Feast of the Ceri takes place in Gubbio on May 15 of each year and consists of the transport in race of three Ceri crowned by statues of saints: Saint' Ubaldo (Patron Saint of Gubbio), Saint Giorgio and Saint' Antonio the Abbot. Therefore, Gubbio and its cultural heritage represent a case of exceptional interest, creating a connection between the tangible and intangible nature of cultural heritage. The importance and popularity of the event at the regional level are such that since 1973 the three Ceri are representing the symbol of the Umbria Region and appear in its banner and official flag. However, in Gubbio, it is very clear, that in recent decades the weather conditions have changed greatly.

Temperatures in Gubbio from 2011 to 2021 show a clear linear growth. Similarly, there is a positive and worrying trend of increased rainfall. Extreme climatic events could produce structural instabilities due to hydrogeological problems for the entire historical area, as evidenced by the slow and progressive deformations and cracking patterns affecting ancient structures. This could also produce damage to the streets where the unbridled race of the Ceri takes place and landslides on the mountain path that represents the final part of the race, material and ideal path to the Basilica of the Patron Saint of the city.



## 2 - CLIMATE CHANGE AND INTANGIBLE CULTURAL HERITAGE: CASE STUDIES

From the discussion of the case studies, consideration was given to the possible forms of vulnerability of intangible cultural heritage in the face of climate change, on risk mitigation strategies and before that on actions to generate awareness and proactivity in communities.





### 3 – TARGET AUDIENCE

The policy brief is the result of listening and dialogue between experts, professionals and communities who have shared skills and experiences. This produced a document addressed to local, regional, national, and European administrations, containing a series of recommendations aimed at guiding the decision-making processes in this field. However, the document can be useful for anyone interested in the subject and its implications. In fact, a fundamental aspect of the project concerns the communication and sharing of research results since, among its main objectives, there is the development of new awareness both within the reference communities of the case studies, and of other communities that present the same vulnerabilities, as well of associations, sector bodies, foundations.





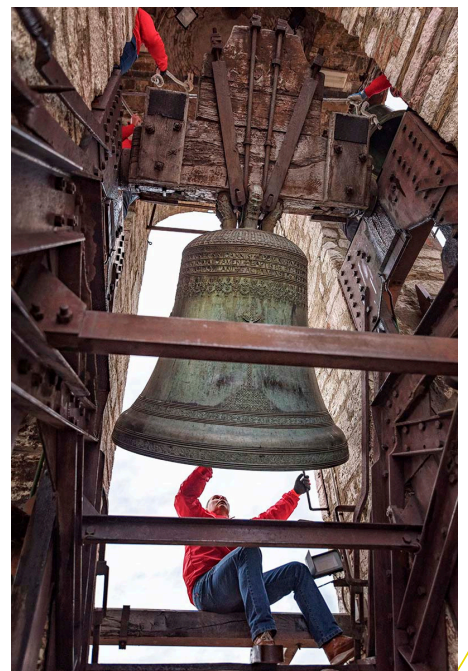
## 4 – RECOMMENDATIONS

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The discussion in the panels gave rise to a series of policy recommendations to focus on in the medium and long term.

These recommendations have been divided into **fourteen macro-themes**, reported and detailed below:

1. Involvement of local communities and stakeholders
2. Regulation (to be considered, from local to European level, in support of the community managing the ICH )
3. Governance and planning of direct and indirect risk management interventions (strategic actions)
4. Education and training
5. Information and awareness raising
6. ICH Conservation and proper management methods
7. Infrastructures Supporting ICH
8. Targeted research/actions (potentially preliminary shared and implemented by all actors)
9. Sustainable capitalization on the ICH event values and good practices
10. Green solutions (potentially implemented by all actors)
11. Take into consideration and highlight the link between intangible cultural heritage and its spiritual dimension
12. Importance of safeguarding the spontaneity of ICH manifestations and of evaluating the danger due to "abundance"
13. Identity and protection of the ICH
14. Role of consultants/experts



### 1

#### **Involvement of local communities and stakeholders**


- Involvement of local communities and stakeholders in decision-making and management processes.
- Listening and involvement through the commitment of all the direct protagonists of the ICH and its space/territory to define the problems and needs and to correctly act in the transdisciplinary process of knowledge, valorisation, and integrated management of the ICH.
- Organization and planning of ad hoc initiatives for knowledge, awareness, and sustainable valorisation (at various levels).
- Intangible heritage derives from the relationship between dynamic variables (culture, nature, and CC): it is important that the relationship between community and territory remains consistent with the values it expresses (community spirit/identity) even in the presence of CC.

### 2

#### **Regulation (to be considered, from local to European level, in support of the community managing the ICH)**

- Community guidance implementation is the basis for Regulation.
- Integrated prevention methodologies and precautionary principle of preventing the risk of assets loss should be implemented.
- Transversality in understanding awareness policy strategies and actions about climate change. CC should be prioritized regardless of political alignment.
- Simplification of bureaucracy in case it hinders immediate CC resilience interventions thus affecting the ICH, linked to management processes.

## Governance and risk management planning (policy actions)

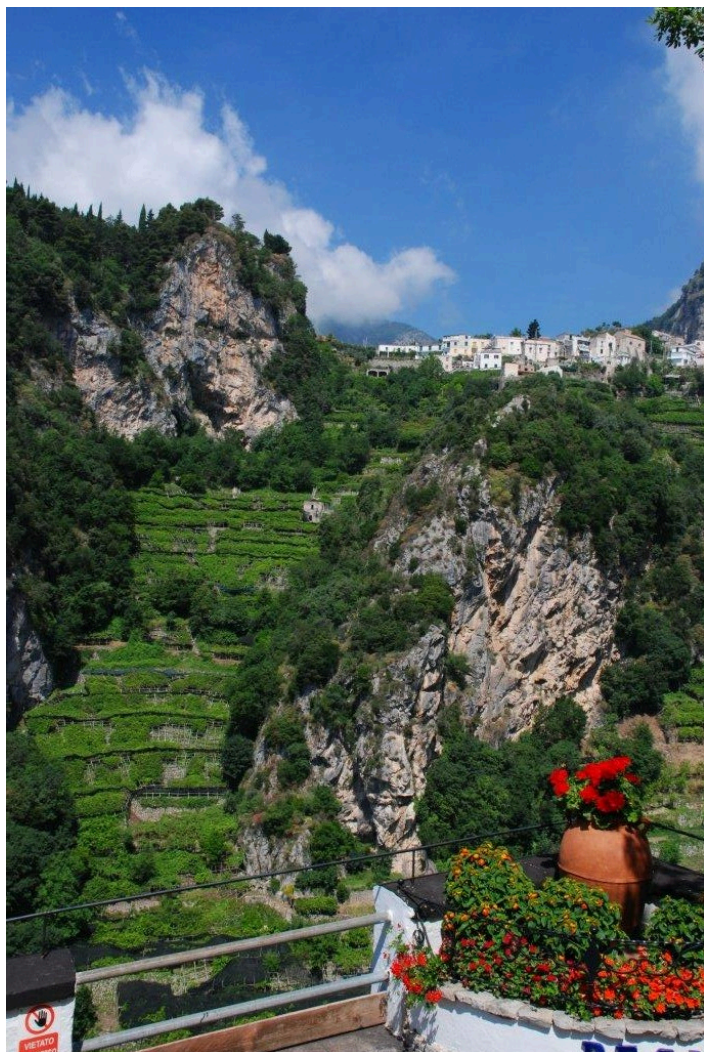
- Territorial climate committees to safeguard the ICH and its associated areas against the CC: 1) Definition of a control room according to the quadruple helix model. 2) Creation of transdisciplinary community networks between stakeholders for the conservation of the territory and the tangible and intangible heritage
  - Policies for the conservation of cultural landscapes: develop policies that protect areas of cultural and ecological value, balancing interventions to implement renewable energy with the conservation of ICH. Establish regulations that consider the impact on communities, ritual spaces, and cultural practices.
  - Inclusion of ICH in climate change policies: recognize the importance of ICH in climate change adaptation and mitigation policies.
  - Recognize the role of ICH in transferring useful knowledge to address environmental and social challenges.
  - Active involvement of communities and stakeholders.
  - Integration of the bottom-up/top-down approaches.
  - Implement prevention: from extraordinary maintenance to routine scheduled maintenance of sites of reference for ICH practices and rituals.
  - Planning interventions aimed at land management (not only in emergencies).
- 





### Education and Training

- Education to values which are the basis/guarantee for the transmission of ICH to future generations (in the hands of communities).
- The intergenerational transmission in its unity of ICH forms and ICH contents is fundamental.
- Planning and reformulation of school education (awareness raising campaigns): 1) Geographical, environmental, climate and civic education. 2) Field experiences.
- Continuous training for the professional adaptation of people operating in the cultural system.
- Academic and research institutions training aimed at creating professionalism capable of ensuring the resilience of events, traditions, skills.
- Strengthening of training courses for professionals and specific skills related to ICH (public and private sector).
- Integration between scientific-technical and humanistic approaches (trans-disciplinarity).
- Revaluation of traditional skills and professions also within the broader territorial and socio-economic systems of reference: promoting the revaluation of traditional skills and professions through training programs, financial support and promotion of local production.



### 5

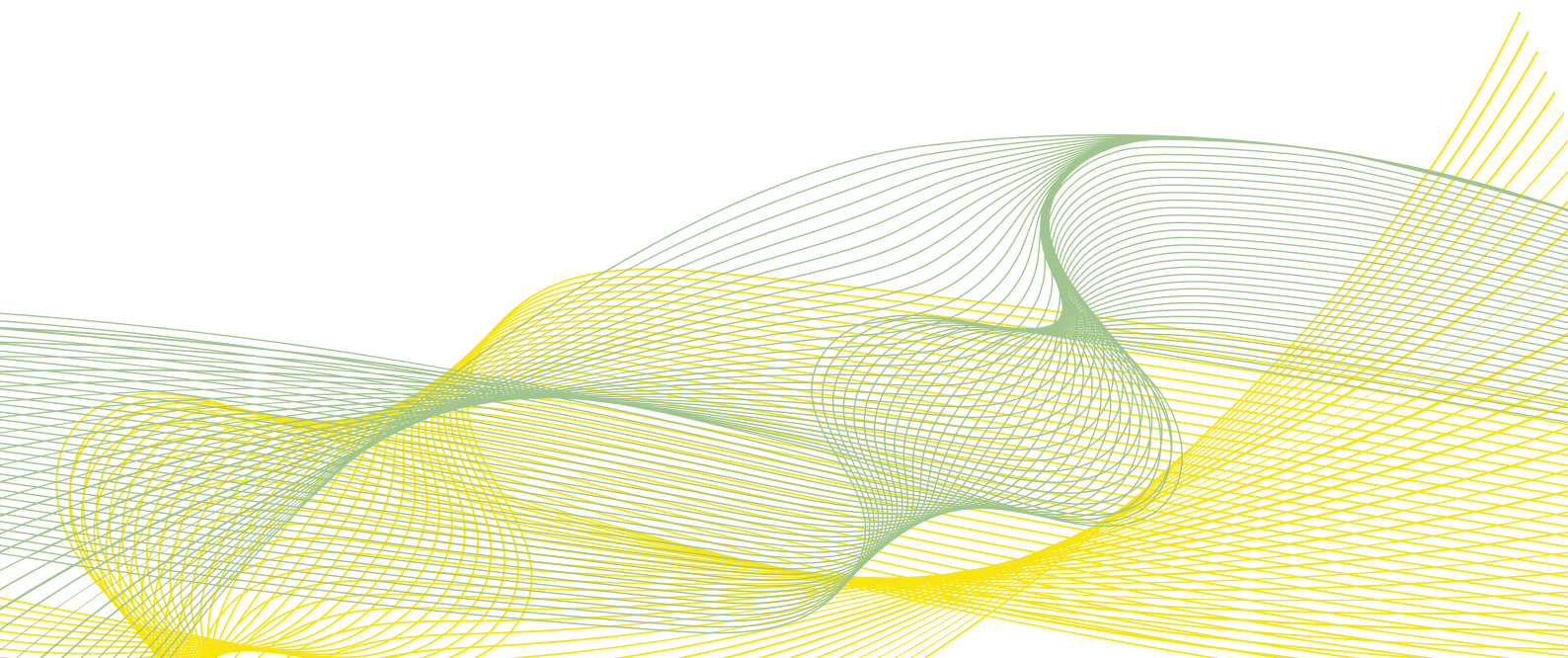
#### Information and awareness raising

- Correct transfer of information and knowledge through media dissemination (communication).
- Dissemination and communication: use of audiovisual media, social networks through clear messages that generate interest and awareness on the importance of ICH and its relationship with CC.
- Scientific publications: 1) on issues related to the relationship between climate change and cultural heritage; 2) on research results in the field (monitoring results).
- Citizen Science Initiative can help to improve collective awareness in relation to the effects of CC on ICH.
- Awareness raising strategy on the values of sustainability.

### 6

#### ICH conservation and correct management methods

- Support at various levels (local/regional/national/European) for interventions aimed at real risk prevention of the ICH loss (both tangible and intangible) including ICH related values (through monitoring, maintenance, awareness raising, information actions, etc.).
- Targeted financial support (deductible bonuses, structural funds, green investments, etc.).
- Management of water resources generally related to ICH (and their related distribution and disposal systems).
- Management of hydrogeological problems generally related to ICH.
- Trademark to encourage identification of the territory and the ICH itself (where applicable).
- Systematize useful support actions.





### 7

#### Infrastructures supporting ICH

- Structured communication strategies.
- Widespread observatory for permanent territorial monitoring actions at a local level that considers realities and experiences and involves the protagonists and all local actors in this monitoring (interdisciplinary approach+Citizen Science).
- Design and project management support.

### 8

#### Targeted research/actions (potentially preliminary shared and implemented by all actors):

- New monitoring management models (shared with communities).
- Monitoring of risk areas.
- Integration between technical-scientific and humanistic approaches
- Scholarships and research training Funding.
- Networks of national and international partnerships for the exchange of know-how, planning of activities and fundraising.
- Urgent optimization of water resources and the water system (result of anthropization) in compliance with the ICH reference structures.
- ICH Priority management in case of hydrogeological risk.

### 9

#### Sustainable capitalization on the ICH event values and good practices

- Role of events as a driving force to stimulate public awareness around the topic, taking care not to distort them in the service of tourism (sustainability).
- Role of events to also transmit new values (greater attention to the environment, sustainability, territories, stimulating foresight and a sense of responsibility, the promotion of an environmental culture; living traditions capable of updating themselves).
- Exchange of good practices between different territorial realities (at the level of communities involved).



### 10

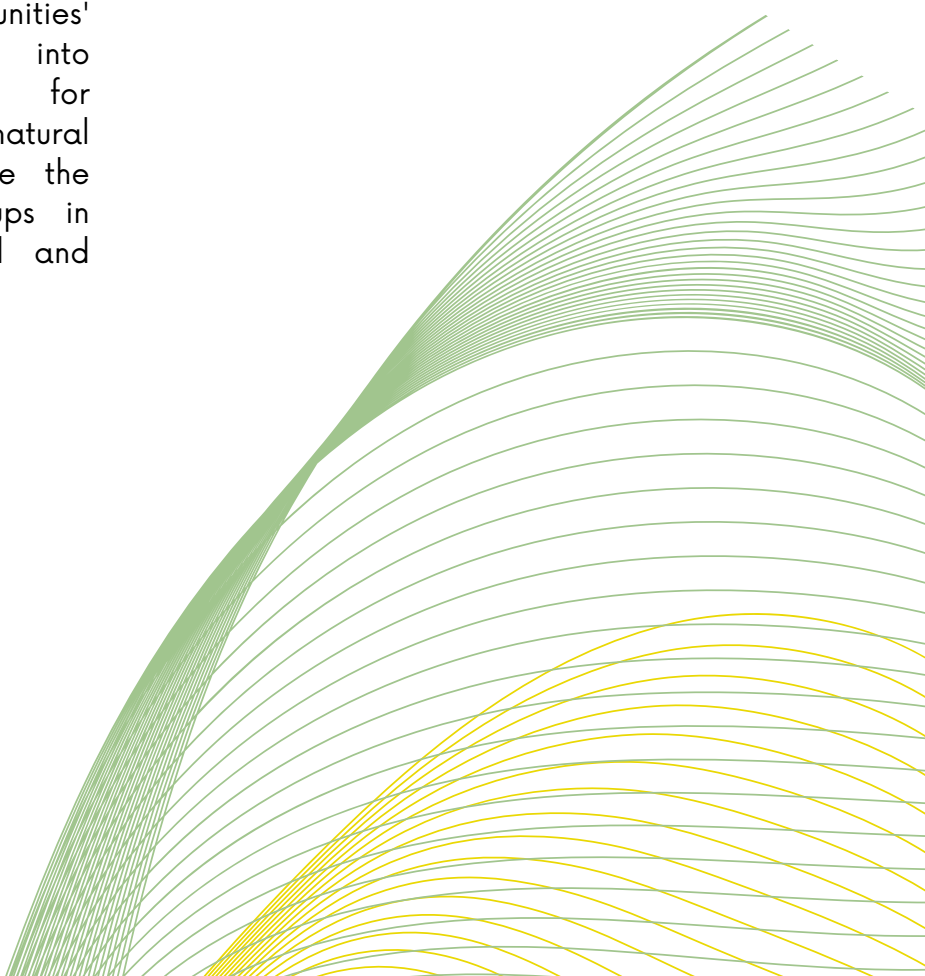
#### **Green solutions (potentially implemented by all actors)**

- Actions to increase the resilience of the events.
- Actions to reduce the impact of the event on the ecosystem.
- Promote economic diversification: Laws should promote economic diversification in rural areas by supporting ICH-related activities. This would include supporting artisans, promoting cultural events and traditional activities that can generate sustainable income in communities affected by climate change.
- Inclusion of traditional knowledge in environmental policies: Legislation can integrate communities' traditional knowledge into environmental policies for sustainable management of natural resources. This could involve the participation of local groups in decision-making about land and resource use).

### 11

#### **Take into consideration and highlight the link between intangible cultural heritage and its spiritual dimension**

- Include and highlight the SPIRITUAL DIMENSION (where present) and the values that underlie the ICH event: These are the vital values inherent in the event which have guaranteed its correct transmission through generations and centuries, and which also play an important educational function on what it is important in the lives of men and communities, also activating resilient behaviours. The Defence of Creation is directly linked to climate change, brotherhood, sharing, support/help, etc.



### 12

#### **Importance of safeguarding the spontaneity of ICH manifestations and of evaluating the danger due to "abundance"**

- The spontaneity of the manifestations of intangible heritage must be respected and safeguarded.
- External policies aimed at causing a loss of spontaneity through excessive control and regulation, harnessing the spontaneity of tradition, are strictly to be avoided.
- ICH feasts, events, practices may suffer/die for abundance: the abundance of goods, the abundance of personalisms, of individual attention-seeking behaviours. Too much attention, too much celebration, too many awards in a framework of too many changes are harmful for ICH demonstrations.

### 13

#### **Identity and protection of ICH**

- Intangible cultural heritage is strongly connected with the identity of a community, with strong spatial references (be they territorial or even more ritual and spiritual spaces). This heritage must be left and protected as such.
- Intangible heritage derives from the relationship between dynamic variables such as culture, nature, CC and others: it is important that the relationship between community and territory remains consistent with the values it expresses (community spirit/identity).

### 14

#### **Role of consultants/experts**

- This role should be reconsidered because of the observations emerged from the communities: if foreseen for various needs, the Consultant/Expert must provide useful information to support the ICH event/practice in various ways, while avoiding assuming reference roles with respect to the communities themselves.
- The consultant/expert is useful in the role of assisting the communities and has never to replace them or take on different roles.
- The role should consist of supporting the ICH event/practice exploitation and should be exclusively of service.
- The role of the disseminator and the promoter at the service of what is being disseminated is important. To this end, those who disseminate should live the traditions to spread them better, avoiding the dangers of interpretations and subjectivity.







# Thanks.

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# Policy Brief

## GreenHeritage

L'impatto dei cambiamenti climatici sul  
patrimonio culturale immateriale

**Ravello**, Maggio 2024

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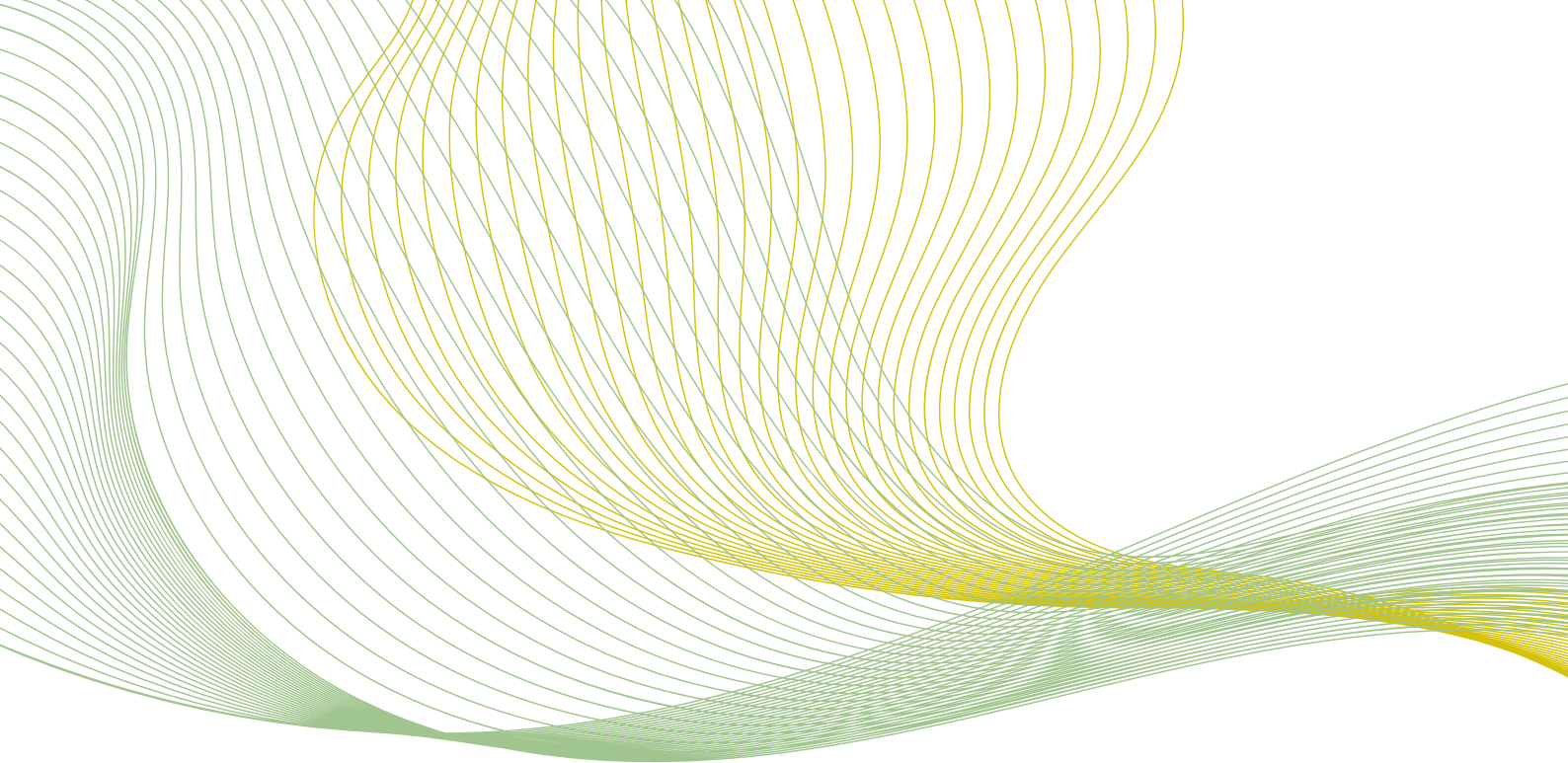
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## 1 - IL PROGETTO GREENHERITAGE

La preservazione del patrimonio culturale materiale e immateriale dipende anche dalla presenza e dalla disponibilità di determinate condizioni e risorse su cui i cambiamenti climatici stanno di fatto producendo importanti effetti, seppure ancora da esplorare e definire.

In quest'ottica è nato il progetto GreenHeritage – The impact of climate change on the Intangible Heritage (<https://greenheritage-project.eu/>), un progetto Erasmus + finanziato dall'Unione Europea, che nell'arco di tre anni (da dicembre 2022 a novembre 2025) e in sinergia con professionisti, centri educativi, amministrazioni, stakeholders locali e società civile mira a studiare come e quanto i cambiamenti climatici possano costituire un rischio per il patrimonio culturale immateriale.

L'obiettivo è sviluppare un approccio olistico, innovativo e inclusivo all'osservazione e alla valutazione dell'impatto, diretto e indiretto, dei cambiamenti climatici sul patrimonio culturale immateriale. Tra i propositi del progetto vi sono una serie di azioni, tra cui una preliminare analisi dei bisogni e delle pratiche di adattamento ai cambiamenti climatici nell'Unione Europea e nei Paesi partner; la creazione di sinergie tra comunità locali, ricercatori intersettoriali, professionisti, responsabili politici e cittadini, al fine di far dialogare le conoscenze e discutere le misure più opportune per la gestione e la conservazione del patrimonio immateriale; la realizzazione di una mappa interattiva che illustri le aree e le regioni più a rischio in Europa.

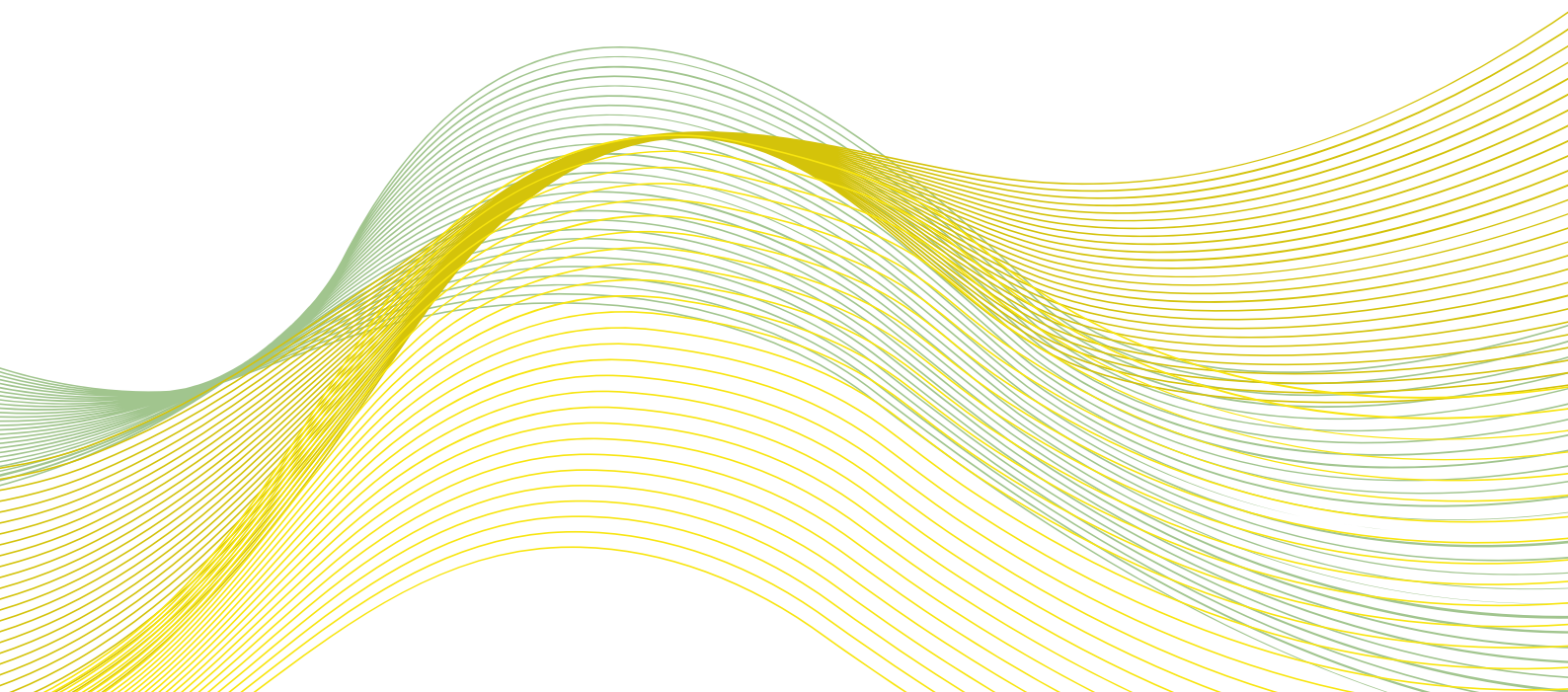


## 1 - IL PROGETTO GREENHERITAGE

In seno al progetto GreenHeritage si sperimentano, dunque, strumenti e metodologie formative innovative in grado di promuovere approcci adattivi e sistemici per una migliore gestione dell'impatto anche su quei sedimenti culturali a cui l'azione collettiva e il dibattito politico finora non hanno dedicato la giusta attenzione e che invece sono il fondamento dell'identità delle comunità ed elemento di garanzia per un loro sostenibile sviluppo.

Tra gli output finali di progetto, vi è una serie di strumenti e metodi operativi per l'analisi dell'impatto e un ben cadenzato programma di tavole rotonde in cui discutere quanto emerge dai dialoghi con le comunità, dall'analisi territoriale e dei patrimoni intangibili.

Il consorzio che dà vita a GreenHeritage è composto da: Consiglio Nazionale delle Ricerche (IT) (coordinatore); CUEBC Centro Universitario Europeo per i Beni Culturali (IT); CMCC Fondazione Centro Euromediterraneo sui Cambiamenti Climatici (IT); ReadLab P.C. Laboratorio di Ricerca, Innovazione e Sviluppo (GR); ILFA LU Istituto di Letteratura, Folklore e Arte dell'Università della Lettonia (LV); UAEGEAN Università dell'Egeo (GR); CANDIDE International (BE), ELORIS S.A. Società di Ricerca, Educazione, Innovazione e Sviluppo della Regione dell'Egeo Settentrionale (GR); ALLI Athens Lifelong Learning Institute (GR). Il progetto è cofinanziato dall'Unione Europea, attraverso il programma Erasmus +.

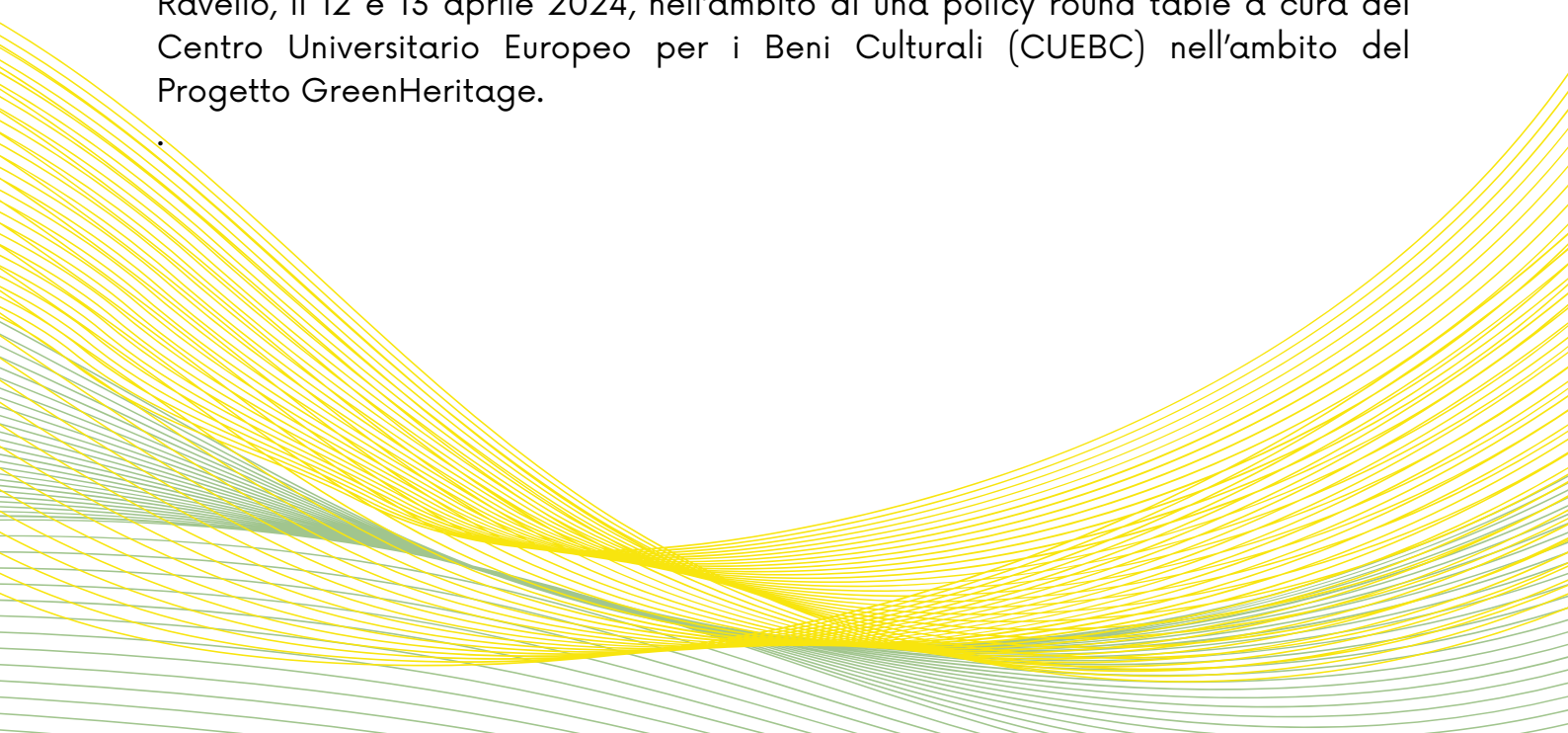


## 2 - CAMBIAMENTI CLIMATICI (CC) E PATRIMONIO CULTURALE IMMATERIALE (ICH): CASI STUDIO

Il tema dei cambiamenti climatici rivendica l'attenzione pubblica su scala internazionale ed è oggi indubbiamente tra i punti cardine dell'agenda politica. L'importanza e la cogenza della questione rende, d'altronde, auspicabile un sempre più vivo e diffuso interesse tra le istituzioni, le associazioni, gli enti di settore e le comunità.

Se è vero che attorno alle implicazioni ambientali, sociali ed economiche dei cambiamenti climatici si è animato un vivace dibattito e anche, com'è comprensibile, una certa apprensione, va rilevato che alcuni suoi risvolti meno evidenti o quantomeno indiretti restano tuttora sullo sfondo, in attesa di nuove attenzioni e sensibilità in grado di coglierli. Tra questi aspetti da esplorare, vi è certamente l'impatto dei cambiamenti climatici sul patrimonio culturale immateriale, costituito da pratiche, rituali, storie, lingue, canti, danze, tradizioni, cibi, competenze che le comunità riconoscono come elementi fondamentali nella costruzione e nella rappresentazione del sé collettivo. Si tratta di tracce culturali che, proprio per effetto dei cambiamenti climatici, presentano un crescente grado di vulnerabilità, sebbene l'associazione tra cambiamenti climatici e vulnerabilità del patrimonio culturale immateriale non sia facilmente rilevabile in via diretta. Infatti i disastri ambientali e gli eventi meteorologici estremi (inondazioni, incendi, temperature elevate, siccità), infatti, possono avere un profondo impatto sugli stili di vita delle popolazioni, sulle consuetudini agricole, di allevamento o produttive, così come sulle tradizioni, sui costumi e sulle pratiche di comunità. È, d'altronde, da rilevare come proprio le comunità siano le ultime custodi e preservatrici del patrimonio culturale immateriale e come spesso esse non possiedano le competenze, gli strumenti e le strategie utili a mitigarne gli effetti negativi dei CC.

Se n'è discusso, alla presenza di esperti, tecnici e rappresentanti di comunità, a Ravello, il 12 e 13 aprile 2024, nell'ambito di una policy round table a cura del Centro Universitario Europeo per i Beni Culturali (CUEBC) nell'ambito del Progetto GreenHeritage.



## 2 - CAMBIAMENTI CLIMATICI E PATRIMONIO CULTURALE IMMATERIALE: CASI STUDIO

I lavori hanno portato alla definizione del presente policy brief, contenente linee guida e raccomandazioni specifiche per prevenire ove possibile e/o mitigare gli effetti dei cambiamenti climatici sul patrimonio culturale immateriale.

Nello specifico, il Centro Universitario Europeo per i Beni Culturali ha invitato esperti, amministratori locali, enti di ricerca, imprese e associazioni a dialogare e confrontarsi nell'ambito di due tavole rotonde.

### **Saperi e Tecniche**

- **L'arte dei muri a secco della Costiera Amalfitana**

La Costiera Amalfitana rappresenta un esempio di eccezionale valore di questa tecnica costruttiva tradizionale. La conoscenza profonda delle particolari caratteristiche idro-geologiche e naturali degli ecosistemi della costa d'Amalfi, in uno col particolare microclima, è nei secoli diventata un consolidato patrimonio della comunità locali che, al fine di favorire le pratiche di coltivazione e di irreggimentazione delle acque, ha sviluppato la tecnica dei muri a secco (qui chiamati macere), realizzando un equilibrio tra le esigenze umane e la natura concettualmente e praticamente ben più sviluppato della semplice tecnica di terrazzamento. Le abilità e i saperi sottesi alla gestione del territorio, rintracciabili nella tecnica, tradizionalmente appresi e tramandati, sono oggi minacciati da fenomeni di abbandono che peggiorano i nocivi effetti dei cambiamenti climatici. Tra essi, più evidenti, vi sono certamente le piogge abbondanti e le lunghe siccità che incidono sull'esito dei raccolti e influiscono, inoltre, sul precario equilibrio dei muretti a secco, facendoli prima gonfiare e poi crollare, generando frane di pietre a valle, in assenza del tradizionale presidio rappresentato dalla costante e diffusa presenza degli agricoltori.





### Tradizioni, Rituali e Culti

- **La festa della Madonna Avvocata**

La festa della Madonna Avvocata è una delle più sentite feste e celebrazioni del patrimonio immateriale della Costiera Amalfitana, che ha svolto in passato anche un ruolo importante in termini di sensibilizzazione della comunità locale in relazione al mantenimento e alla gestione del sito, compreso il sistema idrico artificiale e quello dei muri a secco. Si tratta di un rituale molto antico e complesso, che consiste in un pellegrinaggio, che si svolge una volta all'anno e che risale dai paesi a valle spesso costeggiando i canali d'acqua e quindi il bosco, in una processione in vetta e in una festa, in cui tradizionalmente le comunità di contadini, marinai e pastori si incontrano per cantare e danzare accompagnate dal suono di decine di tammore. Le interviste condotte nell'ambito del progetto GreenHeritage hanno mostrato come i cambiamenti climatici stiano direttamente influenzando il pellegrinaggio, la processione e la festa. Ciò non è dovuto solo agli effetti dannosi delle forti piogge che causano frane e smottamenti dei sentieri, ma anche alla grave siccità che priva d'acqua le sorgenti e la grande cisterna prossima alla chiesa in cima alla montagna. Inoltre, i cambiamenti climatici, combinati con l'abbandono dei campi, portano a un progressivo crollo del sistema terrazzato di muretti a secco e "cancella" in molti punti gli antichi percorsi rituali, bloccando di fatto l'ascesa alla montagna. Questo comporta il rischio che i pellegrini non possano più salire al Santuario dell'Avvocata dal versante di Maiori, e che perdano così di fatto la visione e la comprensione della struttura e dello stato del paesaggio culturale antropizzato, la cui consapevolezza, che tradizionalmente avveniva proprio durante la risalita tramite una narrazione trans-generazionale collegata all'evento spirituale, è elemento fondante lo spirito di comunità.



### Tradizioni, Rituali e Culti

- **Festa dei Ceri di Gubbio**

La Festa dei Ceri di Gubbio (Umbria) è stata selezionata in ragione della sua storicità che ne fa una delle feste rituali più antiche e popolari d'Italia, come testimoniano le "Tavole Iguvine", risalenti al III-I secolo a.C. La Festa dei Ceri si svolge a Gubbio il 15 maggio di ogni anno e consiste nel trasporto in corsa di tre Ceri coronati da statue di Santi: Sant'Ubaldo (Patrono di Gubbio), San Giorgio e Sant'Antonio Abate. Gubbio e il suo patrimonio culturale, quindi, rappresentano un caso di interesse eccezionale, che crea una connessione tra la natura materiale e immateriale del patrimonio culturale. L'importanza e la popolarità dell'evento a livello regionale è tale che dal 1973 i tre Ceri rappresentano il simbolo della Regione Umbria e compaiono nel suo gonfalone e nella bandiera ufficiale. A Gubbio, appare molto chiaro, però, che negli ultimi decenni le condizioni meteorologiche sono fortemente cambiate. Le temperature a Gubbio dal 2011 al 2021 mostrano un'evidente crescita lineare. Allo stesso modo, si osserva un trend positivo e preoccupante di aumento delle precipitazioni. Gli eventi climatici estremi potrebbero produrre instabilità strutturali dovute a problemi idrogeologici per l'intera area storica, come testimoniato dalle deformazioni lente e progressive esistenti e dagli schemi fessurativi che interessano le strutture antiche. Questo potrebbe anche produrre danni alle strade dove si svolge la corsa sfrenata della "Festa dei Ceri" e frane sul percorso montano che rappresenta la parte finale conclusiva della corsa, percorso materiale e ideale verso la Basilica del Patrono della città.





## 2 - CAMBIAMENTI CLIMATICI E PATRIMONIO CULTURALE IMMATERIALE: CASI STUDIO

A partire dalla discussione sui casi di studio si è riflettuto sulle possibili forme di vulnerabilità dei patrimoni culturali immateriali di fronte ai cambiamenti climatici, sulle strategie di mitigazione del rischio e prima ancora sulle azioni utili a generare consapevolezza e proattività presso le comunità.





### 3 – DESTINATARI

Il policy brief rappresenta il frutto di un lavoro improntato all’ascolto e al dialogo tra esperti, professionisti e comunità che hanno condiviso competenze ed esperienze. Ciò ha prodotto un documento rivolto alle amministrazioni locali, regionali, nazionali ed europee, contenente una serie di raccomandazioni che mirano a orientare i processi decisionali in questo campo. Il documento può ad ogni modo risultare utile per chiunque sia interessato all’argomento e ai suoi risvolti. Un aspetto fondamentale del progetto è, infatti, quello relativo alla comunicazione e alla condivisione dei risultati di ricerca dal momento che, tra i suoi obiettivi principali, vi è lo sviluppo di nuove consapevolezze sia in seno alle comunità di riferimento dei casi studio, sia ad altre comunità che presentino le medesime vulnerabilità, alle associazioni, agli enti di settore, alle fondazioni.





## 4 – RACCOMANDAZIONI

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Dai lavori è emersa una serie di indicazioni programmatiche (policy) su cui concentrarsi nel medio e lungo termine.

Queste indicazioni sono state suddivise in **quattordici macro-temi**, di seguito riportati e declinati:

1. Coinvolgimento delle comunità locali e delle parti interessate
2. Regolamentazione (da considerare a supporto dell'ICH gestito dalla comunità a partire dal livello locale a quello europeo)
3. Governance e pianificazione degli interventi di gestione del rischio diretto e indiretto (azioni strategiche)
4. Istruzione e formazione
5. Informazione e sensibilizzazione
6. Conservazione e corrette modalità di gestione dell'ICH
7. Infrastrutture a supporto dell'ICH
8. Ricerca/azioni mirate (potenzialmente preliminarmente condivise e attuate da tutti gli attori)
9. Capitalizzazione sostenibile dei valori degli eventi e buone pratiche
10. Soluzioni verdi (potenzialmente implementate da tutti gli attori)
11. Considerare e mettere in luce il legame tra il patrimonio immateriale e la sua dimensione spirituale
12. Importanza della salvaguardia della spontaneità delle manifestazioni dell'ICH e del pericolo dovuto all' "abbondanza"
13. Identità e protezione dell'ICH
14. Ruolo dei consulenti/esperti





### 1

#### **Coinvolgimento delle comunità locali e delle parti interessate**

- Coinvolgimento delle comunità locali e delle parti interessate nel processo decisionale e gestionale.
- Ascolto e coinvolgimento attraverso l'impegno di tutti i protagonisti diretti dell'ICH e del suo spazio/territorio al fine di definire i problemi e le esigenze e di correttamente agire nel processo transdisciplinare di conoscenza, valorizzazione e gestione integrata dell'ICH.
- Organizzazione e pianificazione di iniziative ad hoc per la conoscenza, la consapevolezza e la valorizzazione sostenibile (a vari livelli).
- Il patrimonio immateriale deriva dal rapporto tra variabili dinamiche (cultura, natura e CC): è importante che il rapporto tra comunità e territorio rimanga coerente ai valori che esprime (spirito/identità di comunità) anche in presenza dei CC.

### 2

#### **Regolamentazione (da considerare a supporto dell'ICH gestito dalla comunità a partire dal livello locale a quello europeo)**

- Regolamentazione basata sulla attuazione delle indicazioni fornite dalle comunità.
- Principio di precauzione del rischio di perdita del patrimonio e metodologie integrate di prevenzione da applicare.
- Trasversalità nella consapevolezza di strategie ed azioni politiche sulla questione dei cambiamenti climatici, i quali dovrebbe essere considerati una priorità a prescindere dall'allineamento politico.
- Semplificazione della burocrazia nel caso ostacoli interventi immediati di resilienza ai CC e si ripercuota sull'ICH, legata ai processi di gestione.

### 3

#### **Governance e pianificazione degli interventi di gestione del rischio (azioni politiche)**

- Commissioni/comitati territoriali per il clima volti alla salvaguardia dell'ICH e degli spazi ad esso connessi contro i CC: 1) Definizione di sala di regia in accordo al modello della quadrupla elica. 2) Creazione di reti transdisciplinari comunitarie tra stakeholders per la conservazione del territorio e del patrimonio materiale ed immateriale.
- Politiche per la conservazione dei paesaggi culturali: sviluppare politiche che proteggano le aree di valore culturale ed ecologico, bilanciando gli interventi per l'attuazione delle energie rinnovabili con la conservazione dell'ICH. Stabilire regolamenti che tengano conto dell'impatto sulle comunità, sugli spazi rituali e sulle pratiche culturali.
- Inclusione dell'ICH nelle politiche in materia di cambiamenti climatici: riconoscere l'importanza dell'ICH nelle politiche di adattamento e mitigazione dei cambiamenti climatici.
- Riconoscere il ruolo dell'ICH nel trasferire una conoscenza utile ad affrontare le sfide ambientali e sociali.
- Coinvolgimento attivo delle comunità e delle parti interessate.
- Integrazione dell'approccio bottom-up/top-down.
- Implementare la prevenzione: dalla manutenzione straordinaria a quella ordinaria e programmata dei siti di riferimento delle pratiche ICH e dei rituali.
- Interventi di pianificazione finalizzati alla gestione del territorio (non solo in emergenza).





### Istruzione e Formazione

- Educazione ai valori che sono la base/ garanzia per la trasmissione dell'ICH alle generazioni future (nelle mani delle comunità).
- La trasmissione intergenerazionale nella sua unità di forme e contenuti dell' ICH è fondamentale.
- Programmazione/Riformulazione dell'insegnamento scolastico (attraverso campagne di sensibilizzazione): 1) Educazione geografica, ambientale, climatica e civica. 2) Esperienze sul campo.
- Formazione continua per l'adattamento professionale delle persone che operano nel sistema culturale.
- Formazione accademica/istituzioni di ricerca volta a creare professionalità in grado di garantire la resilienza di eventi, tradizioni, competenze.
- Rafforzamento dei corsi di formazione per professionisti e competenze specifiche legate all'ICH (settore pubblico e privato).
- Integrazione tra approcci scientifico-tecnici e umanistici (trans-disciplinarietà).
- Rivalutazione delle competenze e dei mestieri tradizionali anche all'interno dei più ampi sistemi territoriali e socio-economici di riferimento: incoraggiare la rivalutazione delle competenze e dei mestieri tradizionali attraverso programmi di formazione, sostegno finanziario e promozione della produzione locale.



### 5

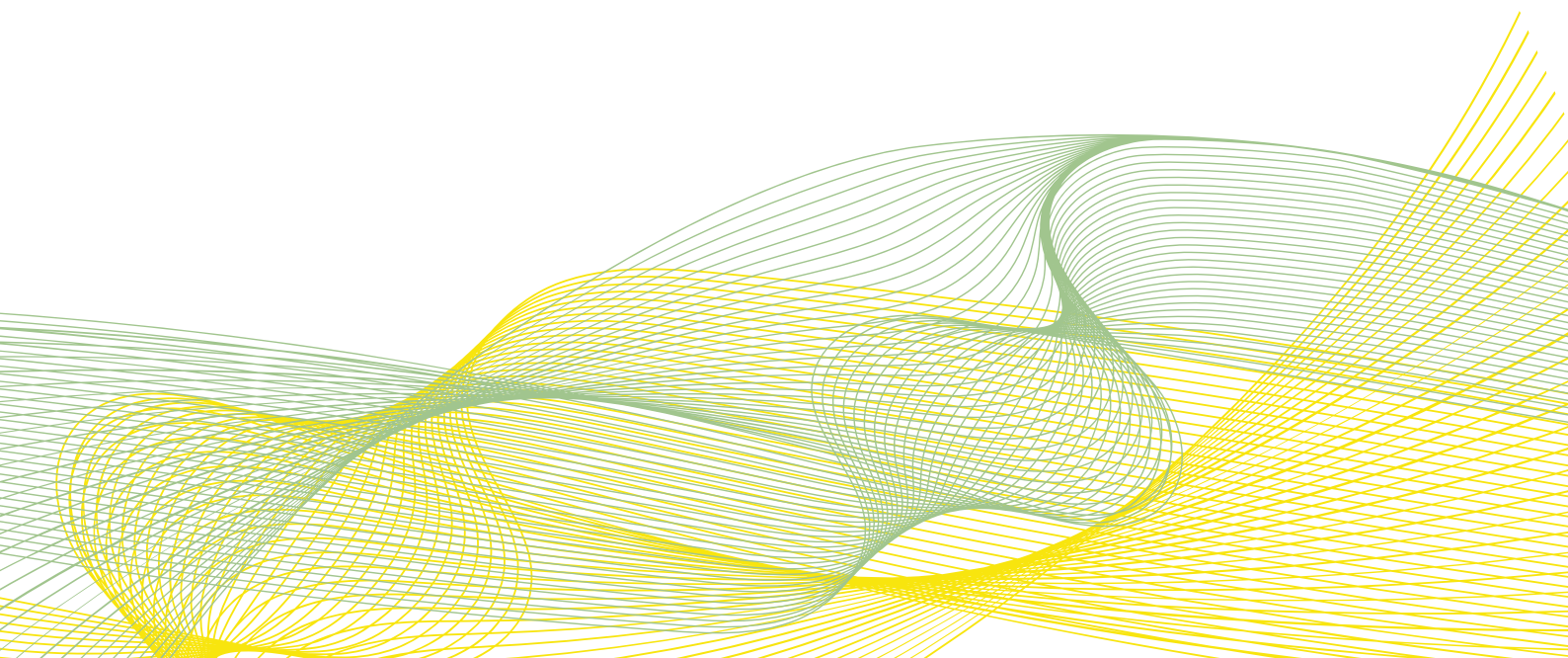
#### Informazione e sensibilizzazione

- Corretto trasferimento di informazioni e conoscenze mediante la diffusione attraverso i media (comunicazione).
- Diffusione e comunicazione: utilizzo di media audiovisivi e social network attraverso messaggi chiari che generino interesse e consapevolezza sull'importanza dell'ICH e del suo rapporto con i CC.
- Pubblicazioni scientifiche: 1) sulle questioni relative al rapporto tra cambiamenti climatici e patrimonio culturale; 2) sui risultati della ricerca nel settore (risultati del monitoraggio).
- Iniziativa Citizen Science può contribuire a migliorare la consapevolezza collettiva in relazione agli effetti dei CC su l'ICH.
- Strategia di sensibilizzazione sui valori della sostenibilità.

### 6

#### Conservazione e corrette modalità di gestione dell'ICH

- Sostegno a vari livelli (locale, regionale, nazionale, europeo) per interventi finalizzati alla prevenzione reale del rischio di perdita dell'ICH e/o dei valori connessi, sia fisici che intangibili: attività di monitoraggio, mantenimento, sensibilizzazione, azioni di informazione, ecc.).
- Sostegno finanziario finalizzato (ad es. bonus con detrazione, fondi strutturali, investimenti verdi, ecc.).
- Gestione delle risorse idriche e dei relativi sistemi di distribuzione e smaltimento generalmente connessi all'ICH.
- Gestione dei problemi idrogeologici generalmente connessi all'ICH.
- Marchio per favorire l'identificazione del territorio e incentivarlo (ove applicabile)
- Sistematizzare le azioni di supporto utili.





### 7

#### Infrastrutture a supporto dell'ICH

- Strategie di comunicazione strutturate.
- Osservatorio diffuso per le azioni permanenti di monitoraggio territoriale a livello locale che consideri realtà ed esperienze e coinvolga i protagonisti e tutti gli attori locali in questo monitoraggio (approccio interdisciplinare + Citizen Science).
- Progettazione e supporto alla gestione dei progetti.

### 8

#### Ricerca/azioni mirate (potenzialmente preliminarmente condivise e attuate da tutti gli attori)

- Nuovi modelli di gestione del monitoraggio (condivisi con le comunità).
- Monitoraggio delle aree a rischio.
- Integrazione tra approcci tecnico-scientifici e approcci umanistici.
- Finanziamento di borse di studio/formazione di ricerca.
- Reti di partnership nazionali e internazionali per lo scambio di know-how, la pianificazione delle attività e la raccolta di fondi.
- Ottimizzazione urgente delle risorse idriche e del sistema idrico (risultato dell'antropizzazione) nel rispetto delle strutture di riferimento dell'ICH.
- Gestione prioritaria dell'ICH in caso di rischio idrogeologico.

### 9

#### Capitalizzazione sostenibile dei valori degli eventi e delle buone pratiche

- Ruolo degli eventi come forza trainante per stimolare la sensibilità del pubblico intorno al tema, con attenzione a non snaturarli al servizio del turismo (sostenibilità).
- Ruolo degli eventi per trasmettere anche nuovi valori (maggiore attenzione all'ambiente, alla sostenibilità, ai territori, stimolando la lungimiranza e il senso di responsabilità e la promozione di una cultura ambientale, poiché le tradizioni sono vive e capaci di aggiornarsi).
- Scambio di buone pratiche tra diverse realtà territoriali (a livello di comunità coinvolte).



## 10

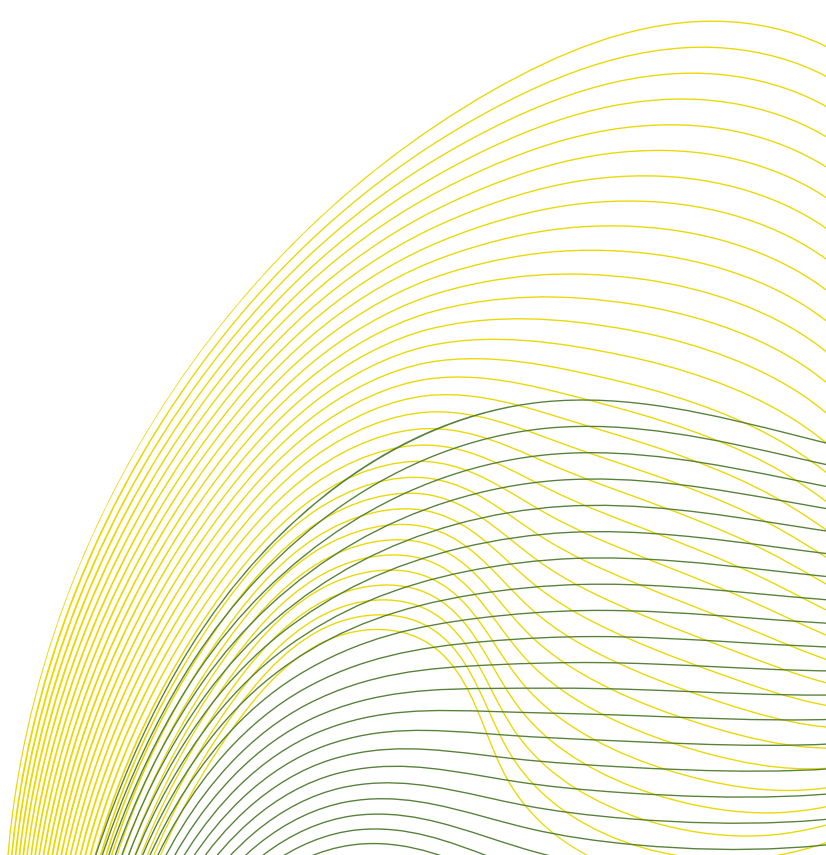
### **Soluzioni verdi (potenzialmente attuate da tutti gli attori)**

- Interventi volti ad aumentare la resilienza degli eventi.
- Interventi volti a ridurre l'impatto dell'evento sull'ecosistema.
- Promuovere la diversificazione economica: le leggi dovrebbero promuovere la diversificazione economica nelle zone rurali sostenendo le attività legate all'ICH. Ciò includerebbe il sostegno agli artigiani, la promozione di eventi culturali e attività tradizionali in grado di generare reddito sostenibile nelle comunità colpite dai cambiamenti climatici.
- Inclusione delle conoscenze tradizionali nelle politiche ambientali: la legislazione può integrare le conoscenze tradizionali delle comunità nelle politiche ambientali per una gestione sostenibile delle risorse naturali. Ciò potrebbe comportare la partecipazione di gruppi locali al processo decisionale sull'uso dei terreni e delle risorse.

## 11

### **Considerare e mettere in luce il legame tra il patrimonio immateriale e la sua dimensione spirituale**

- Includere ed evidenziare la dimensione spirituale (ove presente) ed i valori che sono alla base dell'evento ICH: sono i valori vitali inerenti alla manifestazione che ne hanno garantito la corretta trasmissione attraverso generazioni e secoli e che svolgono anche una rilevante funzione educativa su ciò che è importante nella vita degli uomini e delle comunità, anche attivando comportamenti resilienti. La difesa del creato è direttamente legata ai cambiamenti climatici, alla fratellanza, alla condivisione, al sostegno/aiuto, ecc.





# 12

### **Importanza della salvaguardia della spontaneità delle manifestazioni dell'ICH e valutazione del pericolo dovuto all'"abbondanza"**

- La spontaneità delle manifestazioni del patrimonio immateriale va rispettata e salvaguardata.
- Politiche esterne tese a far perdere spontaneità attraverso un eccesso di controllo e regolamentazione, imbrigliando la spontaneità della tradizione sono rigorosamente da evitare.
- Le feste, gli eventi e le pratiche del patrimonio culturale immateriale possono soffrire/morire per l'abbondanza: l'abbondanza di beni, l'abbondanza di personalismi, di protagonismi individuali. Troppa attenzione, troppa celebrazione, troppi premi in un quadro di troppi cambiamenti sono dannosi per le manifestazioni dell'ICH.

# 13

### **Identità e protezione dell'ICH**

- Il patrimonio culturale immateriale è fortemente connesso con l'identità di una comunità, e ha forti riferimenti spaziali (siano essi territoriali o ancora più spazi rituali e spirituali). Questo patrimonio deve essere lasciato e protetto come tale.
- Il patrimonio immateriale deriva dal rapporto tra variabili dinamiche come la cultura, la natura, CC e altre: è importante che il rapporto tra comunità e territorio rimanga coerente ai valori che esprime (spirito di comunità /identità).

# 14

### **Ruolo dei consulenti/esperti**

- Questo ruolo dovrebbe essere riconsiderato sulla base delle osservazioni che emergono dalla comunità: se previsto per varie esigenze, il Consulente/Esperto deve fornire informazioni utili per supportare l'evento/la pratica ICH in vari modi, evitando però di assumere ruoli di riferimento rispetto alle comunità stesse.
- Il consulente/esperto è utile nel ruolo di affiancamento delle comunità e non deve mai sostituirsi ad esse o assumere ruoli diversi.
- Il ruolo, pertanto, è quello di un supporto alla valorizzazione dell'evento/pratica dell'ICH e deve essere esclusivamente di servizio.
- Il ruolo del divulgatore/promotore al servizio di ciò che viene divulgato è importante. A questo scopo, chi divulga dovrebbe vivere le tradizioni per diffonderle meglio, evitando i pericoli di interpretazioni e soggettività.





# Grazie.

GreenHeritage Project  
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## Questionnaire for survey relating to the CUEBC "Policy Brief GreenHeritage

### 1) Sector of the quadruple helix to which you belong:

- |   |                                   |
|---|-----------------------------------|
| <input type="checkbox"/> Public authority | <input type="checkbox"/> Academia |
| <input type="checkbox"/> Industry         | <input type="checkbox"/> Citizen  |

### 2) On a scale of 1 to 5, how would you rate the clarity and understandability of the Policy Brief?

1	2	3	4	5
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### 3) Do you believe that the GreenHeritage Policy Brief satisfactorily addresses the relationship between climate change (CC) and intangible cultural heritage (ICH)?

- ☐ YES ☐ NO

### 4) You find the recommendations useful for addressing this problem?

- ☐ YES ☐ NO

### 5) Do you find the recommendations easy to implement??

- ☐ YES ☐ NO

### 6) How would you evaluate the accessibility of the document for different audiences, including experts, policy makers and the general public?

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### 7) Do you think the recommendations could have explored any specific aspect in more detail? If yes, please mention which one

- ☐ YES ☐ NO

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**8) Do you think the Policy Brief is missing some key recommendations? If yes, please mention which one**

☐ YES

☐ NO

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**9) What recommendations do you consider most important for the preservation of intangible cultural heritage in the face of climate change?**

- ☐ 1. Involvement of local communities and stakeholders
- ☐ 2. Regulation (to be considered in support of the community-managed ICH from local to European level)
- ☐ 3. Governance and planning of direct and indirect risk management interventions (strategic actions)
- ☐ 4. Education and training
- ☐ 5. Information and awareness raising
- ☐ 6. ICH Conservation and proper management methods
- ☐ 7. Infrastructures Supporting ICH
- ☐ 8. Targeted research/actions (potentially preliminarily shared and implemented by all actors)
- ☐ 9. Sustainable capitalization on the ICH event values and good practices
- ☐ 10. Green solutions (potentially implemented by all actors)
- ☐ 11. Take into consideration and highlight the link between intangible cultural heritage and its spiritual dimension
- ☐ 12. Importance of safeguarding the spontaneity of ICH manifestations and of evaluating the danger due to "abundance"
- ☐ 13. Identity and protection of the ICH
- ☐ 14. Role of consultants/experts

**10) In your opinion, how can future editions of such policy brief be improved??**

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**11) Additional comments. If you have additional comments or suggestions to share, please write them here.**

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## Questionario per indagine relativa al “Policy Brief GreenHeritage” del CUEBC

### 1) Settore di appartenenza:

- |  |   |
|--|---|
| <input type="checkbox"/> Amministrazione / Governo | <input type="checkbox"/> Università     |
| <input type="checkbox"/> Impresa                   | <input type="checkbox"/> Società civile |

### 2) Su una scala da 1 a 5, come valuteresti la chiarezza e la comprensibilità del Policy Brief?

1	2	3	4	5
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### 3) Ritieni che il GreenHeritage Policy Brief affronti in modo soddisfacente il rapporto tra cambiamenti climatici (CC) e patrimonio culturale immateriale (ICH)?

- ☐ SI ☐ NO

### 4) Ritieni utili le raccomandazioni per affrontare questo problema?

- ☐ SI ☐ NO

### 5) Trovi che le raccomandazioni siano facili da attuare?

- ☐ SI ☐ NO

### 6) Come valuteresti l'accessibilità del documento per diversi tipi di pubblico, inclusi esperti, decisori politici e pubblico?

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### 7) Ritieni che le raccomandazioni avrebbero potuto approfondire qualche aspetto specifico? Se sì, per favore menziona quale

- ☐ SI ☐ NO

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**8) Ritieni che nel Policy Brief manchino alcune raccomandazioni chiave? Se sì, per favore menziona quale**

☐ SÌ

☐ NO

**9) Quali raccomandazioni consideri più importanti per la preservazione del patrimonio culturale immateriale di fronte al cambiamento climatico**

- ☐ 1. Coinvolgimento delle comunità locali e delle parti interessate
- ☐ 2. Regolamentazione (da considerare a supporto dell'ICH gestito dalla comunità a partire dal livello locale a quello europeo)
- ☐ 3. Governance e pianificazione degli interventi di gestione del rischio diretto e indiretto (azioni strategiche)
- ☐ 4. Istruzione e formazione
- ☐ 5. Informazione e sensibilizzazione
- ☐ 6. ICH Conservazione e corrette modalità di gestione
- ☐ 7. Infrastrutture a supporto dell'ICH
- ☐ 8. Ricerca/azioni mirate (potenzialmente preliminarmente condivise e attuate da tutti gli attori)
- ☐ 9. Capitalizzazione sostenibile dei valori degli eventi e buone pratiche
- ☐ 10. Soluzioni verdi (potenzialmente condivise e implementate da tutti gli attori)
- ☐ 11. Considerare e mettere in luce il legame tra il patrimonio immateriale e la sua dimensione spirituale
- ☐ 12. Importanza della salvaguardia della spontaneità delle manifestazioni dell'ICH e del pericolo dovuto all' "abbondanza"
- ☐ 13. Identità e protezione dell'ICH
- ☐ 14. Ruolo dei consulenti/esperti

**10) Secondo te, come si possono migliorare le future edizioni di tali manuali di raccomandazioni politiche?**

**11) Commenti aggiuntivi. Se hai ulteriori commenti o suggerimenti da condividere, fallo qui.**