Working Group. La industria de contenidos y la sostenibilidad: las redes CYTED

Preliminary Summary

The different CYTED networks from different countries make a brief presentation about their experiences. The debate is then opened and is based on problems, recommendations and suggestions. It is agreed to write a document for CYTED about the problems and solutions identified. It is unanimous the need to give continuity to the project and also to do the necessary amendments to make it more productive. Therefore, in spite of the criticism, there is an unanimous recognition of the project and its results.

Final Summary

CYTED Network Chile: reuse of mining territories
The network is composed of 13 groups: NGO’s, institutions of different disciplines. Research is about reuse of mining territories. One of the researches was about landscape biography, identifying several itineraries; it was done using photographs of landscapes with 100 years of difference, the same landscape in different historical
moments, and people had to colour what persisted. Another project was about a geopark.
A procedure has been proposed to guide all the different projects within the network. Three books have been published about the different projects.

**Trama 3 Network**
Forum that aims to overcome the traditional paradigm of heritage, taking into account the sustainability of projects in the territory where they are developed. It is a network for multivocal action in Archaeology, Anthropology and Environment, a network of public science projects and active community participation which aims to work collaboratively and collate scientific experience of co-construction of knowledge around multivocal heritage. It turns into a discussion on the role of social sciences in relation with the heritage.
Problems: it is difficult to make visible the impact of some actions, commitment is fluctuating. It is recommended that Trama 3 experience was extrapolated to other projects.

**CYTED Network Argentina**
Network of Centres of Cultural Astronomy, with 10 countries, 14 research centers and about 79 researchers involved. The main objective was to work in Latinoamerica from the idea that astronomical representations are social and cultural constructions. Subaltern groups in Iberoamerica, natives or indigenous, have a cultural close connection with the sky, therefore working on astronomy from this perspective means valuing them.
Another objective was to energize the Interamerican Society of Cultural Astronomy. The third one was to disseminate knowledge among general public Different courses were created, congresses, research projects, open access publications were generated etc. The network got to avoid the relocation of the Chaco meteorite, also the consolidation of the Interamerican Society of Cultural Astronomy was an achievement.
Problems: regulations, conflicts between local and international organisations, problems of sustainability, lack of funding for researchers mobility to different countries, academic structures difficult interdisciplinary work.

**Debate:**
It is agreed to focus on problems, recommendations and suggestions. Argentina: without the CYTED network the project would not have been implemented. The intention was that CYTED was a sort of detonator to create a community spirit, and it worked, but distance is a problem. Chile: it worked but it is necessary to give continuity to the network. Juan Castro says that it is a successful project but it falls short in a number of issues, lack of follow-up, lack of use of political pressure etc. Chile: CYTED should go further and facilitate contact between different projects Brasil: adds the matter of good practices. Rocío: Dissemination. Are content industry results only books? CYTED is only a network for projects contact and exchanging of experiences, but not for projects implementation. There is not political or symbolic support.
Ana: common thread of perverse confluences, it is necessary to see that the only possible control is by the receiver.
Barcelona: some local governments say that they do not invest in heritage because it makes them lose elections. Heritage strategies have failed although having generated employment.
Argentina: importance of adding anthropological component to archaeological work. Barcelona: they have been self-critical and can see that are contextual reasons that go further than local parameters.
Argentina: the problem is to try to value heritage
Brasil: distance between Archaeologists and community when archaeology becomes commercial, profitable, serving legal requirements for companies’ set-up. CYTED is not aware of its importance and the benefit that provides.
Chile: it would be positive that CYTED projects could go from being funded to self-funding.
Argentina: CYTED has a lot of information that should make available to the different projects and this would not need funding.
Juan Castro: as a summary he proposed the following:

Problems: lack of a common vision between CYTED and the different national and international institutions, and bureaucratic conflicts; small impact of the CYTED networks results on the public agenda
Reflections: success in the creation of a community and also in making visible specific problems of each project to the others; it is necessary to make visible the medium-term results; it is necessary a major direct contact between the different projects and networks.
Recommendations: CYTED should improve awareness about its own political capital in order to have a real influence; a results follow-up should be done; the interaction between networks of different sectors should be promoted.

Argentina: points out that there are no exigencies on dissemination but on the projects results.
It is agreed to write a document for CYTED at the end of the event.
Good practices cases have been mentioned but CYTED problem is how to give continuity to them, could it be possible that those networks were a way to lead towards a future with content industries? What funding could be used?
Human development before economic development, there is an underlying political issue and CYTED should use its political and symbolic capital to take political part.

Proposed summary points: legitimacy; transversality; entrepreneurship; concept of extended heritage; market, what market?; subsides and public support.