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The value of participation

*** RECHARGE ***

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Community and Digitisation: the new drivers of cultural heritage

Background

- Covid-19 pandemic revealed the challenge to integrate the undeniable value of culture back to the cultural and heritage organisations.
- Cultural heritage is conceived as a common good, sustained by civic participation around the multifaceted European cultural heritage and identity – FARO Convention 2005.
- Our question:
- How do we use **participation as a driving force for CH business models** for CHIs in Europe?

RECHARGE

- Resilient European Cultural Heritage As Resource for Growth & Engagement
- *Participation* is seen as *the missing element* in sustainable financing.

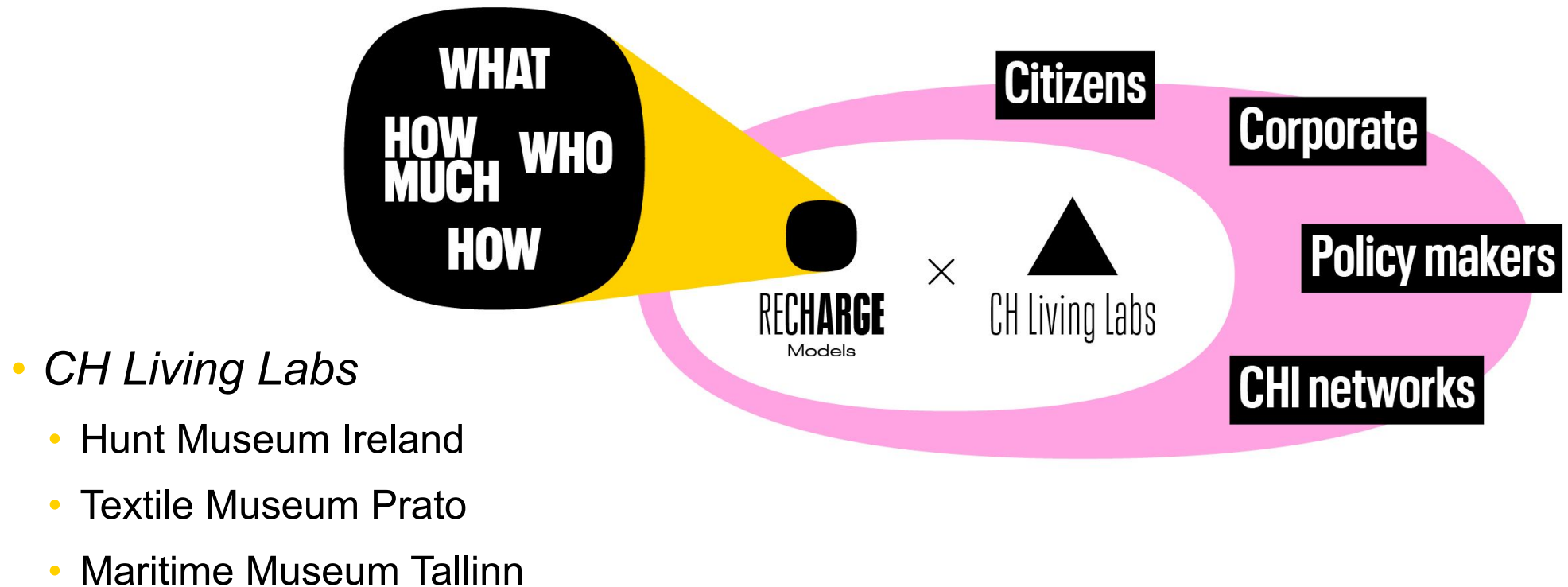


*Participatory business models are experimental approaches to **value-creation, value-capturing, and value-delivery** that include a broad spectrum of stakeholders. They reflect the process that make businesses, organisations, and institutions' operations **desirable, feasible, and financially viable**. It is by leveraging their value networks through engaged contribution that solutions gain sustainability and organisations involve gain resilience.*

Participatory business models have four main characteristics:

- (i) Seek to **innovate to reach competitiveness**;*
- (ii) Make innovations emerge from **engaging in inclusive needs-based cooperation**;*
- (iii) Develop solutions with various degrees of **co-ownership involvement** from the network;*
- (iv) Apply a **participatory design approach** to business model-making and development.*

Methodology



*Living Labs are dynamic spaces where **ideas and solutions** can be **co-created, tested, and iterated by collaborating stakeholders**. The Living Lab offers **methods** for cultural heritage institutions, researchers, industry, communities, and government to **co-design concrete solutions in real-life environments**. Operating as 'innovation zones', Living Labs can bring together **community knowledge with professional expertise** for action-based projects.*

Timeline

October 2022 – September 2025

Y1 Setting up the theoretic framework and practical context (where are we at?)
Setting up 3 Living Labs.
Engaging the community.

Y2 Running the CH Living Labs.
Gathering data and analysing the proposed models and indicators.

Y3 Transferring knowledge through the knowledge base and developing our RECHARGE Academy.

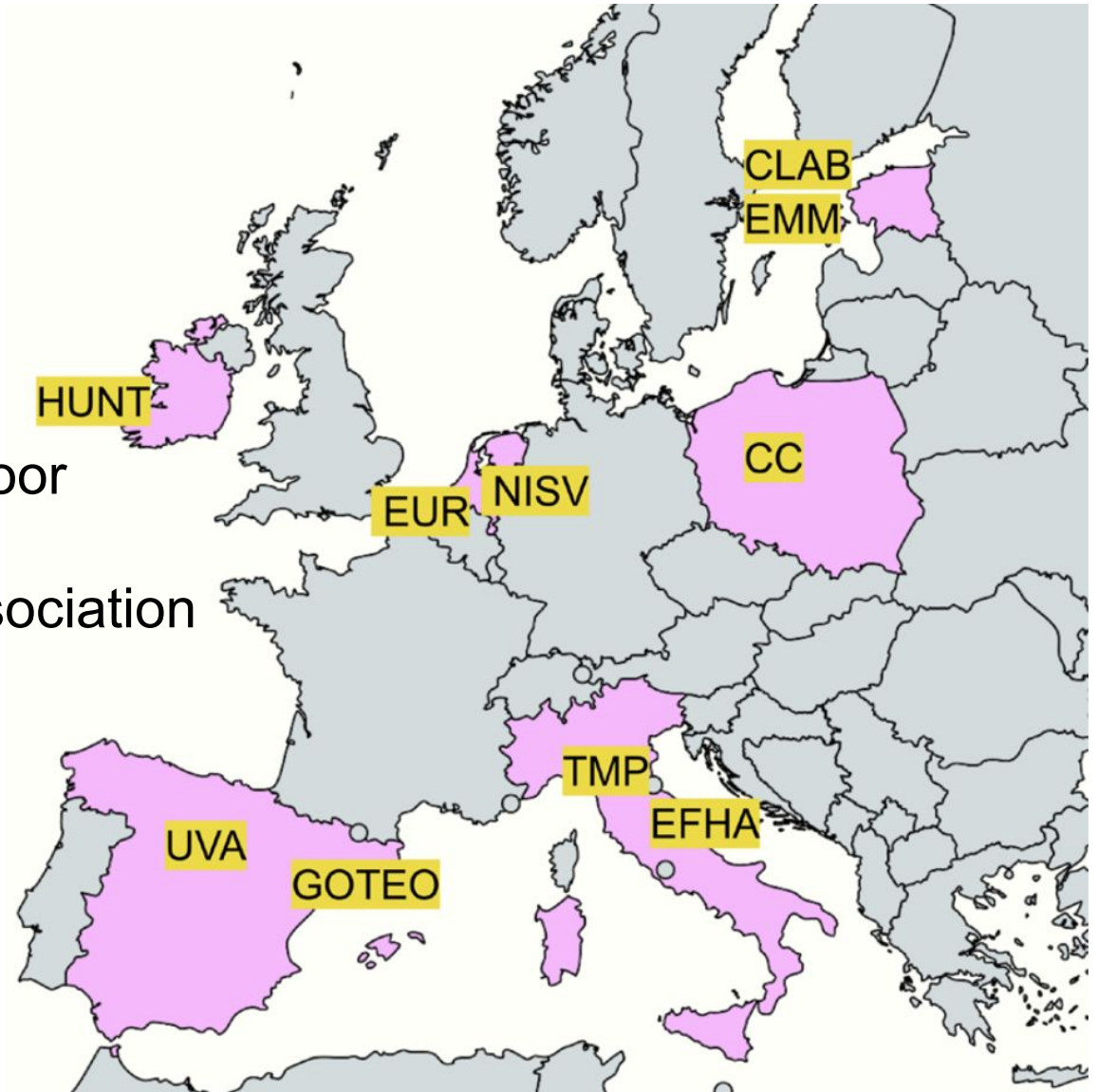
The Value of Participation



We set out to **reinvigorate**
the cultural heritage sector
& develop the necessary
tools for **its growth**

Consortium

- Erasmus University Rotterdam
- Centrum Cyfrowe Foundation
- Platoniq Fundacion
- Creativity Lab
- Stichting Nederlands Instituut voor Beeld en Geluid
- European Fashion Heritage Association
- University of Valladolid
- Estonian Maritime Museum
- Textile Museum Prato
- The Hunt Museum



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