



INTERNATIONAL CONFERENCE ON CULTURAL HERITAGE PRESERVATION

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Split, Croatia

ROUND TABLE

1. NEEDS & ADVANTAGES
2. 2. From idea to product. The marketing plan
3. 3. The vaste range, the next steps, future research.



1. NEEDS & ADVANTAGES

- ✧ What can it do?
- ✧ How does it do it?
- ✧ Why is this interesting – for you?
- ✧ Potential uses
- ✧ What are the selling points



2. From idea to product. The marketing plan

- ✧ The users? The client?
- ✧ Who is willing to pay for it (its the economy you jerk)
- ✧ Rationale.
- ✧ The marketing plan – get practical and forget your content ambitions.
- ✧ How will you sell the investment.
- ✧ The system specifications



3. The vaste range, the next steps, future research.

- ✧ The next steps
- ✧ What are the major challenges
- ✧ Future prioritised research subjects / topics
- ✧ Research or development / implementation
- ✧ Who gets the 3. The vaste range, the next steps, future research.benefit from CH?



WHAT IS CHIC?

- ✧ WHAT IS CHIC? WHAT DOES IT DELIVER?
- ✧ GUIDELINES FOR USER FRIENDLY SYSTEM FOR CH MANAGEMENT
 - ✧ dynamic interaction with end users
- ✧ DELIVER NUMBERS IN ECONOMIC TERMS (COSTS VS RETURNS). With experiences based costs.
- ✧ SATISFIES THE NEED FOR INTERDISCIPLINARY INPUT IN CH
- ✧ TO SUPPLY A TOOL FOR A CH EU STRATEGY?
 - ✧ MAKE OUR RESEARCHER LIFE EASIER – MULTILAYER SYSTEM
 - ✧ FOR WHOM?
 - ✧ CONTRACTORS?



PRODUCT ATTRIBUTES ADVATAGES

- ✧ What can it do? Quality control (how will you do that),
- ✧ Bridges gap between industry and ch managment
- ✧ Scientific support to policies
- ✧ Management system that reduces costs for maittenance and repair and makes the statistical reporting to parliament more effecient
- ✧ Collect and structure huge amounts of knowledge and deliver it to the user. **Practioner based**, examples for use in my case (benchmarking). Can develop new tools and experience.
- ✧ Deliver comparable information across Europe for statistical reporting and management by objectives.
- ✧ 2/3 of govt managment systems are in paper – so this system provides a format (guideline)
- ✧ How does it do it? BY IMPLEMENTING GUIDELINES.
- ✧ What are the selling points



MARKETING

- ✧ Do we have a business plan? The users? The client?
 - ✧ Who is willing to pay for it? WE ARE NOT READY FOR A CLIENT.
 - ✧ NEED TO WORK MORE (WORK = PLEASE DEFINE)
 - ✧ THE EU HAS PAID – CAN PAY MORE
- ✧ A EU Directive?????A standard? = Metadata standard for constructed cultural heritage in Europe TC 346
- ✧ Rationale 1. Has to match an existing policy need!. Strategy for built heritage. Tourism. Regional development. Cultural Heritage Label.
- ✧ Develop a set of mandatory data (CHIC Guidelines) that is interesting for the management and reporting on the EU Heritage Label.
- ✧ Gis then applications are open.

- ✧ The marketing plan – EU heritage label.



RESEARCH

- ✧ The next steps
 - ✧ Use the pillars in Horizon to argue for ch research: A. invest in future jobs and growth b. peoples' concerns about their **livelihoods, safety and environment**. C. Strengthening the EU's global position in research, innovation and technology.
 - ✧ Economic research, job creation, tourism and economic importance of maintenance.
 - ✧ This interesting research and comprises a number of technical issues – proposals made here.
 - ✧ “Use cultural heritage to save Europe”
 - ✧ Petition stakeholders / research projects 1986.