Energy, Beauty, Participation: Cultural Heritage Adaptive Reuse as driver of Circular Regeneration and Sustainable Regional Development

12-13 June 2022, Naples

12th June, 18:45-21:00 h | Welcome cocktail and guided study visit at the Catacombe di San Gennaro
Meeting point: Via Capodimonte 13, 80100, Napoli

13th June, 9:30-17:30 h | International Conference at CNR IRISS
Venue: Via G. Sanfelice 8, 80134, Napoli – 6th floor, Sala Convegni

9:30 h | Registration

9:45 h | Welcome and introduction
Massimo Clemente | Director, CNR IRISS
Jorge Nieto-Angulo | European Commission / REA
Luigi Fusco Girard | Emeritus Professor University of Naples Federico II, CNR IRISS Associate
Antonia Gravagnuolo | Researcher, CNR IRISS, Horizon 2020 Be.CULTOUR Coordinator

10:00-10:30 h | Andrew Potts – ICOMOS Climate Heritage initiative
Unlocking the Potential of Arts, Culture and Heritage to Help People Imagine and Realise Climate Resilient Futures

10:30-12:00 h | Session 1
Energy, beauty, participation towards the New European Bauhaus: the adaptive reuse of abandoned and underused heritage sites as a strategy for the circular city

Chair: Antonia Gravagnuolo | CNR IRISS
Luigi Fusco Girard | Emeritus Professor, Horizon 2020 CLIC project Scientific Coordinator
Circulatory economy and cultural dimension through the adaptive reuse of cultural heritage: towards the New European Bauhaus
Cristiana Garzillo | ICLEI Europe – Local Governments for Sustainability
Place based approach, experimentation and circular governance in the adaptive reuse of heritage sites

Anna Domaradzka, Magdalena Roszczyńska | University of Warsaw, Institute for Social Studies
Liveability and social sustainability framework for circularity, health and wellbeing
Paolo Ciambelli | Emeritus Professor, University of Salerno
Energy issues in Cultural Heritage adaptive reuse

Cristiana Parisi | Copenhagen Business School, Horizon 2020 REFLOW Coordinator
Measuring the social impact of circular economy interventions at the urban level: evidence from the REFLOW project

Hanna Szentő | Metropolitan Research Institute, Horizon 2020 OpenHeritage Coordinator
Human and community-centered adaptive reuse: where its strengths lie and what is unrealistic to expect?

Christian Ost | ICHEC Brussels Management School
Circular business models to enhance cultural heritage sites from an entrepreneurial perspective – economics of conservation in the times of ecological transition
Discussion (15 min)

12:00-12:15 h | Break

12:15-13:30 h | Session 2
Enhancing remote and less-known cultural heritage sites through circular and human-centred cultural tourism

Chair: Maria Cerreta, University of Naples Federico II, CNR IRISS Associate
Antonia Gravagnuolo | Horizon 2020 Be.CULTOUR Coordinator
Towards circular and human-centred cultural tourism: the experimentation of Be.CULTOUR
Gaia Marotta | ERRIN European Regions Research and Innovation Network
Building a Community of innovators in circular cultural tourism
Anna Salvagio | Community Cooperative “Identity and Beauty”, SciaccasSensi, Sciaccia, Italy
The experience of Sciaccia 5 Senses open-air museum: the role of local community networks for a circular, human-centred and cultural tourism
Patrizia Riganti | Professor in Tourism, Glasgow University
Cultural tourism innovation and blue economy: evaluation approaches
Pauline Alexopoulou | ANETEL Larnaca and Famagusta Development Agency
Action Plan co-development for circular cultural tourism in the rural area of Larnaka, Cyprus
Raffaele Vitulli | Basilicata Creativa / MateraHub
Circular cultural tourism innovation in Basilicata, Italy
Discussion (15 min)

13:30-14:30 h | light lunch
14:30-15:45 h | Session 3
New European Bauhaus: landscape, design and architecture enhancing cultural identity and beauty towards circular and human-centred cities

Chair: Pasquale De Toro | University of Naples Federico II, CNR IRISS Associate

Marco Acri | University of Nova Gorica, Partner of Horizon 2020 CLIC and URBiNAT projects
The aesthetic dimension of circular heritage adaptive reuse: from waste to taste

Sara Martignoni | Veneranda Fabbrica del Duomo di Milano
An European alliance for cultural heritage skills: the Charter project

Amleto Picerno Ceraso | Medaarch, CAD Centre for Digital Artisans
Rescaling urban manufacturing for post-industrial and circular economy: the example of the Center for Digital Craftsmanship

Francesca Pozzebon | ERRIN European Regions Research and Innovation Network, Cultural Heritage in Action project
Towards a European learning community on cultural heritage

Marcella De Martino | Senior Researcher, CNR IRISS
Adaptive reuse of religious heritage in Naples: the experimentation of “Ad Maiora” project

Raffaele Lupachini | Director of European Funds of the City of Salerno, Partner of Horizon 2020 CLIC
The circular adaptive reuse of cultural heritage in Salerno

Aliona Lupu, Ivo Allegro | Iniziativa Cube
Public-private-people partnerships cooperation towards circular finance for cultural heritage

Discussion (15 min)

15:45-16:00 h | Break

16:00-17:00 h | Session 4
Evaluation methods for cultural heritage adaptive reuse and regeneration in the circular economy perspective

Chair: Martina Bosone | CNR IRISS

Francesca Buglione, Martina Bosone, Mariarosaria Angrisano | University of Naples Federico II, CNR IRISS, Pegaso University
Opportunities for cultural heritage adaptive reuse: towards the definition of “satisfying project” for Edifici Mondo in Salerno, Italy

Valentina Apicerni, Valentina Castronuovo | CNR IRISS
Data analysis for circular cultural tourism: an experimentation in six European pilot heritage sites

Francesca Nocca | University of Naples Federico II
Circular economy and cultural heritage conservation: a proposal for integrating Level(s) evaluation tool

Eugenio Muccio, Giuliano Poli | University of Naples Federico II
Circular, Cultural and Creative City. A Multi-dimensional Decision Making Process for Metropolitan Regeneration Strategies

Sabrina Sacco, Stefania Regalbuto | University of Naples Federico II
A Decision-Making Process for Circular Regeneration of The City-Port: The East Naples Case Study

17:00 h | Conclusions
Luigi Fusco Girard, Antonia Gravagnuolo, Andrew Potts

17:30 h | End of conference