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Socio-Economical aspects in FACH

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Agenda

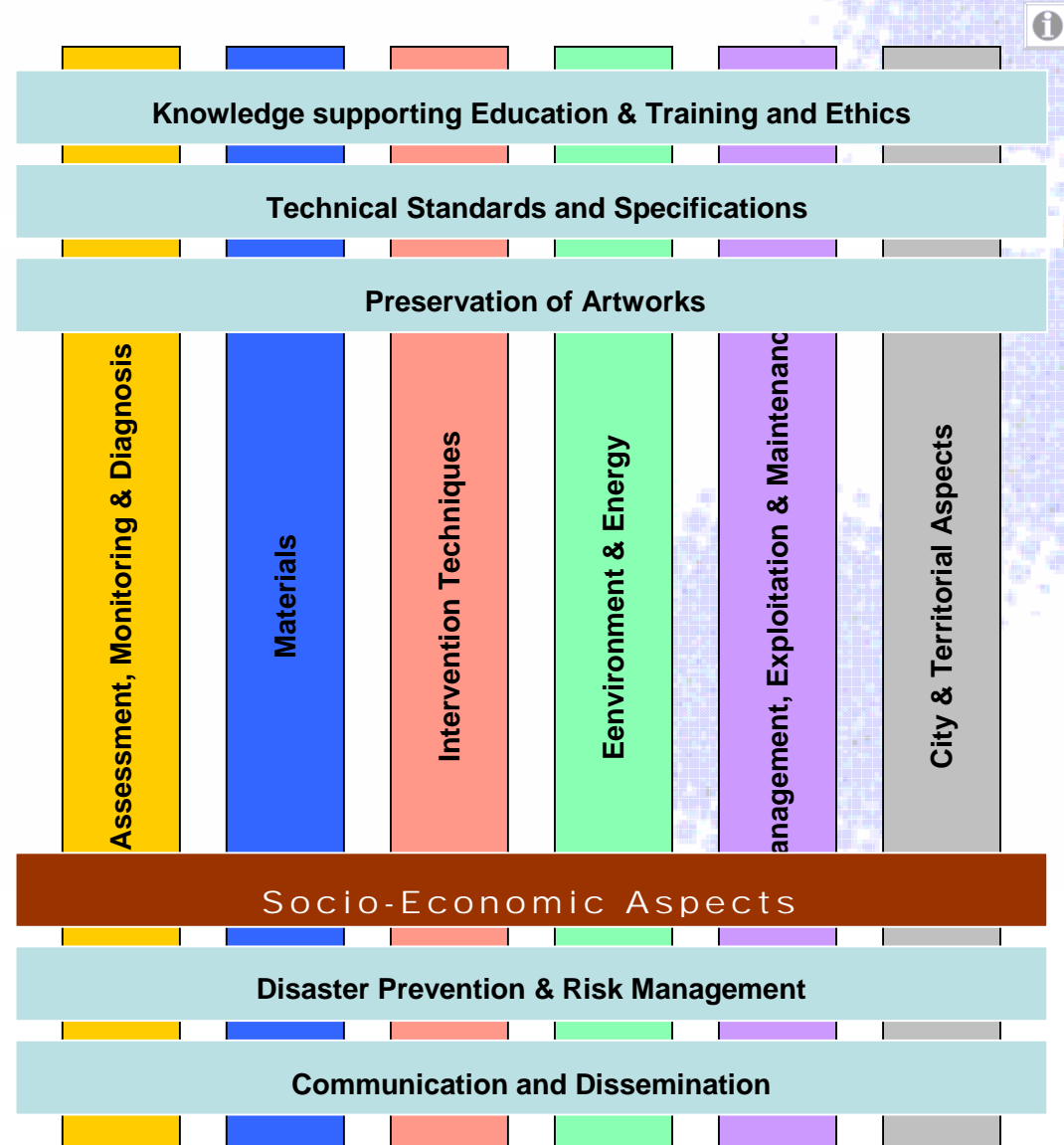
- SE aspects in FACH organisation
- Why taking into consideration SE aspects in Construction Platforms
- Conclusions



1. SE aspects in FACH organisation

- SE as a horizontal priority:
all WG are somehow affected by SE issues

- Similar restructure in Spanish Platform:
"Strategic line Cultural Heritage"



2. Why consider SE in Constr Platforms?



SE studies on CH provide:

- A **global view** on the sector: trends, challenges, etc
- The **rationale** to our work: why companies and governments must be involved
- Tools to **valorise CH and assess** the impact of CH-related activities



2. Why SE? —The global view: trends



- Widening of “heritage” concept: “Cultural Heritage” includes now tangible (movable&inmovable) and intangible issues
- Rise of social interest on CH: Due to identity aspects, response to globalisation & stress
- Increasing of CH demand: Due to leisure culture, education, increased GDP



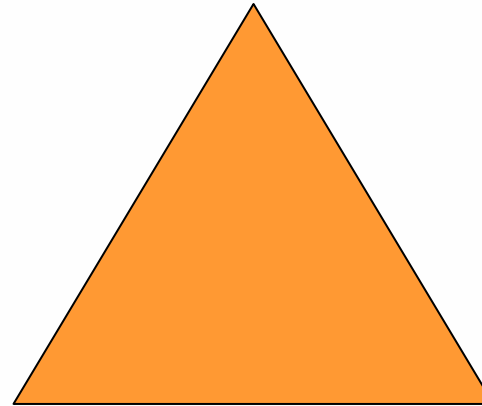
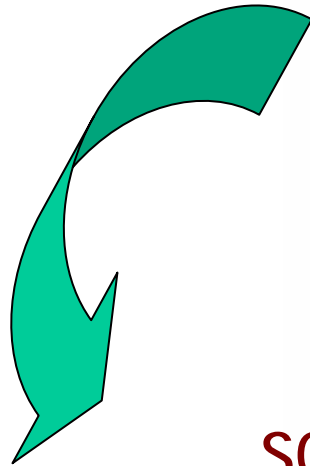
2. Why SE? —Rationale to our work



ETHICAL

The Economist: which are the EU values?

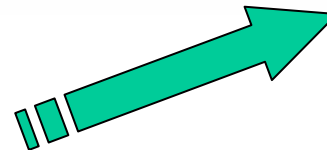
We European **share** a rich heritage (that must be preserved)



SOCIAL

EU societies are **embedded** in their CH (co-evolution)

EU citizens are increasingly **interested** in preserving and using CH



ECONOMICAL

Rise in **demand** for CH: demand for CH-related services

Types of demand: demand for **USE** and **NO USE** (preservation)

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2. Why SE? —Tools to valorisate and assess



- CH is a major economical asset, but a valorisation process is needed to profit from CH
- **Valorisation** = conservation activities (construction industry) + production of CH-related services (cultural industry)
- **Assessment** = impacts identification + valuation



Effects classification:

- Direct tangible: construction industry
- Indirect tangible: tourism activities
- Direct tangible: social cohesion + image
- Indirect intangible: companies localisation

3. Conclusions

- SE aspects provide a **framework analysis** and a **rationale** for involvement and investment in CH
- Practical **methodologies and tools** can be used to integrate the SE dimension in CH construction activities —including economical impact assessment



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