

Cultural heritage action plan

	ISSUE	PRIOR.	MAIN GOAL	SPECIFIC GOALS	ACTIVITIES	PERFORMANCE INDICATOR	DIFFICULTY	MATERIAL RESOURCES	HUMAN RESOURCES	TERM
PEOPLE	Dissemination and awareness	HIGH	Promote education and knowledge about the heritage resource	Promote dissemination and knowledge about the heritage resource for all age groups (from children to the elderly)	Plan dynamic activities that publicise the heritage resource (talks, conferences, games, etc)	No. of outreach and educational activities carried out in the past year				Short term
						No. of people who attended the activities carried out in the past year				
						Attendance rate for the activities according to the places offered.				
				Improve the presence of the heritage resource on social networks and communications media, and give visibility to its activities and work	Create a mailchimp (marketing by e-mail with the opportunity to subscribe)	No. of monthly publications on social networks and outreach channels.				Medium term
						No. of outreach channels the heritage resource has				Short term
						Constant updating of the website and social network content	No. of monthly publications on social networks and outreach channels.			
	Training	HIGH	Improve existing education and knowledge about culture and heritage for the heritage resource's users, visitors and professionals	Promote knowledge about cultural heritage amongst the heritage resource's professionals and employees	Create courses and workshops on various interesting subjects in relation to the heritage resource's management	No. of training activities carried out in the past year				Medium term
						Attendance rate for the activities according to the places offered.				
						No. of people who attended the activities carried out in the past year				
				Promote knowledge about cultural heritage amongst user and visitors to the resource	Create courses and workshops on culture and general heritage	No. of training activities carried out in the past year				Short term
Attendance rate for the activities according to the places offered.										
No. of people who attended the activities carried out in the past year										
Public health	LOW	Ensure the well-being and comfort of the heritage resource's users	Identify weak points that affect users' comfort	Install elements that contribute to visitors' well-being	No. of elements contributing to visitors' comfort (vegetation, water, air quality, lighting, etc)				Short term	
			Get to know the indicators of the presence of allergens in the vegetation at the heritage resource	Identify the species with the highest allergen index and their flowering times	Indicator of the presence of allergens				Medium term	

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PLANET	Biodiversity	LOW	Promote knowledge about the vegetation at the heritage resource	Get to know about the heritage resource's biodiversity	Set up an index of plant species at the heritage resource	No. of different plant species at the heritage resource				Long term
	Procurement of services	MEDIUM	Promote relations with sustainable and local entities in the procurement of external services	Promote local suppliers	Procure services from local businesses, using local products	Proportion of local products and suppliers				Medium term
				Incentivise the inclusion of sustainable habits in other bodies	Recruitment of sustainable suppliers	Proportion or number of sustainable suppliers				Medium term
	Circular economy and waste management	LOW	Set up a consumption model involving lower waste generation and higher reuse and recycling.	Reduce waste and encourage its recycling	Minimise paper use	Proportion of waste recycled				Medium term
					Use recycled materials in workshops	Proportion of waste recycled				Medium term
					Waste separation and recycling	Proportion of waste recycled				Short term
	Sustainable management of water resources	MEDIUM	Make it possible for the heritage resource to make responsible use of water resources and, therefore, stimulating environmental protection	Water regularisation and use	Installation of taps with timers	Water consumption at the heritage resource over the past year				Medium term
					Installation of a drip irrigation system	Proportion of smart irrigation				Medium term
					Installation of a water saving system: dual flush toilet cisterns	Water consumption at the heritage resource over the past year				Medium term
	Sustainable management of equipment and fittings	LOW	Encourage the use of traditional, sustainable materials as well as their reuse	Improve fittings and equipment management	Reuse the same equipment in various activities	Proportion of materials and elements reused in different activities				Long term
	Energy transition and climate change	LOW	Stimulate actions that ensure the use of renewable energy and improvement to energy efficiency, contributing to the fight against climate change	Improve energy efficiency	Minimise the use of air conditioning and heating regulating the temperature in the rooms	Electricity consumption during one year				Short term
					Encourage traditional ventilation to regulate the temperature indoors	Electricity consumption during one year				Short term
					Installation of automatic sliding doors	No. of passive conditioning systems				Long term
					Improve insulation in doors and windows	No. of passive conditioning systems				Medium term
					LED lighting	Electricity consumption during one year				Short term
					Outdoor lighting with light detectors	Electricity consumption during one year				Medium term
					Lighting with motion detectors in the toilets	Electricity consumption during one year				Medium
				Use renewable energy	Installation of solar panels	Proportion of energy from self-consumption				Long term
Heating and air conditioning using a heat pump fed by photovoltaic solar energy with self-consumption	Proportion of energy from self-consumption					Long term				

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PROSPERITY	Accessibility and inclusion	HIGH	Ensure access and inclusion for everyone, whatever their abilities may be	Ensure that people with mobility problems can access all the facilities	Provide mechanical means to aid people with motor disabilities to access the upper floors	Proportion of surface area accessible to people with disabilities				Short term
				Improve the experience of people with visual problems	Include tactile elements for people with visual problems	Proportion of adapted equipment and fittings				Short term
				Improve the experience of people with hearing problems	Schedule a monthly guided tour in sign language	Proportion of adapted equipment and fittings				Short term
				Improve the experience of people with cognitive difficulty	Create educational materials for people with cognitive difficulties	Proportion of adapted equipment and fittings				Medium term
				Improve the experience for the elderly	Create materials and guided tours for the elderly	Proportion of adapted equipment and fittings				Short term
	Heritage conservation, protection and safeguarding	HIGH	Ensure good conservation of the heritage resource using innovative techniques and activities	Study of the heritage resource and its elements	Research, inventory and cataloguing of the heritage resource's elements	No. of activities and actions devoted to the heritage resource's conservation, protection and safeguarding				Medium term
				Conserve the heritage resource and its elements	Preventive conservation and restoration work	No. of activities and actions devoted to the heritage resource's conservation, protection and safeguarding				Medium term
	Employment and working conditions	HIGH	Guarantee good employment and good working conditions	Guarantee good employment and working conditions	Recruitment according to current regulations	Percentage variation in the minimum salary provided for in the collective agreement				Short term
	Sustainable economic management	HIGH	Manage economic resources responsibly and viably	Assess economic management of the heritage resource	Create an economic management plan	Annual percentage of income over expenses				Medium term
				Seek alternative funding	Seek sponsor bodies, public subsidies and external funding	Percentage of annual expenditure coming from external funding				Long term
	Sustainable tourism management	HIGH	Promote sustainable tourism	Promote sustainable tourism	Regulate capacities in activities to promote staggered tourism with less impact	No. of strategies or actions linked to promoting sustainable tourism				Short term
					Get to know the degree of satisfaction of residents with respect to tourism	Degree of satisfaction of the local residents with respect to tourism (surveys)				Long term
					Create alternative routes to prevent saturation of the spaces that are most in demand	No. of strategies or actions linked to promoting sustainable tourism				Short term
	Equal opportunities	HIGH	Ensure access to the heritage resource for everyone, without distinction	Ensure access to the heritage resource for everyone, without distinction	Create a an individual plan promoting equal opportunities	Gender parity index in the organisational structure (%)				Long term
						Proportion of people at risk of poverty and exclusion (ARPE) who regularly provide service (%)				
Proportion of people with a disability of 33% or above who regularly provide service (%)										

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PROSPERITY	Investment and funding	MEDIUM	Seek financial resources that do not come from the usual means	Seek alternative funding	Seek sponsorship and public subsidies	Proportion of the annual budget coming from external funding (%)				Long term	
	Digital transformation	MEDIUM	Inclusion of technological resources in all the areas of the heritage resource	Include technological resources in the exhibition hall	Include digital resources into the explanatory discourse for the heritage resource	No. of technological resources used in managing the heritage resource				Long term	
				Digitise the heritage resource's archives and elements	Create a digitised archive	Digitise the heritage resource's archive	Percentage of archive digitised				Long term
				Digitise the heritage resource's elements	Digitise the heritage resource's elements	Percentage of heritage digitised				Long term	
	Users and local community	MEDIUM	Promote relations with the local community	Place value on local culture	Hold workshops or activities the place value on local culture	No. of activities carried out with the local community				Medium term	
				Participation with the local community	Take part in community activities, even if they are outside the resource's area of action, for example, competitions, shows, etc.	No. of activities carried out with the local community				Long term	
PEACE	Ethical management, good governance and transparency	MEDIUM	Introduce good moral values, with actions that take social, environment and justice aspects into account	Promote the heritage resource's transparency and good governance	Draw up a progress report	Publication of progress reports and sustainability reports				Long term	
					Create a code of ethics for the institution	Create a code of best practices				Medium	
	Citizen participation	MEDIUM	Include participation by the stakeholders in managing the heritage resource	Include participation by the stakeholders in managing the heritage resource	Set up regular meetings with the stakeholders and civic centres	No. of participatory processes and events held in the past year				Short term	
					Create a group of volunteers for the heritage resource	No. of people doing active voluntary work				Medium term	
PARTNERSHIPS	Public/private partnerships and collaborations	HIGH	Promote the collaboration of the heritage resource with other bodies, both public and private	Promote partnerships and collaborations with public and private bodies	Enter into collaborations with various bodies	No. of institutions or bodies that the heritage resource collaborates with				Medium term	
					Carry out an annual joint, collaborative action	No. of collaborative actions with public and private entities				Medium term	