



## 2017 HANNOVER INITIATIVE ON CREATIVE HERITAGE

# The Hannover Creative Heritage Agenda “HCH Agenda”

We, the Participants in the **“Creative Heritage” Symposium**, held in Hannover (Germany) from 11st to 13rd October 2017, hereby declare that the United Nations’ Sustainable Development Goals can receive an important boost by the active contribution of creative research and policies in preserving, conserving and developing tangible and intangible cultural heritage, and for fully triggering its creative power for sustainable futures. We live in an “urban planet”, and the scale and speed of this global urbanisation has no precedents in human history. Therefore, the global urbanisation trends – in global north and in global south both – call for new urban qualities, for urban/rural polycentricity and networks, and for territorial cohesion.

### Objectives for a creative enhancement of cultural heritage

The **“Creative Heritage” Symposium** seeks to be a permanent international platform for the following actions:

- a) Researching and prospecting the creative impact of heritage on the urban and territorial futures;
- b) understanding, using, extending heritage by underlying its creative aspects;
- c) exploring dynamic heritage for cultural and social innovation;
- d) initiating a scientific and public debate about the proactive roles and perspectives of heritage as important factor for city and territory.

The rich and intensive discussion during the Symposium focused and pushed forward the role of heritage as powerful and creative driver of sustainable development. The participants have explored how inclusive cities and territories can be empowered by heritage, both built and intangible, and how urban resilience can be enhanced by heritage resources (social, economic and ecological innovation).

We believe a creative enhancement is crucially needed to foster future decisions regarding what to value, as well as how to protect.

Accordingly, all participants agreed that a paradigm shift needs to be prompted in terms of how cultural heritage can be a creative trigger for culture-based urban design, architecture, and culture, and shaping new urban visions and concepts for regenerative and sustainable cities.

Therefore, we, the participants in the Symposium, bear the responsibility to:

- a) advocating and promoting creative heritage-driven cities and territories;
- b) reinforcing the importance of cultural diversity and shared human heritage in strengthening the connections between all parts of our communities.

### **Steps towards heritage creativity**

**1.** To achieve these objectives, we believe in extending the codified definition of cultural heritage, **becoming a factor of inclusion** for different social and cultural groups, and therefore more accessible to a larger public.

We want to extend and spread the concept of “shared heritage” beyond boundaries and frontiers with cosmopolitan perspective with regards to cultivate identities, enhance place-making, and promote sustainable development. **Heritage needs a cosmopolitan approach: it needs roots for identifying and wings for sharing.** Embracing a holistic approach, the combination of different cultural backgrounds with ecological, economic and social dimensions allows us to realise the fruitful exploration of "new heritage" and "heritage in process", fostering the sharing of heritage as common and as a driver of development. We believe that social awareness, communication and education related architectural, urban/rural heritage act as catalysts for sustainable and resilient development.

**2.** We believe **heritage-creativity can be enhanced by in planning, architecture, arts and design** through **new interpretations of cultural and built heritage**, beyond the conventional – but yet important – renovation/restoration practices. This cannot occur without exploring different fields of heritage-creativity for triggering technological innovation, development sectors, local economies and creative industries with heritage preservation. We advocate new ideas in participation, inclusion and commitment of citizens in the field of heritage in order to enhance new spatial concept and urban design and architecture developments.

We believe in innovative planning processes in larger contexts, in order to **integrate cultural heritage and creative development** as impulse for education, empowerment and involvement of citizens.

**3.** We believe in **crucial role of design** because creative heritage is also – and sometimes first of all – a powerful design device in a vision where the heritage figures are malleable and always changing/evolving as the local or global identity that they define is. Hence, in our sustainable, ecological and carbon free vision, creative heritage is the engine of a new ground for education, research or practice jobs.



## Creative Heritage for urban regeneration

To achieve these space-related aspects of creative heritage, a more comprehensive and strategic vision for spatial development processes is sought, following new rules and protocols that are driven by new tools and resources.

Our creative heritage initiative needs incremental and adaptive strategies of urban regeneration that consider social, spatial and territorial specificities. They should be proposed – and tested by our communities – as a fundamental tool to reduce generalised entropy and implement a new model of territorial development, connect the multi scales by an effective use of synergy among government and their levels, civil society and the business community.

For the participants in “**Creative Heritage**” **Symposium**, the challenge is re-inventing the inheritance. Because culture is more than just the tangible side of sustainable development based on the heritage or just the intangible side driven by the creativity. A culture-based development is the result of the collective intelligence that puts in connection tangible heritage and intangible identities, cultural settings and creative economies, historical sites’ conservation and urban/territorial innovation.

Therefore, an effective creative heritage agenda underscores practical actions, all grounded in local contexts and formulated and implemented through a collaborative multi-disciplinary and inter-skills approach. A panel of initiatives could, hence, acts as an experimentation tool for the new heritage-driven sustainable development.

We propose accordingly the

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Based on four operative tools that could be implemented and tested by a wider scientific and institutional community for using heritage and creativity as active tools in sustainable development. This creative agenda can be pursued and implemented:

a) **Creative heritage labs** as integrated urban regeneration programs based on the development and consolidation of creative districts. These living labs and incubators of ideas, culture, production and social development within which integrate and enhance the public demand and decision-making, talents, resources’ consumption reduction, energy efficiency as well as incentives with the opportunities for private entrepreneurship.

b) **Covenant for creative heritage**, drawing up of creative regeneration agreements or action plans formulated in highly participative ways in support of environmental and social sustainability. They are accompanied by monitoring benchmarks based on parameters related to the metabolism of buildings and public spaces, mobility, the waste cycle and the digital infrastructure. The value of heritage preservation, culture promotion and creativity in generating income and jobs has been largely established.



c) **Creative heritage agencies**, it is about activating project-oriented, economic-driven and management-based local agencies or steering committees to enhance the creative cooperation at the city level, and contributing to foster the development of public-private-civil society partnerships as well as to attract investments, connected to a responsible simplification and to a greater effectiveness of the administration in the field of culture and creativity policies.

d) **Creative heritage economy**, designing innovative tools for the creative city governance through the promotion of new culture-based frameworks for spreading the creativity's impact in everyday life. The creative heritage economy could produce a new social dividend acting on quality of life and spatial equity, on environmental active protection, on people empowerment and social innovation, on multilevel governance and management incentives, on sustainable mobility, and on taxes and fiscal leverage.

For the first time at the global level, the United Nations Sustainable Development Agenda for 2030 acknowledges the key role of heritage, culture and creativity to solving sustainable development challenges. Thus, a creative heritage agenda will bring about a positive transformation of the entire sphere of the arts, design, architecture, culture, and a deep change in the economic mechanisms through empowerment of cultural communities, development of more refined tastes and an improvement of the material situation of the creative users and citizens.

Our **Hannover Creative Heritage Agenda** isn't a closed code for development, but it would be an "open source code", shared and collaborative, able to help to enhance and spread creative activities in order to further cultivate knowledge, cooperation, social innovation and to reactivate a heritage-driven sustainable and resilient metabolism.

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