

# Working Group 7 Summary

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## Working Group metadata

<b>Manager: Eva Parga-Dans</b>
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<b>Room: Suseia</b>
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<b>Date: 31/01/2017</b>
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<b>Start Time: 14.45</b>
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<b>End time: 18.15</b>
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## Session Synoptic Minutes:

### Introduction

#### Agenda

**Short presentations** from 2:30 pm to 4:30 pm. Each of you will have 10 minutes to make short presentations reflecting or analyzing case studies about the relationship between social innovation in archaeology/heritage and its applicability. It would be good if you could focus on: 1) Identify successful and failed experiences in social innovation and entrepreneurship from the fields of heritage and archaeology, to then 2) reflect about practical cases and problems going on in the present, and 3) analyze the key factors associated to the crisis of the archaeology and heritage sector, including institutional, economic and social. There is no specific format for the presentation, but we welcome any kind of video/PPW/audio support.

- **Coffee break** from 4:30 pm to 5:00 pm. We will join other participants of the working groups.
- **Factory of ideas** from 5:00 pm to 6:30 pm. During the previous phase of short presentations, each of you should identify 2 key factors, keywords, ideas, processes or questions that, for you, summarize each of the presentations. Later on, we

will put together and discuss these key features to then identify collectively elaborate the final conclusions. To do so, we will organize small working groups within the meeting. The results from WG7 will follow a 6+6 format: 6 main ideas, 6 concepts, 6 research questions. This conclusions will be presented at the final plenary session on Wednesday.

Research question and objectives.

Situation of professional archaeology: at the verge of collapse.

New paradigms never arrive. Need for innovation: participative ways, how archaeology can generate new ways

Presentations and participant identify **2 key concepts**.

1) Francesco Ripanti.

In quest for heritage value

Vignale, case study. Roman, no touristy, treasure finders, recently people go to "experience" the past (public archaeology experience) the sense of belonging is built together with archaeologists.

Could it be a model? Sustainability of the project, transformation local economy, tourism...No money invested. Mosaico found.

Conclusions: siderurgy industry, SWOT to improve tourism, Parchi....advantage to promote environment

2) Giulia Osti. A Sturgeon Story.

Excavation project The Pilastrri, public archaeology experiment. Carried by a company.

Team structure: communication team...

Social engagement: different experiences: archaeology of food (without digging), a sturgeon story. Rests of this fish were found during excavations in 2014. There weren't findings of sturgeon and crisis. Further developments: new areas of interest identified Conclusion: funding, people (not getting people's unexpected needs), further development (deeper analysis)

Archaeology failure inside its domain

Archaeology can have a great social role

3) Noemi Arazi: From an Archaeological start-up a non for profit organization..

African infrastructure boom, fast, was seen as potential to implement commercial archaeology. Pipeline.

Chad export project: biggest projects in Africa, cultural archaeology. Funded by private companies and World Bank.

As a result of that experience the University of Brussels created spin-off companies (tech advances for human sciences) HMS Services 2009. And provided : cultural heritage impact assessments, promote heritage conservation, training....

This type social innovation: promoting commercial archaeology in Africa...

Different projects in Central Africa countries (2009-2015)

Positive impacts: pipeline led to revision of heritage regulation, training in commercial archaeology ..., job creation, community engagement and participation, boost for African archaeology and heritage

Unsolved challenges: outdated legislation....

Challenges: no investors, restricted funding,

Found difficulties with funders

4) Magnus comments his experience in the museum, exhibition on the burglary, very successful.

5) Brendon Wilkins, his company Dig Ventures..., in the context of collapsing economy. 2012, looking for new ways for archaeology, crowdfunding or the project, many people joined them, open works, thousands of people were to see the excavations while they weren't excavating. Learnt: it is not about the money, important to build a community... shared economy . It is not a market model, is not charity, is more like gift economy. Pain points: no money,

Participant (GianGiusseppe) suggests that that model could be exported to many European countries. Good for sustainability. Brendon mentions Costa do Castros project. Volunteers issue.

Hybrid way of funding: crowdfunding and other ways of funding. Important. Using many tools to make the project "sexy": facebook live...

6) Pablo Alonso, Ecomuseo Ponte, this project responds to the Spanish situation, to the corruption and model of heritage management. Association of neighbours. Social Innovation ecosystem, Heritage as a "common", law: common property, Experimental project: based on critic of current model, based on a association of neighbours,

What they do at the Museum: ethnographic heritage, the idea is not to preserve stones but to tell them who we are, our traditions... Seeing things in the present and possible ways of collapsing...and food: traditional recipes, sharing food, **social innovation objective to make people live**

Problems, role of archaeologists?, no cultural heritage management by the Administration...

Managing World Heritages sides now

Local people don't speak about heritage or archaeology but like their traditions, their language, the idea is "to educate" them on this. Political ideas behind the project.

7) Gian Giusseppe speaks about his personal experience. Cultural programs at the European Commission. Created a "CultureLAB" (private consultancy company). Connection between research and

society/community, all research must have an impact on the community. Key concepts in other social innovation projects, that are everywhere and are empty of content.

Eva agrees about the empty content of most of concepts, speeches on social innovation and the importance about reviewing specific projects.

Vignale project: advantages (network, local community and disadvantages (not funding, economic sustainability)

Other ideas: connection between things that are not connected apparently: archaeology and food.

Narrow conception of heritage by the European Institutions, for example, that are the funders. Archaeologist should broaden their fields of work (Noemi Arazi). It is important to have institutional affiliation to do archaeology. Most of archaeology that has been done is commercial archaeology, the commercial sector has fallen, what is the way now? Broad the ways, maybe going into food...

Archaeologist: find the past

Interesting opportunities

New ways of getting the money

Stop treating the public as an audience,

Magnus tells his experience, they tried to set up a unique project of public archaeology but they couldn't

Conclusions Participative Heritage Management group: Obstacles should be anticipated since the beginning of the project

Key concept: reconstruction

Differences on the conception of heritage between the south (do not touch, property...) and the north of Europe (open to the public...).

Cross institutional

## **Preliminary Summary**

*(to be written immediately after the working session to be distributed among participants)*

Working group 7 focused on different experiences of social innovation in archaeology. Four participants presented their experiences and three more briefly exposed theirs.

Vignale, A Sturgeon Story, spin off company HMS Services, Dig Ventures, Ponte Ecomuseum, exhibition at Bohusläns museum, CultureLab.

Following the presentations the discussion is based on:

- Lack of funding, looking for and exploring new ways.
- Difficulties to engage with society/communities. Importance of building a community.
- Models of heritage management. Heritage legislation. Political side.
- Concept of social innovation: empty content of concepts.
- Broadening archaeology, interdisciplinarity, connection between different fields.

## **Final Summary**

*(To be written before 13 Feb 2017 to be uploaded in the Nearching Factory repository)*

The archaeological sector is at the verge of collapse and new paradigms are needed. In this context, a new rhetoric of social innovation is emerging emphasizing the need to strengthen social participative community processes.

Working group 7 focused on different experiences of social innovation in archaeology, examples of how archaeology can try to generate initiatives of sustainable production. Four participants presented their experiences and three more briefly exposed theirs: Vignale, A Sturgeon Story, spin off company HMS Services, Dig Ventures, La Ponte Ecomuseum, exhibition at Bohusläns museum and CultureLab.

-Vignale project has been identified, after a SWOT analysis, as an opportunity to improve local economy while engaging the community, and perhaps as a sustainable way, but this is questioned.

-A Sturgeon Story: The Pilastris excavation project as a public archaeology experiment. Experience of different ways of social engagement, through "archaeology without digging". Some rests of a fish called sturgeon were presumably found during excavations in 2014. There were great expectations but actually there weren't findings of sturgeon and there was a crisis. However they managed to focus on other areas of research.

-HMS: As a result of leading the CHM program of the Chad Export Project, a big archaeological project, the University of Brussels created a spin-off company

(tech advances for human sciences) called Heritage Management Services HMS Services (Heritage Management Services) in 2009. It was specialized in the African market and provided cultural heritage impact assessments, promoted heritage conservation, training, helped clients conform to the laws... HMS closed in 2015 due to different funding problems.

- La Ponte ecomuseum, this project responds to the Spanish situation, to corruption and model of heritage management. It is an association of neighbors, managed by local people as a way to socialize heritage using ethnographic tools. Heritage is seen as a "common".

Dig Ventures, English company that started in the context of collapsing economy through a successful crowdfunding. Follow the 'open for works' model, and thousands of people get involved.

Bohusläns museum suffered a burglary and an exhibition was made about it. It was very successful.

Culture Lab, founded in 2002, is a consultancy company specialized in raising funds from the European Commission for cultural cooperation initiatives and in project management. It has a cross-sector approach, not only focusing on heritage but on other fields of the cultural industry.

Following the presentations the discussion is based on:

- Alternatives after the fall of commercial archaeology model
- Lack of funding, looking for and exploring new ways. How funding works in institutions as the European Commission.
- Difficulties to engage with society/communities. Importance of building a community. There is no heritage without people.
- Models of heritage management. Importance of heritage legislation. Political side.
- Concept of social innovation: empty content of concepts. Social archaeology instead of social innovation.
- Broadening archaeology, interdisciplinary approach, connection between different fields, towards an open/holistic concept of heritage.

