

Revitalizing  
Cultural Heritage

# NEW INHERIT

Breathing  
New Life into  
Historic Spaces

**NEWSLETTER #2**

November 2024



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Creative Europe - CREA-CULT-2023-COOP  
Grant Agreement: 101131362  
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## Why we developed New Inherit

NEW INHERIT seeks to contribute to creative and cultural sectors as a mean to create jobs and to sustain culture and innovation with the principle of co-creation and entrepreneurial mind-set and competences utilizing the transfer of knowledge and the new approaches to curriculum building of Cultural Heritage adaptive re-use and experimental actions supported by community consultation.

NEW INHERIT Project builds on the 2019 Green Deal, the 2018 Digital Action Plan, the EU Agenda for Culture and New European Bauhaus in contributing to utilize efficiently new technological advances for promoting the acquisition of cultural entrepreneurial and digital competences, as well as cultural skills through innovative and creative activities addressing Cultural Heritage transformation.

The impact of this project is for the creation of cultural related new jobs and skills in the circular economy through cultural heritage adaptive reuse,

boosting cultural  
startups and  
sustainable hybrid  
businesses and  
empowering young  
cultural professionals,  
local communities and  
stakeholders through  
public-private-social  
cooperation models  
based on the idea  
implementation during  
the CULTURAL SPACE  
ACTIVATION.



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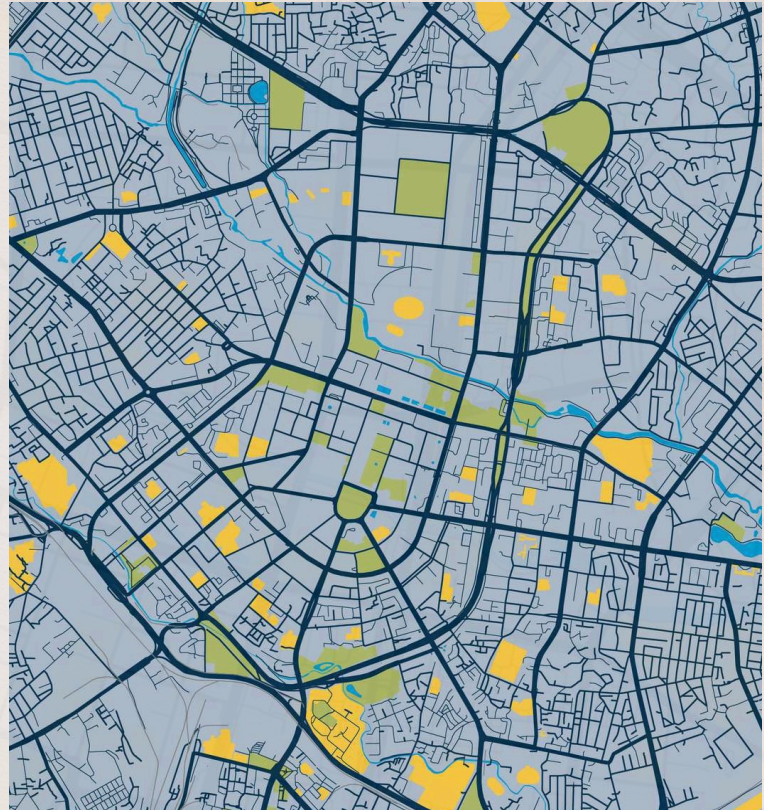
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## Project Partners

A consortium of **nine organisations**, including urbanism specialists, capacity-building & non-formal education NGOs, metropolitan municipalities, and European-level networks.

Our partners have a combined decades of experience in **developing interventions in the space of placemaking, urban co-creation, and non-formal education.**



**CULTURE GOES EUROPE / WEIMAR, GERMANY**

**URBAN FOXES / BRUSSELS, BELGIUM**

**UP PROJECT / SPAIN**

**THE EMPHASYS CENTER / CYPRUS**

**YOUTH FOR EXCHANGE AND UNDERSTANDING / BRUSSELS, BELGIUM**

**SGUARDI URBANI / ITALY**

**URBAN IDEAS AND DESIGN ASSOCIATION/ SOFIA, BULGARIA**

**THE CITY OF MURCIA / SPAIN**

**ASOCIACION INSTITUTO DE GESTORES Y PROGRAMADOR / SPAIN**



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## Cultural Ambassadors Program Overview

The program will engage young professionals in culture-related fields to **drive community cultural activation in our Testbed Sites**. During the **three trainings and study visits**, as well as through the mentoring program, we will develop skills in cultural space activation and adaptive reuse of heritage spaces, contribute to local activities, promote non-formal education, and ensure the inclusion of socially excluded groups within these processes. The program will involve **continuous engagement** through **meetings & co-creation** during the program period of 12 months. The three trainings study visits and training sessions will take place in Germany, Spain, Brussels.

## Testbed Sites Overview

### **Spain: 4 Cultural Ambassadors**

Testbed Site: Former Barracks in the city of Murcia

### **Belgium: 4 Cultural Ambassadors**

Testbed Site: The Brussels North Station

### **Germany: 4 Cultural Ambassadors**

Testbed Site: The Other Music Academy (OMA) & The Eiermann Building

### **Bulgaria: 4 Cultural Ambassadors**

Testbed Site: A former Freight Station in Sofia

### **Italy: 4 Cultural Ambassadors**

Testbed Site: “neu [nòi] – spazio al lavoro” of Palermo

### **Cyprus: 4 Cultural Ambassadors**

Testbed Site: ‘Ktima Gerolemo’ with the Community Council of Omodos



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## Open Call for Cultural Ambassadors

In August an Open Call for Cultural Ambassadors looking to support the adaptive reuse of heritage sites through platforming cultural professionals was open. The call was designed to attract **young professionals in cultural and creative sectors** who are interested in working with **heritage conservation and community engagement**.

Applicants were required to have a background in cultural management, arts, or a related field and be residents of one of the participating countries. The call also sought individuals with a demonstrated commitment to cultural activation and adaptive reuse, with preference given to those with experience in community-based projects or heritage conservation.

A total of **24 ambassadors from the 6 partner countries** were selected for the Cultural Ambassadors Program which will provide them with **training, mentorship, and practical experience in cultural space activation**.



### **Mentorship**

Through a long-term mentorship program, the ambassadors will receive guidance from cultural professionals and a community of peers, designed to support their growth and development in the cultural sector.



### **Study Visits**

The ambassadors will participate in three study visits to Germany, Spain and Belgium, exploring successful placemaking cases and gaining hands-on experience in cultural space activation.



### **Networking**

They will connect with a network of cultural ambassadors, local partners and networks across Europe.



### **Funded Local Actions**

They will engage in funded local actions, applying their skills and creativity to real-world cultural projects with the support of the program.



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## Objectives and Approaches What we are aiming to achieve

### Promoting the Adaptive Reuse of Heritage Spaces

We will aim to generate and implement frameworks for the adaptive reuse of unused or underused heritage buildings into cultural hubs, the project looks to renovate historical sites but also to revitalise them, with social infrastructure, creating spaces that respond to contemporary community needs.



### Generating an Enabling Environment for Cultural Entrepreneurship

To activate the role of creative arts and social actors, the project will work with Cultural Ambassadors, and develop entrepreneurial skills within these actors of the cultural sector, with a particular focus on young professionals. Through training and mentoring opportunities, we seek to generate new sustainable cultural enterprises regarding adaptive reuse.



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## Objectives and Approaches What we are aiming to achieve



### **Capacity-Building of Creative Arts and Socio-Cultural Actors within Adaptive Reuse**

Integrating arts and social work into the framework of heritage space activation is the centerpiece of the social-infrastructure approach, bringing in the capacities of creative arts and social actors within community development, enabling us to address social issues, and social inclusion and cohesion.

### **Linking Local Communities to Adaptive Reuse Action**

The fourth leg of our approach is the importance of community involvement, through the cultural ambassador program, the project ensures that local communities are engaged in the planning and implementation of the cultural initiatives in our Testbed Sites. A participatory approach which ensures cultural projects reflect and benefit the community, strengthening senses of ownership of these adaptations.



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## Training and observatory case visit in Germany, 24-28/11/2024

The Cultural Ambassadors Program will kick off with a **five-day residential training and observatory case visit in Germany from 24-28 November**, covering Berlin, Erfurt, and Weimar. During this visit, ambassadors will explore **key themes in placemaking and cultural space activation** through a dynamic program of site visits, exchanges, and reflective sessions. Highlights include visits to urban regeneration projects like Haus Der Statistik, Atelier Garten, and BrotFabrik. Ambassadors will also engage in testbed exchanges with peers, meeting with OMA e.V. to discuss site-based challenges and solutions. Ambassadors will share insights and refine their approaches to local activation projects and will apply tools from the New Inherit Toolkit to develop needs-based frameworks tailored to their own cultural sites. Stay tuned for more updates as the program unfolds!



*To learn more updates about our project,  
[check out our Website!](#)*



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## Cultural Ambassadors Program Timeline

### **Residential TC & Observatory Case Visit in Berlin, Erfurt & Weimar, Germany | 24th-28th November 2024**

A five day study-visit to placemaking cases in Germany (Berlin, Erfurt, Weimar)

### **Residential Training & Observatory Case Visit in Murcia, Spain | April 2025**

A five day study-visit to placemaking cases in Murcia, and an opportunity for in-person mentoring on your local actions.

### **Final Evaluation Meeting | 2025**

An online meeting of the partners and cultural ambassadors, to collect experiences and learning throughout the program.

### **Preparation meetings | October 2024**

Online spaces to network with cultural ambassadors from across the partnership, and to design the training programs in the context of your needs.

### **Funded Residency of Cultural Ambassadors within Placemaking Testbed Sites | Ongoing Until September 2025**

Mentored and funded local actions, which will be developed during our trainings.

### **Residential Training & Observatory Case Visit in Brussels, Belgium | 2025**

A five day study-visit to placemaking cases in Belgium, and an opportunity for in-person mentoring on your local actions.



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