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## Cultural Heritage



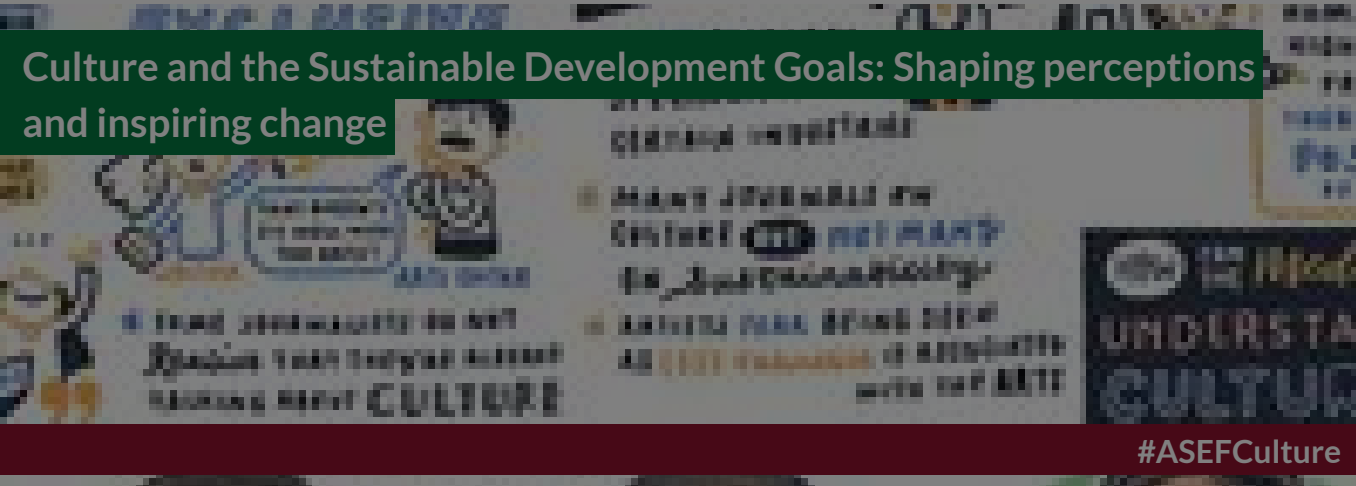
International creative consultancy **Economía Creativa** has

recently published a report entitled ***Cultural Heritage - Innovative Audience Development. Best Practices***, produced in the context of the European Year of Cultural Heritage 2018. The report has been produced following an online questionnaire launched by Economía Creativa in late 2017, with the aim of providing case examples from across Europe on how heritage sites and heritage projects reach out to audiences and enable local sustainable and inclusive development. This allowed the research team to identify **12 best practices from 12 European countries**: UK, Poland, Italy, Spain, Portugal, Sweden, Germany, Romania, Hungary, Greece, Croatia and Czech Republic. The case examples provide **a rich insight into how cultural heritage can empower endogenous development and social inclusion**, sustainable tourism, cross-sectoral cooperation, community and regional integration, generate employment and harness entrepreneurship opportunities, being both a source for non-formal and informal learning and enhancing intergenerational exchange and dialogue between local citizens and tourists. The Project has recently been recognised as a best practice on culture and local development at **OECD LEED Forum on**

**Partnerships and Local Development.** The report *Cultural Heritage - Innovative Audience Development. Best Practices* is available to download for free at <https://culturalheritageaudiencedevelopment.wordpress.com/the-report/>

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[culture360.asef.org](http://culture360.asef.org) brings Asia and Europe closer by providing information, facilitating dialogue and stimulating reflection on the arts and culture of the two regions.

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