



MSCA: Non-Academic Stakeholders Meeting

**MSCA Experience in Research-Action Projects
Cultural Heritage & Civil Society**

Mrs Isabelle Brianso (PhD), *Maître de conférences* – Avignon University - France



MSCA Experience - Projects

- My Experience as Researcher in **Marie Skłodowska-Curie Actions**

- Intra-European Fellowship (**IEF-FP7**) – (2013-2015)

- **Closed** Project since June 2015 – led by Dr. Isabelle Brioso (UAB, Spain)

- Research and Innovation Staff Exchange (**RISE**) – (2015-2018)

- **Ongoing** Project since January 2015 – led by Prof. Yves Girault (MNHN) & Dr. Isabelle Brioso (Avignon University, MNHN)



MSCA Experience - Projects

▪ Intra-European Fellowship (IEF-FP7) – (2013-2015)

VALOGLOB – EU Cultural Policy and Intercultural Dialogue in Time of Globalization: A Comparative Study of Cultural Values Concerning Cultural Heritage for Civil Society (Faro Convention, CoE 2005).

EU Context: The Council of Europe (CoE) is currently promoting the *Faro Convention on the Value of Cultural Heritage for Society* (2005) as an innovative and powerful legal tool facing complex social and cultural challenges. Within this framework inhabitants have been identified as key actors to strengthen democratic participation in cultural heritage policy for society.



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VALOGLOB – EU Cultural Policy and Intercultural Dialogue in Time of Globalization: A Comparative Study of Cultural Values Concerning Cultural Heritage for Civil Society (Faro Convention, CoE 2005).

CoE Context: “European societies, being transformed under the combined effects of the economic crisis, energy transition, demographic or migration factors and a reduction in resources, call for new development models driven by greater democracy, strengthened citizen participation and better governance based on more open, reactive and transparent institutions.

In this context, the Council of Europe’s *Framework Convention on the Value of Cultural Heritage for Society* (the Faro Convention) is innovative in linking the concept of the "common heritage of Europe" to human rights and the fundamental freedoms for which the Council of Europe remains one of the historic guardians. The Faro Convention provides an original contribution to the issues related to "living together", quality of life and the living environments where citizens wish to prosper.” (CoE)

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EU Context: Furthermore, the Council of Europe has set up the Joint Programme “Support to the Promotion of Cultural Diversity in Kosovo” (**PCDK**) contributing to increased intercultural dialogue, social cohesion and economic development through an integrated and inclusive approach for long-term sustainability of cultural and natural heritage in Kosovo. The project aims at facilitating the development of viable heritage planning and management in Kosovo in accordance with European norms and standards, with a strong emphasis on community well-being through the active participation of all stakeholders and civil society.



MSCA Experience - Projects

■ Intra-European Fellowship (IEF-FP7) – (2013-2015)

- Faro Convention (COE, 2005): from the normative text to local implementation (top-down process)

The **semiotic analysis** of the normative text defines the investigation framework of concepts studied in the field. We use the original text (Faro Convention) as research scientific source (corpus) and not Faro *principals* which are an interpretation by experts and administrative staff.

Our concern in this research work is to assess **in the field** complex & innovative concepts [(Heritage Community (art. 2), European Common Heritage (art. 3), Democratic Participation (art. 12)] on a well-rehabilitated heritage area (Junik, Kosovo)



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■ Intra-European Fellowship (IEF-FP7) – (2013-2015)

➤ Faro Convention (CoE): a normative text into action

Based on PCDK project (I & II) which focuses on four major components (capacity development, education and public awareness, local economic development and community well-being), our concern is to **assess (Inquiry) social & cultural values in a heritage place with high priority for the joint project PCDK** in order to design a “photography” of mentality changes from people living on a heritage site: community development and intercultural dialogue on a well-defined heritage area: Junik.

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▪ Intra-European Fellowship (IEF-FP7) – (2013-2015)

- Faro Convention (CoE): a normative text into action

- Thus, we proceeded to the evaluation (**inquiries**) in the field (Junik):
 - Identification of the spatial organisation of Junik in the territory: cultural heritage site, villages, communities, landscape, etc.;
 - Collect quantitative data: frequentation annual data , villages census (data);
 - Field enquiries (qualitative data): 2 questionnaires and specific interviews to measure social and cultural values between local population and Junik site;
 - Treatment and interpretation of the enquiries;
 - Final report and publication.

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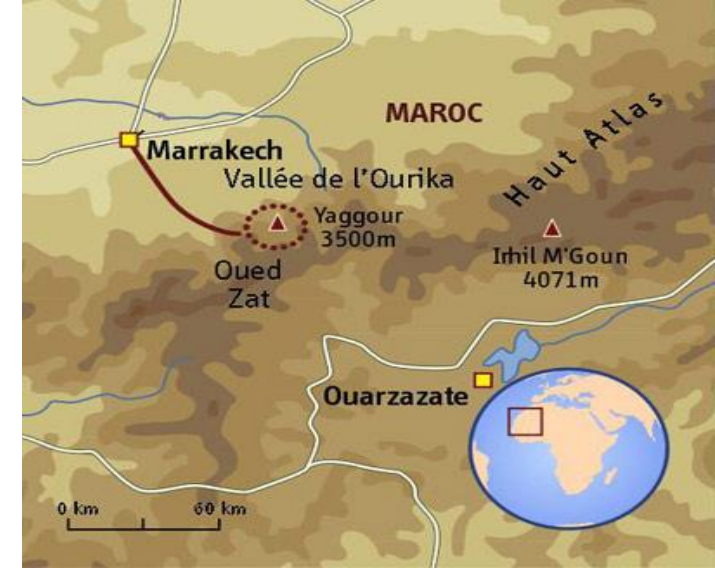


▪ Research and Innovation Staff Exchange (RISE) – (2015-2018)

GEOPARKS - Heritage, Education and Sustainable Development - an Innovative Methodology for Southern Countries. Case Study in Morocco (Atlas Mountains, Marrakech).

EU Context: According to the *Charter of the European Geoparks Network* adopted in Greece the 5th June of 2000, a European Geopark “is a territory which includes a particular geological heritage and a sustainable territorial development strategy supported by a European programme to promote development. [...]”. These territories have been labelled regarding their geological, cultural and ecological heritage - since the early 2000s this Label knows a growing success among European countries, particularly in the West (France, Germany, Italy, Spain). This international recognition by UNESCO attracts Southern countries to implement development strategies in line with the recommendations of good-practices management oriented by international organizations (UNESCO).

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GEOPARKS – Heritage, Education and Sustainable Development - an Innovative Methodology for Southern Countries. Case Study in Morocco (Atlas Mountains, Marrakech).

Area of Geopark study in Morocco:

Zat Valley (Morocco/AF): The Zat valley is located in the Moroccan High Atlas at about sixty km from the city of Marrakech (World Heritage City, 1985). Covering an area of 452 km², the valley is crossed by the Oued Zat, areas of medium and high mountain (highest point: Jebel Meltsen 3600m altitude), high plateau Yagour. With a semi-arid climate and Mediterranean and mountain vegetation type, the Zat valley based on traditional agricultural activity which barely allows the rural population to support their needs. Like other valleys of the High Atlas, the valley has a very rich and varied geological, ecological and archaeological heritage including the rock carvings (Yagour). (Bellaoui, 1989)

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▪ **Research and Innovation Staff Exchange (RISE) – (2015-2018)**

GEOPARKS – Heritage, Education and Sustainable Development - an Innovative Methodology for Southern Countries. Case Study in Morocco (Atlas Mountains, Marrakech)

Main objective: is to develop an innovative & common **methodology** providing better access of Southern countries regarding Geopark inscription process (candidatures) through a sustainable development but, not to carry out a GEOPARK inscription in Zat Valley. It is a fragile ecosystem which needs a permanent attention not only regarding cultural & natural heritage but also on local population living in this territory.



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Work Packages: WP1 (led by UAB-Spain) focused on “Geology, Biodiversity and Environment” – WP2 (led by UCAM-Morocco) focused on “Heritage and Geo-development (Tourism, Social, Territory)” – WP3 “Higher-Education in Geopark Issues” & WP4 “Dissemination and Management” (led by MNHN).



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GEPARKS – Heritage, Education and Sustainable Development - an Innovative Methodology for Southern Countries. Case Study in Morocco (Atlas Mountains, Marrakech)

Ongoing Tasks: Scientific & participative inventory (Biodiversity & Culture) – Stakeholders dynamics in Zat Valley due to Geo-Tourism – Global policy on Geoparks (Northern & Southern Countries)



MSCA Experience - Projects

- **Stakeholders and Research : which Benefits & Balance ?**
- Participative approach (civil society)
- Study of circulation process: bottom-up & top-down (global vs local)
- Discussions & debates regarding the meaning of “heritage” (scientific approach vs participative approach)
- Better assessment of the Territory (tensions, actors, relationships, power, etc.)
- Shared know-how (knowledge, techniques, storytelling, local memories, etc.)
- Valorization of *in situ* know-how (inventory, virtual tools, etc.)