NAME OF THE PRACTICE
ECOMUSEO CASILINO

Co-funded by the European Union

Short summary of the practice: The Ecomuseum is a cultural institution that represents what a territory is and who its inhabitants are. It starts with the living culture of the people, their environment, what they have inherited from the past, what they love, what they want to show to visitors and pass on to their children.

Goal of the practice: The EcoMeuseo Casilino (Rome) launched an app and a map, where every citizen can share their or their family, company story in the neighbourhood.

Target group: All citizens

Number of participants: Unlimited

Age of participants: Adults and Youth, 16+

Materials:

Smartphone

Internet access

Method Settings: Time needed to consult the app.

Duration of the practice: Maximum half a day including the post-walk workshop.

Preparation: A proper preparation for the learners is needed.

Step-by-step guide: The Ecomuseum is a cultural institution of the territory based on a pact with which a community undertakes to take care of an area. In particular, a pact means an agreement that is generally shared and not imposed from above by the authorities. The protagonists are not only the institutions, since their role must be accompanied by a broad involvement of citizens and local communities in caring for, preserving and enhancing, for today and for the future, the cultural, environmental and natural heritage. This is done to increase rather than consume its value. The territory is understood in a physical sense, but above all as the history of the people who live there and the relationships and material and immaterial signs left by those who have inhabited it in the past.

The other distinctive element of the Ecomuseum is the concept of widespread musealisation over a territory, even a vast one, unlike normal museums that instead concentrate their activities in a single physical structure. The instance of the urban Ecomuseum is therefore an act of positive exercise and re-appropriation of the rights of citizenship to participate in and influence decision-making processes concerning urban planning choices and the transformation of the urban environment.

To sum up, the constitutive elements of an Ecomuseum are:

Pact: means sharing objectives and strategies, not prohibitions or coercive rules.

Community: means broad participation because institutional initiative alone is not enough.

Care: it means loving and enhancing an area, handing it over to future generations improved, using it with a view to the long term and not hit-and-run.

Territory: means space but also and above all, history, stories, material and immaterial culture, nature and emotions.

The Ecomuseum is a dynamic process in which a community conserves, interprets and enhances its heritage in the function of a shared and sustainable development.

Expected output: Introduce new people to the concept of the Ecomuseum.

DOs, DONTs and ethical considerations of the method: The Ecomuseum encompasses four essential elements: pact, community, care, and territory. The pact signifies a shared vision and goals, emphasizing collaboration and the absence of restrictive rules. The involvement of the community is vital, as institutional initiatives alone cannot effectively preserve and enhance the heritage. Care involves a deep sense of love and responsibility for the area, ensuring that it is passed on to future generations in an improved state. The territory is not merely physical space; it represents the rich history, stories, material and immaterial culture, nature, and emotions associated with the community. The Ecomuseum operates as a dynamic process, wherein the

community actively conserves, interprets, and enhances its heritage in alignment with shared values and sustainable development. It enables community members to develop a sense of ownership, pride, and belonging while fostering a deeper understanding and appreciation for their cultural and natural surroundings. The Ecomuseum acts as a vehicle for sustainable community development, promoting long-term engagement, and fostering a harmonious relationship between people and their environment.

Change the method brings to the communities: The practice actually is hovering between citizen control, as in the example of this neighbourhood, and delegated power, in the case when an EcoMuseo is set up by the municipality.

Adaptation/Application of the method: As the practice makes the collective heritage visible and helps citizens to co-create future scenarios, the method helps to change the mindset but also the physical urban planning of the neighbourhood. Understanding the heritage, the people create a sense of belonging, which includes as well migrants and newcomers, as they can add their own lived story to the collective narrative of the area. This bottom-up approach initiated a process of neighbourhood and social revitalisation process, which is not otherwise institutionalized in Rome. By training future guides, the practice helps to qualify low-skilled workers and creates perspectives for otherwise marginalized groups.

Credit, References, and Resources:

The link to the EcoMeuseo Casilino - http://www.ecomuseocasilino.it/

Ecomuseum Concept: A Saskatchewan Perspective on "Museums without Walls" -https://heritagesask.ca/pub/Resources/Publications/Ecomuseum%20Concept%20(09%202016).pdf

Smart Ecomuseum App for Efficient Management of Local Resources, International Journal of Multimedia and Ubiquitous Engineering, Vol.9, No.3 (2014), pp.41-50, http://dx.doi.org/10.14257/ijmue.2014.9.3.05 - https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=3af98020e1e1fd7ed40ecd9731118d8925d772da

Personalization in Digital Ecomuseums: The Case of Pros-Eleusis, March 2023, Applied Sciences, 13(6):3903, DOI: 10.3390/app13063903 - https://www.researchgate.net/publication/369401570