ECOMUSEUMS/CO-CREATION IN HERITAGE MANAGEMENT

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ECOMUSEUM IS.....

- Ecomuseum can be called "a cultural institution which assures permanently, in a given territory and with the participation of the population, functions of search, conservation and development of a set of natural and cultural goods, representative of an environment and the ways of life that have taken place there"
  
  (Carta Ecomuseum).

- Ecomuseum as territory-heritage-community (Henry Rivière, Hugues de Varine)

- Ecomuseum as "[...] a dynamic process by which communities preserve, interpret and enhance their heritage according to sustainable development." (Local Worlds, a community of practice of European ecomuseums)
ECOMUSEUM IS GOOD PRACTISE BECAUSE....

- It’s a reality directs to promote the sustainable development of the territory, through the development and networking of local cultural dynamics, creating synergies with tourist and economic sector, attention to environment and the promotion of sustainability.

- Objectives of the ecomuseums lay to promote social cultural and natural heritage, also in an intangible dimension, for the advantage of the population. Therefore, the ecomuseum can contribute to shape the identity of the people, promoting positive social dynamics and improving the life of people.
How to become ecomuseum...commitments and principles

- To recognise local communities as the only holders of their culture. They can to interpret and to legitimate it.

- Participation is essential in ecomuseum. Culture is a communal and democratic good and it must be managed democratically.

- If there is a conflict between tourism and cultural preservation, priority should be given to the latter. The authentic heritage should not be put on sale, although the production of quality goods based on traditional activities should be encouraged.

- Integrated and long-term planning is very important. We must avoid the short-term economic profits that can destroy the culture.
How to become ecomuseum...commitments and principles

- The protection of the cultural heritage must be integrated into an overall environmental approach. In this regard, materials and traditional techniques play an essential role.

- Social development is a prerequisite to create ecomuseums in dynamic communities. The wealth of the people should be improved without compromising the traditional values.

- Ecomuseum starts organizing a public meeting with the people.

- The start of the process depends on activation of a laboratory of ecomuseum into a location donated by the proposer.
How to become ecomuseum...commitments and principles

- Ecomuseum is a collaboration between volunteers, associations, public and private authorities, experts. The management must allow balance between request of participation expressed by the actors. Local institutions are facilitators of shared governance.

- The proposer adheres to RECEP-ENELC - European network of local and regional authorities which is created to carry out European Landscape Convention. [www.recep-enelc.net](http://www.recep-enelc.net)

Liuzhi Principles for the development of eco-museums, Donghai, 2006, Communication and Exploration, Trento-Beijing, SCM-IRES-PAT.
Lab for landscape will be reference point in the territory. They will be located inside public space where it should start a new process of education to cultural heritage.

The labs will host temporary exhibitions and meetings. Some groups will produce materials and will carry out archival research. Schools will can achieve special projects and environmental research. Associations will realise exhibitions, book presentations, research, itineraries.

The labs will propagate and promote locally and territorially the project of ecomuseum.

Participation of citizens in the activities of the labs will be stimulated by interventions and activities to promote a new relationship with the environment in which they live, actions designed to understand and communicate the many values of urban and rural territory, selecting the elements of which it will promote conservation and proposing solutions to the problems related to the changes and modifications of the local landscape.

The activities of labs will implement the principles of European Landscape Convention which affirms: “The recognition of an active role of people in decisions that concern their landscape can offer them the opportunity to better identify themselves with the territories and the cities where they work and spend their leisure time.” (European Landscape Convention)
The figure of ecomuseological facilitator has the task to lead the community during the realisation of project that developments a community mapping.

http://www.provincia.terni.it/ecomuseo/documen
ti/manuale%20del%20FE.pdf
Community mapping is a tool with which the inhabitants of a place have the opportunity to represent the heritage, landscape, knowledge in which they can identify with themselves and want to pass down future generations.

Community mapping highlights the way in which the local community sees, perceives, attributes value to its territory, its memories, its transformations, its current reality and how it would like in the future. It consists of a cartographic representation or something product or processed in which the community can identify itself.

Community mapping have become instruments to plane the local development.

www.mappadicomunita.it
Inhabitants identify the rules for a correct conservation and transformation of territory. They highlight positive and negative values of their landscape, propose solutions and highlight problems to improve the places of their everyday life. An important phase of the process will be constituted by the concrete realization of the local landscape requalification designed by citizens.
Interpreting local archaeological landscapes. It’s possible to achieve projects that connect the sites with the territory and with the actors involved in this process of building new landscapes.
ECOMUSEOLOGICAL INSTRUMENT...Short and local supply chains

The process relates the correct use of local resources with the promotion of landscapes and local identities to create integrated economies and local development. They are focused on the producers with their knowledge and promote collaboration between different actors (farms, restaurateurs, tourist, tour operators) with a viewpoint of short supply chains characterized by a link between producers and consumers. In this way, the producers have visibility and an adequate profit and consumers have the possibility of a sharing of technical and local cultures.
ECOMUSEOLOGICAL INSTRUMENT... 
Interpretation and storytelling

Ecomuseum uses creative and innovative tools by which to interpret and communicate the cultural identity of a territory. Ecomuseum gathers stories produced by the work of the other places of local culture and offers them to local public and general public, with easy and appropriate manner. These tools can find expression in physical locations such as creation of interpretation centers (e.g. museum of rural culture), but also in specific actions such as cultural walks and events with the use of different forms of art, multimedia and publishing products.
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