

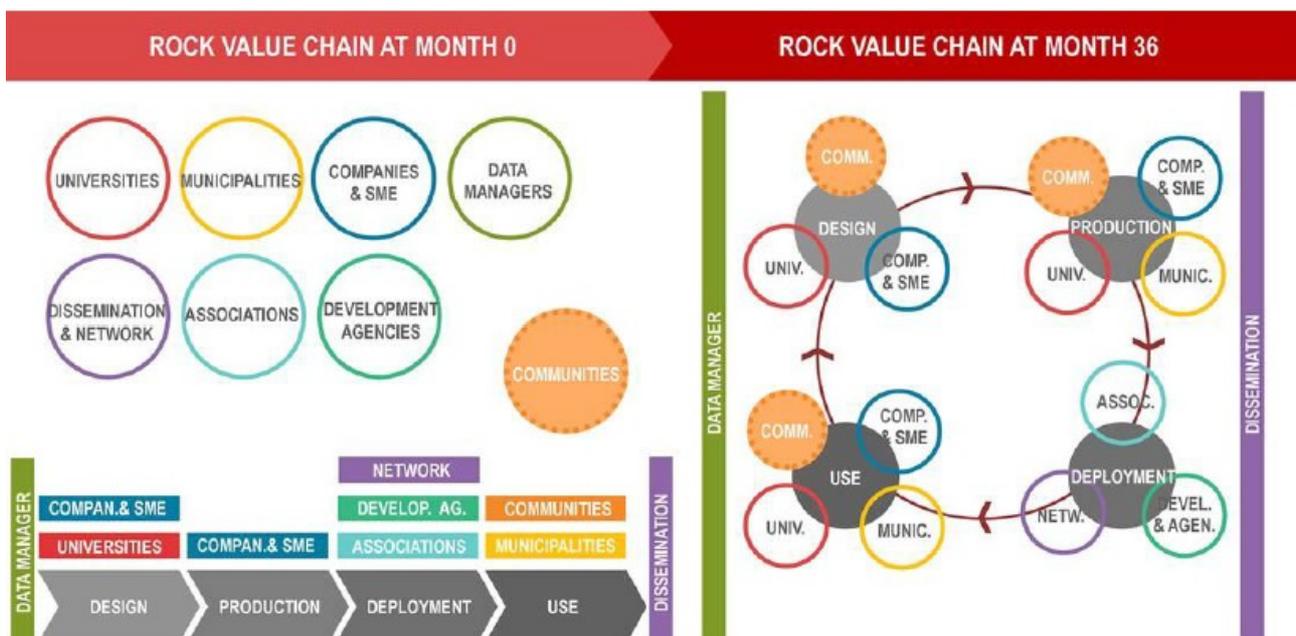
# ROCK



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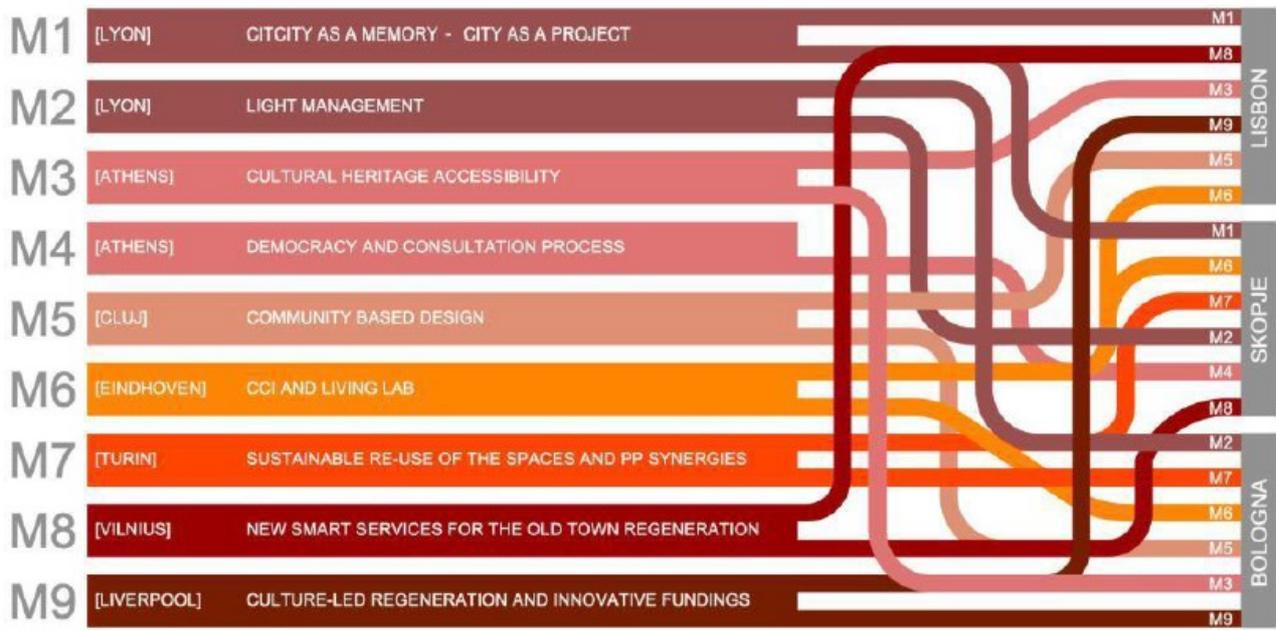
## Regeneration and Optimisation of Cultural heritage in creative and Knowledge cities ROCK

ROCK focuses on historic city centres as extraordinary laboratories to demonstrate how Cultural Heritage [CH] can be a unique and powerful engine of regeneration, sustainable development and economic growth for the whole city. ROCK approach to cultural heritage works on integrating two main interlinked concepts, the *creative city*, that has recognized creativity as a strategic factor for sustainable development as regards to economic, social, cultural and environmental aspects (as defined by UNESCO), and the *knowledge city*, which is characterized by a knowledge-based economy using knowledge as the prominent landmark and driver for socio-economic and technological dynamics.



Objective: ROCK aims to develop an innovative, collaborative and systemic approach to promote the effective regeneration and adaptive reuse in historic city centres by implementing a

repertoire of successful heritage-led regeneration initiatives related to 7 Role Model selected cities: Athens, Cluj-Napoca, Eindhoven, Liverpool, Lyon, Turin and Vilnius. The replicability and effectiveness of the approach and of the related models in addressing the specific needs of historic city centres and in integrating site management plans with associated financing mechanisms will be tested in 3 replicator cities: Bologna, Lisbon and Skopje.



Actions: ROCK will provide new ways to access Cultural Heritage and to promote transparency and perception of shared heritage as collective property, fostering the usability of spaces to all, improving CH functions from a user perspective, defining key policy issues, integrating emerging spatial, temporal and virtual structures of the knowledge-based society, to support cohesion and develop a sense of belonging to places.

ROCK will develop and apply an innovative circular systemic approach to connect different actors, places of CH value and systems, at a European level as well as at a local level, facilitating the innovation process and the adoption of environmentally and socially sound solutions to achieve sustainable growth.

By means of innovative place data collection, mentoring, communication, branding techniques, ROCK will produce an appealing narrative of a novel model for CH-driven smart and green-oriented city growth.

At local level: At this level the project will increase sense of ownership between all engaged stakeholders and potential ones. At international level, it will serve to boost, disseminate and market the unique positioning of Europe and to provide workable integrated solutions for other cities in the

world to address CH as a driver for sustainable growth.



Figure 01: ROCK conceptual framework

### Role Model City: CLUJ COMMUNITY BASED DESIGN

**Model description:** the model is based on the process of brokering between public and private stakeholders enabling an open and cooperative environment, raising community trust and encouraging civic involvement by offering citizens the opportunity to become active participants in the life of their own community. This model has been crystallized under the project ‘COM’ON Cluj-Napoca’, aimed at involving citizens in a democratic deliberation and decision process for determining the best way to spend part of the public budget (participative youth budgeting). The model depends on a participatory approach, consisting of local administration, policy makers, industry, research, NGOs and associations strongly committed to the priority projects for heritage regeneration, reinvention of Cluj-Napoca historical centre and redevelopment of the city’s backbone to create a sustainable and equitable solution to address the community's needs.

**Model impacts:** the model aims to raise community awareness and trust, as well as achieve a high-level of youth community involvement (248 initiative groups registered, average age 25 years of groups’ representatives of, 18,782 citizens voted). It aims also to upscale the project outcomes and the public budget allocated (budget for the first 250 initiatives around 250,000€, total allocated budget around 113,000 €). The model remarkably impacts on the level of transparency and openness in the decision-making process at local level. The city is expecting to be mentioned in the shortlist nomination for the European Capital of Culture 2021 and to eventually win the title of EcoC 2021.

**Envisaged mentoring actions:** Cluj is committed to share with the consortium cities through a peer to peer process:

- a favourable environment for stakeholder negotiation;
- concrete insights into the process of brokering between stakeholders in the process of heritage-led regeneration. The logic of peer-to-peer networks will ensure a jointly approach to address common challenges.

In synergy with Culture for Cities and Regions Horizon 2020 project, ROCK will create collaborative protocols between Role Models (Athens, Cluj-Napoca, Eindhoven, Liverpool, Lyon, Turin and Vilnius) and Replicators (Bologna, Lisbon, Skopje) by sharing and mentoring process to investigate the interdependence of urban design, public health, built and natural environment, cultural heritage, education, social aspects and economic development. Role Model cities have been selected according to the following characteristics:

a) membership in networks promoting knowledge sharing on cultural heritage and sustainable growth (UNESCO Creative Cities, EUROCITIES and ICLEI members; Capitals of Cultures; Covenant of Mayors; OWHC);

b) inclusion of intangible and tangible heritage of worldwide importance (5 UNESCO World Heritage sites); c) awareness of the important role of culture in local policies and related impacts, (Agenda 21 for Culture and the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions).

Role Models and Replicators will be guided via up-scalable methodologies to ensure comparability, transferable activities and results to be disseminated to a wider network of cities (reached through EUROCITIES, ICLEI and Lyon through OWHC).

<https://rockproject.eu/>