



JPI CH Joint Call IDENTITIES & PERSPECTIVES: RESPONDING TO SOCIETIES

JPI CH Joint Call

Cultural Heritage, Identities & Perspectives: Responding to Societies

LAUNCH DATE: 2020
FUNDING AWARDED: €3.9M
FUNDED PROJECTS: 6
PARTNERS INVOLVED: 22

FUNDING INSTITUTIONS & PARTNERS

Bulgarian National Science Fund (BNSF), Bulgaria; Ministry of Education, Youth and Sports (MSMT), Czech Republic; Estonian Research Council (ETAg), Estonia; Agence Nationale de la Recherche (ANR), France; General Secretariat for Research & Technology (GSRT), Greece; Ministry of Education and Science (IZM), Latvia; Lietuvos mokslo taryba (LMT), Lithuania; Dutch Research Council (NWO), Netherlands; The Research Council of Norway (RCN), Norway; Ministry of Culture and National Heritage (MKiDN), Poland; Fundação para a Ciência e a Tecnologia (FCT), Portugal; Swedish Research Council (SRC), Sweden; Arts and Humanities Research Council (AHRC), United Kingdom.

Originating from a pivotal transformation within heritage studies, this JPI CH joint call addresses the field's departure from its traditionally nation-centered orientation. For many years, foundational research in the 1980s positioned the nation as the primary context for heritage, debating its role as either a positive force for social belonging or a negative one that fostered a nostalgic retreat from present-day challenges. However, the last few decades have witnessed a significant expansion and diversification of museum and heritage studies, opening up critical new inquiries into what heritage is, who it serves, and what it 'does'.

This evolution has been driven by several key factors. Grassroots movements and community activism have successfully championed the inclusion of previously neglected heritages and the participation of marginalized communities. Concurrently, academic shifts, particularly in cultural studies and postcolonial criticism, have focused attention on the intersectionality of race, gender, and class in the formation of heritage, setting new agendas for the decolonization of collections. The "transnational turn" in the humanities and social sciences has further broadened the lens, highlighting the complex interplay between local, national, and transcultural identities. In response, international organizations and curatorial practices are becoming more sensitive to diversity, co-creation, and the intangibility of "living heritage."

Modern advancements have also introduced new dimensions and challenges. Digitization has provided unprecedented opportunities for access and for reconnecting communities with heritage lost through colonization or illicit trade, though barriers to equitable access remain. Furthermore, emerging research connecting heritage with health, wellbeing, and sensory studies is unlocking fresh understandings of how people relate to the past. In light of this dynamic and expanding landscape, this JPICH CHIP Call invited scholars to develop innovative and interdisciplinary research. Proposals were encouraged to address the following five overarching topics:

1. Rethinking the implicit role of cultural heritage in society
2. Perspectives on and constructions of cultural heritage
3. Cultural heritage management approaches: co-creation, connecting communities and sustainable development goals
4. Innovative and inclusive (digital) access to cultural heritage
5. Impacts of cultural heritage: cultural, economic, user, public and social values

Learn more at <https://www.heritageresearch-hub.eu/call/cultural-heritage-identities-perspectives-responding-to-societies-joint-call/>

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CULTIVATE: Co-Creating Cultural Narratives for Sustainable Rural Development

DURATION: 2021-06-01 - 2024-05-31

BUDGET: €796K

SUBJECT AREAS

Changing environments, Climate Change, Community involvement, Cultural Landscapes, Heritage values - Identity, Intangible Heritage, Natural Heritage, Rural Heritage, Sustainability, Sustainable development, Sustainable Development Goals

“Co-creating cultural narratives to sustain rural landscapes and communities.”

INTRODUCTION

CULTIVATE seeks to understand the role of cultural heritage in shaping sustainable landscapes and communities in the face of societal challenges such as the climate emergency, and transitions required by the Sustainable Development Goals. It explores how cultural narratives are co-created, contested, and negotiated at community, regional, and national scales, using methods that foreground cultural values, identity, and relationships between people and land. The project integrates cultural heritage paradigms with socio-ecological systems to design a methodology analysing how narratives emerge in relation to stakeholder dynamics, landscape features, and drivers of change. Research is conducted across four Biosphere Reserves to compare and synthesise across diverse rural landscapes, informing policy, planning, and management of heritage, and empowering communities through participatory co-creation.

CONSORTIUM

UK University of the Highlands and Islands (Coord.)

CZ Czech University of Life Sciences

EE Estonian University of Life Sciences

NO University of Bergen

IMPACTS & RESULTS

- The project engaged communities in the Biosphere Reserves to elicit and understand cultural narratives related to sustainable development.
- Collaborative co-creative approaches helped Biosphere stakeholders implement and benefit from CULTIVATE methodology in ways that aligned with regional priorities and aspirations.
- Synthesis of findings across different landscapes and socio-economic contexts provided cross-cutting insights for applying cultural narratives in regional sustainability and in achieving global SDGs.
- Cultural narratives were produced in each landscape covering themes such as community identity, future land use, tourism practices, and responses to global challenges.
- Creative outputs for public engagement were produced in each region including short films, books and interactive maps
- Policy recommendations were developed to integrate intangible heritage into planning and management.
- The methodology combining socio-ecological systems theory with heritage has been developed into a transdisciplinary learning framework (Bohnet et al. 2025).

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Learn more at heritageresearch-hub.eu/project/cultivate

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DeCoSEAS: Decolonizing Southeast Asian Sound Archives

DURATION: 2021-06-01 - 2024-05-31

BUDGET: €650K

SUBJECT AREAS

Archives, Collections, Ethnology, History, Intangible Heritage, Libraries

“Opening Southeast Asian sound archives: transferring agency, expanding voices, reshaping heritage.”

INTRODUCTION

DeCoSEAS is a transnational research project focused on hearing and listening as dialogical modes of knowledge formation in order to renegotiate established understandings of heritage curation. The project aims to decolonize cultural heritage through three core orientations: improving access to intangible heritage, transferring agency to stakeholders, and diversifying the dialogue around curation of sound collection (Music and spoken voices). Researchers in the Netherlands, UK and France worked together with academics, curators, and NGOs in Southeast Asia to open up sound collections currently preserved in Europe that have been barely accessible. DeCoSEAS develops a set of initiatives— Web dissemination, visiting fellowships, publications, and outreach projects—to bring these collections into academic, curatorial, and public spaces.

CONSORTIUM

NL University of Amsterdam (Coord.)

GB SOAS University of London

FR Centre Asie du Sud-Est / CNRS

IMPACTS & RESULTS

- DeCoSEAS strives for inclusion of voices that have been unheard in heritage discourse by engaging both historical recordings and Southeast Asian partners.
- It provides new insights in heritage curation through collaboration between origin communities and European institutions.
- It improves access through Pratinada, a common multilingual portal, to more than 7,000 sound recordings collected since the colonial era, that were previously difficult to reach: field recording, radio program, performance from Indonesia, Viet Nam, Philippines, Timor-Leste, Cambodia, Malaysia, Papua New Guinea, Myanmar, Laos.
- It produced 3 open access collections with contextual descriptions (Jaap Kunst sound collection, BBC Empire Service, Penanian).
- It transfers agency to cultural originators through visiting fellowships allowing stakeholders to engage with, interpret, and use their heritage.
- It diversifies dialogues about sound heritage, making curation more reflexive, critical, and contextually aware. It expands public understanding of sound heritage through outreach and publications.

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Learn more at heritageresearch-hub.eu/project/decoseas

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PICCH: Polyvocal Interpretation of Contested Colonial Heritage

DURATION: 2021-03-01 - 2023-02-28

BUDGET: €1247K

SUBJECT AREAS

Archives, Collections, Ethnology, Heritage values - Identity

“Opening archives to multiple voices: polyvocal reinterpretation of Europe’s colonial audiovisual past.”

INTRODUCTION

Many memory institutions across Europe hold collections connected to colonial histories that continue to be challenged by communities of origin, ethnic minorities, and civil society. PICCH investigates how these institutions approach the dissemination and public engagement of such contested colonial heritage. The project examines how collections are presented, interpreted, and accessed, and explores strategies for fostering more critical, inclusive, and dialogic forms of engagement. By studying practices across different archives and cultural contexts, PICCH identifies how institutions navigate the complexities of colonial legacies in their outreach, education, and interpretation efforts. Through collaboration with archivists, researchers, artists, and community groups, the project develops a transnational and polyvocal framework for rethinking how colonial heritage is shared and discussed with the public today.

CONSORTIUM

GB Sheffield Hallam University (Coord.)

NL Vrije Universiteit Amsterdam

FR Aix-Marseille University

NO Oslo Metropolitan University

PL VoiceInteraction

IMPACTS & RESULTS

- The project works with three key institutions – the Netherlands Institute for Sound and Vision, the French Institut national de l’audiovisuel, and the Pitt Rivers Museum in Oxford, UK – to make colonial collections accessible and open to reinterpretation.
- Archival materials originally produced within colonial frameworks are critically re-appropriated and reinterpreted to support the decolonization of knowledge and promote a more inclusive understanding of shared histories.
- PICCH fosters polyvocality within archives by creating new ways for diverse audiences to access, question, and engage with the past through contemporary interpretative frames.
- The project also explores the dual perspectives of decolonisation – contrasting approaches taken in former colonial powers with those emerging from formerly colonised nations – to understand how institutions can meaningfully address colonial legacies.
- The Timeline Exhibition, a digital representation of 50 years of independence from Dutch colonial rule in Suriname, created entirely by Surinamese artists, archivists, and historians, foregrounding local voices and self-representation.

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Learn more at heritageresearch-hub.eu/project/picch

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NuSPACES: Nuclear Spaces: Communities, Materialities and Locations of Nuclear Cultural Heritage

DURATION: 2021-06-01 - 2024-06-01

BUDGET: €499K

SUBJECT AREAS

Archives, Built Heritage, Climate Change, Collections, Conservation, Ecology, Heritage values - Identity, History, Intangible Heritage, Libraries, Monuments - Sites, Museums, Natural Heritage, Objects, Rural Heritage, Sustainability, Tangible Heritage, Tourism, Urban Heritage

“Reframing nuclear legacy through heritage, space, and community agency.”

INTRODUCTION

NuSPACES considers nuclear cultural heritage as an emerging field shaped by decommissioning, environmental concerns, and local community experiences. Because nuclear sites are being dismantled and reimagined, tangible and intangible forms of this heritage risk being lost, and power over what is preserved may reinforce inequalities. The project works across the UK, Sweden, and Lithuania to document how communities, nuclear industries and cultural institutions define nuclear heritage, how museum displays and heritage sites are made, and how waste decommissioning processes intersect with what gets preserved. Through stakeholder collaboration, empirical research, and policy-oriented outputs, NuSPACES aims to produce new knowledge, publish findings, and offer guidelines for sustainable and inclusive heritage governance.

CONSORTIUM

UK Kingston University London (Coord.)

SE Linköping University

LT Vytautas Magnus University

IMPACTS & RESULTS

- NuSPACES documents and examines nuclear cultural heritage-making in three national sites: Sellafield and Dounreay (UK), Barsebäck (Sweden) and Ignalina (Lithuania).
- It creates new knowledge chains connecting researchers, heritage practitioners, nuclear industries and community stakeholders.
- It exposes how different definitions of nuclear heritage emerge in local versus national cultural narratives.
- It analyses the role of heritage in the decommissioning of nuclear objects, including what materials and records are kept in archives.
- It explores how nuclear cultural imaginaries travel across national, international and global routes.
- It identifies social, institutional, and environmental pathways for governing nuclear cultural heritage more sustainably.
- It produces empirical data, academic publications and workshops to share insight.
- It delivers policy guidelines to inform heritage practice, museum exhibitions, and decommissioning strategies.
- It supports the inclusion of local community voices in what is preserved and how nuclear heritage is presented.

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Learn more at heritageresearch-hub.eu/project/nuspaces

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OLIVE4ALL: Olive Heritage for Sustainable Development : Raising Community Awareness of Living Heritage.

DURATION: 2021-06-01 - 2024-05-31

BUDGET: €644K

SUBJECT AREAS

Collections, Community involvement, Ethnology, Heritage Management, Heritage values - Identity, Intangible Heritage, Monuments - Sites, Museums, Rural Heritage, Sustainability, Sustainable development, Tangible Heritage, Tourism

“Rediscovering olive heritage to raise awareness of sustainable development in Mediterranean societies.”

INTRODUCTION

OLIVE4ALL is about raising awareness of sustainable development through heritage, using olive heritage as a case study because of its symbolic and identity-value in the Mediterranean, yet its undervaluation in Euro-Mediterranean contexts. The project builds an interdisciplinary and transposable methodology starting from a critical heritage approach to make visible often-neglected rural heritage and the communities connected to it, including stakeholders who may not recognise its social value. It experiments with a transmedia device combining narration, sensory experience, and digital technologies to reach audiences distant from heritage. Once heritage is appropriated, the project develops tools for local stakeholders to dialogue, network, and integrate heritage into territorial development, thereby strengthening public policy and contributing to resilience.

CONSORTIUM

FR Avignon University (Coord.)

PT Polytechnic Institute of Leiria School of
Tourism and Maritime Technology – ESTM

GR University of Thessaly Network

Implementation Laboratory

IMPACTS & RESULTS

- Creating a heritage inventory in the three participating countries.
- Raising awareness among stakeholders and distant audiences of olive heritage's value using transmedia systems such as exhibitions, documentaries, sensory and multimedia narrations.
- Deploying devices of cultural mediation based on narration, sensoriality and digital technology.
- Exploring territorial development by investigating how heritage promotion can support responsible tourism.
- Conducting field surveys while raising awareness and facilitating local stakeholder participation.
- Promoting food heritage as a way to engage societies in sustainable development in human, social, economic, and environmental dimensions.
- Developing tools to help local stakeholders dialogue, network, and integrate heritage into the development of their territory.
- Demonstrating that giving more space to heritage helps respond to global challenges accentuated by the health crisis.

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Learn more at heritageresearch-hub.eu/olive4all

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Re:voice: Narratives, Perspectives, and Performances of Marginalised Intangible Cultural Heritage

DURATION: 2021-06-01 - 2023-05-31

BUDGET: €608K

SUBJECT AREAS

Cultural Landscapes, Heritage values - Identity, Intangible Heritage, Tourism, Sustainable development

“Reframing participation in minority cultures’ ICH for resilient, inclusive societies.”

INTRODUCTION

Re:voice studies heritage and societal change in regions where minoritised national cultures exist in the UK (Cornish), The Netherlands (Frisian), and Latvia and Estonia (Livonian). Focusing on intangible cultural heritage (ICH), it explores how a wide range of people engage with minoritised cultures’ ICH, and seeks a better understanding of the ethical and practical dimensions of this participation. By considering participation in minority cultures’ ICH in changing, plural societies, Re:voice seeks socially positive pathways for people coming together through ICH, where marginalised voices are heard and valued, to shape resilient, inclusive societies into the future.

CONSORTIUM

UK Falmouth University (Coord.)

LV University of Latvia

EE University of Tartu

NL University of Groningen

IMPACTS & RESULTS

- Working with local and national authorities, cultural organisations, and minority communities to provide findings for policy and practice.
- Showing how the sustainability of intangible cultural heritage depends both on minority communities and on how majority populations engage with, access, and participate in its creation.
- Amplifying voices of marginalised communities that have been silenced or overlooked by changing societies.
- Re-framing relationships between majority and minority narratives so as to produce a richer, more balanced cultural whole.
- Edited volume in Routledge’s Critical Heritages of Europe Series Revoicing Intangible Cultural Heritage: Perspectives from the Margins of Europe, edited by Laura Hodsdon, Valts Ernštreits, Kadri Koreinik, and Sjoerd-Jeroen Moenandar.

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Learn more at heritageresearch-hub.eu/project/re-voicing-cultural-landscapes

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