REACH

RE-designing access to Cultural Heritage for a wider participation
in preservation, reuse and management of European culture

European Commission

SUMMARY

The REACH project is based on the proposition that cultural heritage (CH) plays an important role in contributing to **social integration in Europe**, and that a fuller and more detailed picture of the range, type and impact of research and **participatory research methodologies**, current and future, associated with these subjects, will further enhance their potential for social good.

REACH project aims to establish a Social Platform as a **sustainable space for meeting, discussion and collaboration** by a wide-ranging network of development tourism bodies, education, creative industries, policy-makers, CH professionals, academic experts, arts practitioners, professionals in archives and galleries, and associations, local societies and interest groups representative of non-professionals– all those with a stake in research and practice in the field of culture and CH.

OBJECTIVES

The REACH Social Platform's activities have **a twofold scope:**

₋ **Support:** to map and provide analysis of research results achieved in previous programmes, to identify current and emerging research trends, and to offer authoritative new knowledge of the CH field to the European Commission and policy-makers

₋ **Coordination**: to offer benefits to its participants, expanding knowledge of complementary research and practice domains, and of new methodologies, generating opportunities for cooperation, offering pathways to wider user-engagement with research and practitioner outputs

The REACH Social Platform uses tools and instruments, accessible through the REACH portal, to trigger the debate on how **participatory approaches** can contribute to develop a common horizon of understanding and trigger social innovation processes.

REACH consists of three practical areas of work:

- development of a sustainable **REACH network** aggregating the widest range of stakeholders and audiences, and offering concrete participatory experiences through the REACH **pilots**;

- implementation of a rich **programme of public encounters** (workshops, conferences and meeting with local stakeholders) focusing on participatory approaches to preservation, use/reuse, and management of CH;

- publication of the **REACH online portal** (made of reach-culture.eu and open-heritage.eu websites) to give access to open spaces for debate, dialogue, interaction and experimentation, and to a repository of resources and data to be exploited in research activities.

PROJECT MANAGEMENT

Prof.Neil Forbes, Project Coordinator, n.forbes@coventry.ac.uk

Tim Hammerton, Project Manager, tim.hammerton@coventry.ac.uk

NETWORK & COMMUNICATION

Antonella Fresa, Network Coordinator, fresa@promoter.it

Communication & Dissemination Team dissemination-reach@promoter.it

PROJECT PARTICIPANTS:

Coventry University (UK) - Coordinator

Promoter Srl (IT)

Stiftung Preussischer Kulturbesitz (DE)

Eotvos Lorand Tudomanyegyetem (HU)

Universidad de Granada (ES)

Univerzita Karlova (CZ)

Ministero dello Sviluppo Economico (IT)

Keywords: cultural heritage, participation, preservation, networks, re-use, context of change

ACTION PLAN

REACH project lasts for 36 months and consists of 7 Work-Packages:

WP1, Project Management

WP2, Communication and dissemination

WP3, Critical review and model building

WP4, Workshop & Conferences

WP5, Participatory pilots

WP6, Data Collection and measurement

WP7, Sustainability and Resilience

PILOTS

4 pilots are developed in different European countries each with the aim to validate and improve the models of participation elaborated demonstrating in practice the advantages and possible difficulties that may arise:

- **Minority Heritage** in **Hungary and Czech Republic** -focusing in particular on marginalised minorities

- **Institutional Heritage** in **Germany and central Europe** - comparing participatory approaches in the case of big CH institution with international audiences and small institutions targeting local users

- **Rural Heritage** in **Sierra Nevada (Spain) and Carpathian regions -** promoting participation in cultural and environmental protected areas as a way to solve conflicts between safeguarding, preservation, reuse, and economical activities

- **Small Towns Heritage** in **Czech Republic and central Italy** - analysing the representations and (re-)valorisation of local heritage in the small centres

ONLINE PORTAL

The online portal is made of the project website at reach-culture.eu and the online platform at open-heritage.eu.

Open-heritage.eu is planned to be published in 2018 as an independent, long term platform with tools for interaction among the users. The users will find on Open-heritage.eu information about the research addressed in the social platform and its activities, the resources developed, a critical bibliography, a list of reviewed and curated references to best practices and a thematic organisation of participatory experiences gathered and extended to initiatives beyond the REACH project.

REACH project on Twitter: **#REACH_2017**