



Innovative Financing of Cultural Heritage

Conference Agenda

30 May 2013

Rationale

The conservation and management of cultural, artistic and architectural heritage has given rise to a vast body of literature and mobilised the interest of many decision-makers at various levels, including international organisations, national and local authorities, NGOs and a wide range of private and public donors. The evolving nature of conservation, as well as its links with urban development, the tourist sector and the creative industries, has been discussed in several arenas and at numerous events. Whatever the emphasis of the specific tasks and priorities under discussion, the management and conservation of heritage goods requires investment and the funding issue needs to be addressed. The conference's objective is to provide a forum for discussion of innovative approaches to the challenges of financing heritage investment, particularly in the current European financial environment, where the need to invest to preserve the value of heritage assets for society clashes with constraints on the availability of public funds. While the economics of heritage has been often addressed, a less extensively explored aspect concerns the scope to capture financially the benefits associated with investing in heritage and cultural goods and the potential to attract the attention of investors or donors interested in developing self-sustaining revolving instruments to complement grant and sponsorship mechanisms. These opportunities may also encompass tourism, accommodation, multiple uses for the restored facilities and investment in the areas surrounding the sites. They may be of interest to ethical funds and/or philanthropic organisations that intend to achieve a high enough return to replenish the capital invested for subsequent redeployment, but also to have an impact on conservation outcomes, and possibly also in terms of revitalising historic town centres, generating employment and improving the environment. With this in mind, the conference brings together contributions from policy experts, international organisations, organisations directly engaged in the management of heritage goods and donors/investors.

9:30 – 10:00	Registration and welcome coffee
10:00 – 12:40	Morning session Moderator: Wesley Kerr, Chair of London Committee, Heritage Lottery Fund
10:00 - 11:00	Part 1: Challenges
10:100 – 10:20	Urgency: The “7 Most Endangered” Initiative John Sell, Executive Vice-President, Europa Nostra
10:20 - 10:30	The Case for Innovative Financing Gianni Carbonaro, Head of the Municipal and Regional Unit, European Investment Bank
10:30 - 10:55	Financing Culture and Heritage: the Emerging Challenges Keynote Speaker: Francesco Bandarin, Assistant Director-General for Culture, UNESCO
10:55-11:10	Questions and Answers
11:10-12:40	Part 2: Case Studies and Lessons Learned
11:10-11:25	Urban Regeneration in a UNESCO-listed Historical Centre Presenter: Ana Delgado, Chief Executive, Porto Vivo
11:25-11:40	Reconciling Hospitality Finance and Conservation needs Presenter: Juan Zaballa, Managing Director, Paradores de España
11:40-11:55	Crown Estate’s London West End Project Presenter: Alastair Smart, Head of Development, Crown Estate
11:55-12:10	A View from the US Presenter: Donovan Rypkema, President, Heritage Strategies International
12:10 - 12:25	Financial Instruments for UNESCO Sites – A research project. Presenter: Xavier Greffe, Professor of Economics, University of Paris- Sorbonne
12:25 – 12:40	Questions and Answers
12:40 – 14:00	Lunch

14:00 - 16:00	Afternoon Session - Roundtable and Discussion Moderator: Liz Peace, CEO, British Property Federation
14:00 – 15:30	Roundtable: Raising Finance - What scope for innovation? Participants: David Tomback, Development Economics Director, English Heritage Leon Herrera, Director, European Cooperation and Strategy, Council of Europe Development Bank Christoph Schumacher, Management Board, Union Investment Institutional Property Ian Morrison, Head of Historic Conservation, Heritage Lottery Fund Luis Araújo, Manager for International Operations, Grupo Pestana Marek Szczepański, Managing Director, EU Funds, Bank Gospodarstwa Krajowego Ian Lush, CEO, Architectural Heritage Fund
15:30 – 16:00	Closing remarks and final discussion Jonathan Taylor, Vice-President and Management Committee Member, European Investment Bank
16:00	End of event