

Policy Brief
Deliverable D7.1
Version FINAL



Odeuropa

NEGOTIATING OLFACTORY AND SENSORY EXPERIENCES IN CULTURAL HERITAGE PRACTICE AND RESEARCH



The Odeuropa project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004469. This document has been produced by the Odeuropa project. The content in this document represents the views of the authors, and the European Commission has no liability in respect of the content.

Grant Agreement No.	101004469
Project Acronym	ODEUROPA
Project full title	Negotiating Olfactory and Sensory Experiences in Cultural Heritage Practice and Research
Funding Scheme	H2020-SC6-TRANSFORMATIONS-2020
Project website	http://odeuropa.eu/
Project Coordinator	Prof. Dr. Inger Leemans KNAW Humanities Cluster Email: inger.leemans@huc.knaw.nl
Document Number	Deliverable D7.1
Status & version	FINAL
Contractual date of delivery	December 2021
Date of delivery	December 2021
Type	Report
Security (distribution level)	Public
Number of pages	22
WP contributing to the deliverable	WP7, WP6, WP4
WP responsible	WP7
EC Project Officer	Hinano Spreafico
Authors:	Inger Leemans, ¹ Cecilia Bembibre, ² Sophie Elpers, ¹ Dunja Mladenic ³
Internal reviewers:	Matija Strilc, ² William Tullett, ⁴ Sofia Ehrich ¹
Affiliations:	(1) KNAW, (2) UCL, (3) JSI, (4) ARU
Keywords:	Policy Making, Olfactory Heritage, Cultural heritage Policy, Intangible Cultural Heritage, Digital Heritage, Patrimoine sensoriel
Abstract:	One of the objectives of the Odeuropa project is to develop policy recommendations for European tangible and intangible cultural heritage brokers and policymakers to help identify, preserve and safeguard our past and future olfactory heritage. To reach this objective, Odeuropa is developing a fine-grained strategy: identifying stakeholders, researching state of the art and possible opportunities for policy making, developing useful input for policy makers, and organizing policy making events. In this policy brief, we describe our strategy framework and initial activities, and we present the insights obtained on the basis of a first round of research.

Table of Revisions

Version	Date	Description and reason	By	Affected sections
0.1	5 December 2021	First draft	IL, CB, DM, SEIp	all
0.2	10 December 2021	Review of first draft	MS, WT	all
0.3	12 December 2021	Text adapted to comments	IL	all
0.3	22 December 2021	Minor revisions	IL, SEhr	all
0.4	26 December 2021	Review by project manager	Marieke van Erp	all
0.5	28 December 2021	Final revision	IL	all
1.0	31 December 2021	Final check and approval by project manager	Marieke van Erp	all
1.1	26 April 2022	Revision based on the reviewers comments	IL, CB, DM, SEIp	all
1.1	1 May 2022	Final check and approval by project manager	Marieke van Erp	all

Executive Summary

One of the objectives of the Odeuropa project is to develop policy recommendations for European tangible and intangible cultural heritage brokers and policymakers to help identify, preserve and safeguard our past and future olfactory heritage. To reach this objective, Odeuropa is developing a fine-grained strategy: identifying stakeholders, researching state of the art and possible opportunities for policy making, developing useful input for policy makers, and organizing policy making events. In this policy brief, we describe our strategy framework and initial activities, and present the insights obtained on the basis of a first round of research. The outlined strategies are intended to result in the deliverable of a Olfactory Heritage Toolkit and Policy paper in the third year of the project (D7.5).

This document outlines the policy making strategy of the Odeuropa project (D7.1) This report should be read alongside the other policy related Odeuropa reports: the Communication Plan (D7.7), the Dissemination and Exploitation Plan (D7.8), and the Impact Activities Report (D7.2).

Aims and objectives

- present and discuss a working definition for olfactory heritage as a concept;
- review past and current initiatives to safeguard smells of heritage value;
- identify relevant stakeholders for olfactory heritage policymaking;
- outline a plan of action for policymaking as part of the project activities

Findings

Three intersecting elements have been identified as pillars for a definition of the concept of olfactory heritage:

1. smells as objects with cultural significance (e.g. ambergris, oud, or historical perfumes);
2. smells as attributes of historic objects and spaces that carry valuable information about the objects, spaces, and the past and are therefore worthy of study and protection (e.g. smell of sniff, pomanders, historical libraries, factories, battlefields);
3. smells associated with cultural practices significant for a certain community (e.g. incense burning in churches, or the use of the nose in certain crafts).

A review of past and current initiatives to safeguard smells of heritage value reveals there have been (some) policy, legal, community-led and academic approaches to the task. The Odeuropa project can build its policy framework on these initiatives, also monitoring further progress in the coming years.

A total of 50 policy stakeholders - organisations for olfactory heritage have been identified as listed in Table 1.

Finally, a 3-year action plan for policymaking has been developed as follows.

- Year 1 (2021) focused on (a) Concept formation / research (establishing state of the art) and (b) Strategy development.
- Year 2 (2022) focuses on (a) Finalising research and strategy development; (b) Development Olfactory Heritage Toolkit (OHT); and (c) Start Strategic Policy Making, targeting different stakeholder groups.
- Year 3 (2023) focused on (a) Finalising OHT; and (b) Strategic Policy Making, workshops

Details of this strategy and key targets are presented in Table 2 including achieved targets for Year 1.

Policy body type	Scope	No	Policy bodies targeted
Cultural Heritage Organizations / Platforms	National	4	Slovenian National Commission UNESCO, RCE, Centre des Monuments Nationaux, Flanders Heritage Agency
	EU	7	NEMO, E-RIHS, ECCO, Europa Nostra, Heritage Research Hub, SITEM, DASA Dortmund
	Global	6	ICCROM, IIC, ICOMOS, IUCN, ICOM, ICOM-CC
Digital Cultural Heritage Collections / Platforms	National	3	National and University Library Slovenia, CIRDOC, Cultuurlink
	EU	3	Europeana, DARIAH, Interreg Europe
	Global	2	IRCAI, Iconclass
Intangible Cultural Heritage Organizations / Platforms	Local	4	Inventaire du Patrimoine pour la Région Bretagne, PETR Pays Vallée du Loir, BICHRC, Service Patrimoine Normandie
	National	3	DICH, WIE DGP - Direction Générale des Patrimoines
	EU	2	SIEF, IMP
	Global	2	ICH UNESCO, ICH-NGO
Government	Local	2	Hures-La-Parade (Lozère), Estonian National Agency
Perfume Archives / Museums	National	2	Osmothèque, Grasse, Library of Smells Poland
	Global	1	Nez
(Inter)national research councils and Science Foundations	National	3	American Historical Association, AHRC, NWO
	EU	7	JPI-CH, Marie Skłodowska-Curie Actions, EU DATATHON, Creative Europe, INDICES, HERA, Horizon Europe

Table 1: **Policy stakeholder organisations for olfactory heritage.** *This table only integrates general policy bodies; individual GLAMs and entrepreneurs are targeted through the Communication, Dissemination, Exploitation Plans

Communication		Reached organization in Y1 and Strategy	Target Y2/Y3
General Communication	25	Estimation is that at least 50% of the policy bodies learned about olfactory heritage through Odeuropa's general communication	50
Organization Membership of Odeuropa Network / Newsletters	10	In Y1 168 members joined the Odeuropa network. Amongst GLAM professionals, olfactory artists and sensory studies researchers, also 10 Cultural/Olfactory Heritage bodies joined (Olfactory Art Keller, Nez, Wellcome Trust, Spanish National Research Council (CSIC), Centre for Human and Social Sciences (CCHS), Spanish National Research Council (CSIC), Institut für Museumsforschung, Estonian National Agency, Seppia Cultura)	30
Odeuropa Board Membership of Organizations	8	JPI-CH, Dutch National Cultural Heritage Board (RCE), E-RIHS, ICCROM, DICH, Intangible Cultural Heritage & Museums Project' (IMP), SIEF International Society for Ethnology and Folklore, UNESCO International Research Center on AI (IRCAI)	10
Presentations for heritage policy organizations	2	SITEM, DASA	6
Odeuropa workshops for heritage professionals	4	2 workshops organized by Odeuropa, reached at least 24 & 25 GLAMs and 4 heritage policy organizations / perfume archives (Nez, IAO, Osmothèque, Centre des Monuments Nationaux)	4
Personal visits online meetings interviews	17	Slovenian National Commission for UNESCO, Osmothèque, Nez, JPI-CH, E-RIHS, RCE, Centre des Monuments Nationaux, IRCAI, Europeana, Library of Smells Poland, Grasse, Inventaire du Patrimoine pour la Région Bretagne, CIRDOC, DGP - Direction Générale des Patrimoines, PETR Pays Vallée du Loir, Hures-La-Parade (Lozère), Service Patrimoine Normandie	25
Co-creation	3	DICH, NUK, American Historical Association	20

Implementation			
Implementation of Olfactory heritage classes in Websites, Ontologies, Lexica	1	Iconclass (in progress)	2
Integration of Olfactory / Sensory Heritage in Calls, Platforms, Policy Communication	2	JPI-CH, DICH	10
Overview			
Identified Policy Making Organizations at start of project	30		
Targeted Policy Making Organizations for Y1 at start of the project	10		
Total of identified Policy Making Organization (at end of Y1)	60		
Total of Policy Making Organizations reached in Y1	44		

Table 2: Policy actions planner for olfactory heritage.

Contents

Table of Revisions	3
1 Introduction	9
2 What is olfactory heritage and why should it be safeguarded?	9
3 What has been done so far for the recognition and protection of olfactory heritage?	11
4 Who are the stakeholders for olfactory heritage?	12
5 What are the actions Odeuropa aims to undertake?	13
5.1 The main strands of action (divided over three years)	13
6 What has been achieved in the first year of the project?	14
6.1 General Communication	14
6.2 Tangible Cultural Heritage	14
6.3 Intangible Cultural Heritage	17
6.4 Digital Cultural Heritage	19
7 Conclusion	20



Figure 1: 'Le « patrimoine sensoriel » des campagnes enfin reconnu par la loi', Positivir 3 Feb. 2020

1 Introduction

What is olfactory heritage and how can we safeguard it? Why would we? One of the objectives of the Odeuropa project is to develop policy recommendations for European tangible and intangible cultural heritage brokers and policymakers to help identify, preserve and safeguard our past and future olfactory heritage. How can we help to recognise and promote Europe's olfactory heritage, to preserve its tangible elements, and safeguard its intangible practices? To reach this objective, Odeuropa is developing a fine-grained strategy: identifying stakeholders, researching state of the art and possible opportunities for policy making, doing research, developing useful input for policy makers, and organizing policy making events. In this policy brief, we describe our strategy framework and initial activities, and we present our insights obtained on the basis of a first round of research.

2 What is olfactory heritage and why should it be safeguarded?

Olfactory heritage is a fairly new concept, a "concept under construction" one could say. The term is so new that google N-grams (which covers data up to 2019) does not spot it. "Patrimoine sensoriel / heritage olfactive" are also hardly used. In 2021 we can see some searches on smell heritage. As is illustrated by the Google Trends graph in Figure 2, if we are to compare olfactory heritage to some similar concepts, it seems that smell heritage and taste heritage attract similar attention. More popular are the more general related concepts: tangible heritage, digital heritage and intangible heritage. It is interesting to observe that in Google searches on the Web in 2021, intangible heritage consistently attracts more attention than tangible heritage, while on average over the last year tangible heritage and digital heritage attracted almost the same interest.

Although olfactory heritage is a fairly new, and not yet recognized concept, it has started to gain some notoriety in the last years. In the fields of (art) history and museology, scholars have started to research the role of smell in artistic practices; here, sometimes the concept of olfactory heritage is put forward [Verbeek, 2016]. Although research into the history of the senses has been booming since the 1990s (see the 700 title [PastScent bibliography](#) the Odeuropa consor-

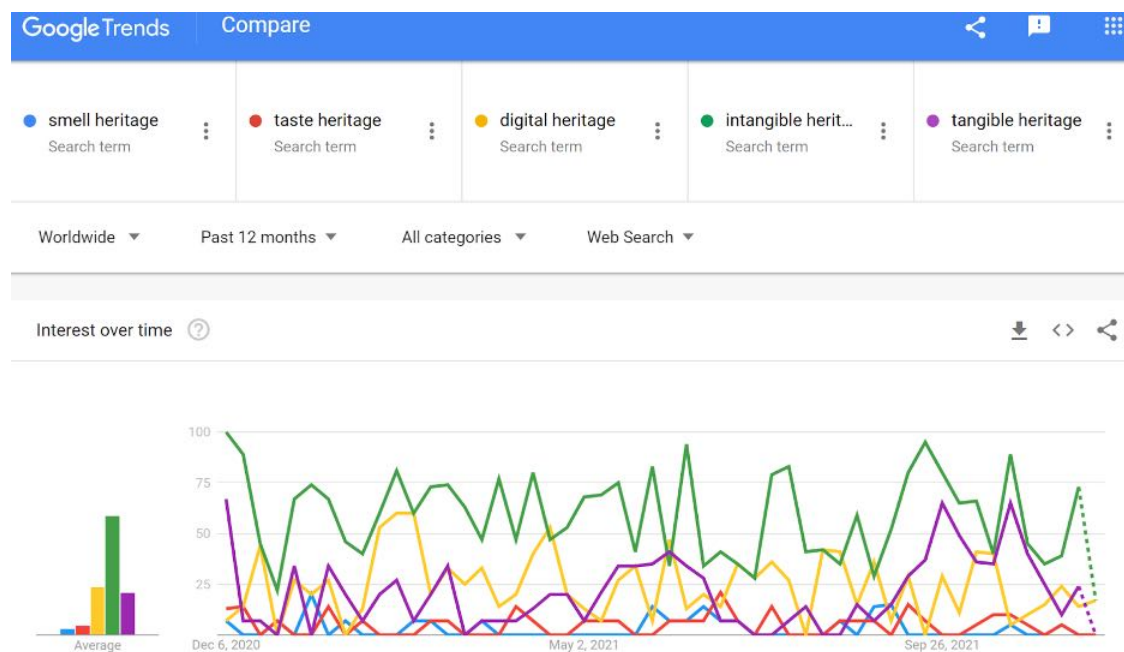


Figure 2: Google trend results for smell heritage and related terms

tium collected for D5.1), it is quite rare to use the concept “olfactory heritage” in this domain. In the domain of heritage science, specifically at the UCL Institute of Sustainable Heritage research and the [Smell of Heritage](#) project, olfactory heritage is both conceptualized and investigated, e.g. with the identification and conservation of the smell of old books and libraries [[Bembibre and Strlič, 2017](#)]. This research is grounded in research into emissions of VOCs from heritage objects and conservation concerns (e.g. in the [PaperVOC project](#) [[MatijaStrlič et al., 2009](#)]). Furthermore, scholars have started to research fragrant spaces and urban and rural smells as olfactory heritage [[Boswell, 2008](#), [Davis and Thys-Şenocak, 2017](#), [Xiao et al., 2021](#)]. In the French language domains “patrimoine olfactif”, “heritage olfactif” have mostly been used in the context of the rich tradition of perfume making. Recent studies have started to expand the concept to the domain of cultural anthropology and history [[Candau, 2016a](#), [Peraldi-Mittelette and Gérard, 2019](#)]. The first Wikipedia page for [Olfactory Heritage](#) was constructed in 2020, through input of the Smell of heritage project. However, the first Wikipedia page defined the term specifically from the context of material cultural heritage and heritage science. Since 2021, the page is regularly updated to incorporate, for instance, also the intangible aspects of olfactory heritage. The UCL Institute of Sustainable Heritage now also hosts a designated Olfactory Heritage research group.

Odeuropa is the first EU funded project on olfactory heritage. One of the tasks of the policy making team of Odeuropa is to **provide a concept description for Olfactory Heritage**. We start with a definition that incorporates three different aspects of olfactory heritage:

1. **smells as objects** with cultural significance (e.g. ambergris, oud, or historical perfumes);
2. **smells as attributes of historic objects and spaces** that carry valuable information about the objects, spaces, and the past and are therefore worthy of study and protection (e.g. smell of sniff, pomanders, historical libraries, factories, battlefields);
3. **smells associated with cultural practices significant for a certain community** (e.g. incense burning in churches, or the use of the nose in certain crafts);

These aspects intersect: smell scapes will be culturally significant when they have been part of cultural practices [[Fraigneau, 2020](#)]. The spice bazaar of Istanbul has been described as a

fragrant space, “to raise awareness about how scent constitutes an important component of the heritage of place” [Davis and Thys-Şenocak, 2017]. The significance of the space is analysed by mapping the cultural practices and values connected to it. Although olfaction is an essential element of cultural heritage, smells are **not yet fully and formally recognized** as such. There are many factors influencing this oversight:

- European cultures have a long history of undervaluing the sense of smell, especially since the nineteenth century onwards. We are not accustomed to “think with our noses” [Le Gu  rer, 2002, Classen et al., 2002];
- Only when fragrant places (e.g. flower gardens, cattle markets, farms, the smell of bakeries in the morning, a certain perfume taken out of the market) are lost or become contested do people realise their significance [Davis and Thys-Şenocak, 2017];
- Most heritage engagement is proposed from a visual point of view; GLAMs (Galleries, Libraries, Archives, and Museums) have often viewed smells as disturbances in the visitor experience [Classen, 2017, Drobnick, 2014];
- We lack vocabularies and ontologies to help identify, describe, and catalogue the olfactory in heritage context [Lisena et al., 2021];
- (intangible) heritage brokers lack the tools to sensitise heritage communities to recognise the role of scents and smelling in heritage practices [Elpers et al., 2022]. (In)tangible cultural heritage inventories and digital platforms (e.g. ‘PCI LAB’ in France, or UNESCO’s ‘Dive Into Heritage’) have a blind eye for olfaction [Duijvenvoorde, 2021];
- There is a lack of research into olfactory heritage, which is partly due to the complexity of the topic [G  lard, 2016], but also to the fact that (inter)national research councils have little eye for sensory heritage in their funding schemes;
- Smells related to heritage object collections are mostly seen as a source of conservation risk and in need of removing [Bembibre and Strli  , 2017].

This lack of acknowledgement of olfactory heritage and models for its identification are a missed opportunity. As we aim to show in the Odeuropa project, olfaction can offer an excellent means to support Europe’s cultural heritage, its preservation and its safeguarding. Olfactory heritage moves beyond the established canon of art works, objects, texts and people, tapping right into daily life experiences across regions and time periods, blurring the boundaries between nature and culture, between human and non-human animals. The aim of the Odeuropa project is to change this overall disregard for olfactory heritage, and help policy makers, heritage brokers and practitioners to identify its value.

3 What has been done so far for the recognition and protection of olfactory heritage?

Although olfactory heritage is not yet internationally recognised, and although there are currently no international guidelines for the recognition and protection of olfactory heritage, over the last decade, we can observe some promising developments in this direction:

- In 2001, the Ministry of the Environment in Japan had compiled a list of the country’s 100 most ‘fragrant’ and ‘aromatic’ places, which until this year, was the closest any country had come to value and protect olfactory heritage. A panel of 8 judges examined more than 600 entries, including both cultural and natural heritage sites, with the ultimate goal in mind to “raise the awareness of people [about the value of pleasant smells] at the local level and lead to a rediscovery of fragrant areas and their preservation” [JapanTimes, 2001]. Among

the selection there are natural scents such as flowers, trees, sea breeze, hot springs, fruits such as mandarin oranges, kabos and apples, as well as traditional crafts such as glue, ink, incense, tea, salted seaweed and local special products [JapanMinistryofEnvironment, 2001].

- In the Burra Charter (originally created in 1979, and adopted in 2013 by ICOMOS in the Charter for Places of Cultural Significance) sensory aspects are included in the heritage guidelines: 'the smells and sounds associated with the place and its use' are understood to contribute to cultural significance. They should be considered when defining the character of a historic area because they can affect our experience of places. [BurraCharter, 2000]
- In 2018, UNESCO recognised the first inscription of olfactory heritage by adding the skills related to perfume making in Pays de Grasse to the list of Intangible Cultural Heritage (ICH). The skills cover three different aspects: "the cultivation of perfume plants; the knowledge and processing of natural raw materials; and the art of perfume composition". [Candau, 2016b]
- In 2021, the City of Melbourne recognised as a "site of local significance" the former Kraft Vegemite factory in Fishermans Bend, in part because of the "distinctive odour" of the iconic Australian food which was produced there since the 1920s. National Trust (Victoria) lobbied for the inclusion, noting that, "Our campaign for the smell to be recognised is about acknowledging that the significance of this place goes beyond the bricks and mortar of the factory building." [Touma, 2021] In different places, grassroots projects are set up to protect industrial heritage, partly through the olfactory value of the buildings [Skrede and Andersen, 2021] [Otero-Pailos, 2008]
- In 2021 the French Code de l'Environnement aiming to define and protect the cultural heritage of the countryside, added the words 'les sons et les odeurs qui les caractérisent' (defining sounds and smells) as part of the 'patrimoine commun de la nation' (Figure 1). The legislation is the first to not only inscribe the notion of sensory heritage into the law, but also to define sensory heritage as an inextricable part of a nation's shared heritage, and to provide some (albeit very broad) guidelines for the operationalisation of the defining and protecting of the countryside's sensory heritage [Fraigneau, 2020, Duijvenvoorde, 2021].
- Environmental standards in collections [Grzywacz, 2006, Tétreault, 2021] provide guidelines on how to deal with volatile organic compounds (VOCs). There is also a Health and Safety standard (HSE, 1999) that specifies a maximum concentration of VOCs in a working environment/exposure for 8 hrs. These provide an operative framework.

The Odeuropa project can build its policy framework on these initiatives, also monitoring further progress in the coming years.

4 Who are the stakeholders for olfactory heritage?

To reach our objectives, we first have to identify the stakeholders relevant to policy making. This poses a challenge since, as we explained above (paragraph 2), olfactory heritage cross-sects through different heritage domains. So far, we have identified three major domains:

- Tangible Cultural Heritage
- Intangible Cultural Heritage
- Digital Cultural Heritage

These heritage domains come with their specific stakeholder groups: GLAM professionals and international GLAM organizations, (inter)national cultural heritage agencies, conservation

and heritage science communities, intangible heritage practitioners and platforms. For olfactory heritage specifically stakeholder groups such as perfume (and odor) archives and industries, and health and safety regulation bodies are also important.

We have developed a Stakeholder spreadsheet where we are recording different stakeholders for these groups, listing the different strategies and tasks to target these communities, and the Odeuropa partners responsible for these tasks. As olfactory heritage is not a devolved issue in Europe, we will also engage policymakers at national level. Furthermore, we are developing strategies to bridge the gap between the different domains. How can we for example help museum conservators to engage with intangible heritage practices around sensory heritage? How can we bring tangible and intangible heritage bodies together, and help them to intersect different paradigms and different ideas about how to safeguard heritage?

5 What are the actions Odeuropa aims to undertake?

5.1 The main strands of action (divided over three years)

Year 1:

- a. Research (establishing state of the art);
- b. Strategy development.

Year 2:

- a. Finalize research and strategy development;
- b. Development Olfactory Heritage Toolkit (OHT);
- c. Start Strategic Policy Making, targeting different stakeholder groups.

Year 3:

- a. Finalize OHT;
- b. Strategic Policy Making, workshops.

The research strand focuses on providing:

1. a state of the art on the concept of olfactory heritage;
2. a state of the art on EU, national policies around sensory heritage, patrimoine sensoriel, and;
3. a pilot study (ethnological research) on the significance of scent in current intangible cultural heritage practices (a bottom-up approach to capture olfaction as part of living heritage).

This research will partly be conducted through internships, supervised by KNAW. The research will inform the strategy development (setting specific goals for the stakeholders) and will provide input for the main deliverable of this action: the Olfactory Heritage Toolkit (OHT). The OHT is a toolbox with future-oriented recommendations and methodologies for sensory heritage policies and practices, including:

- A report with a description of the concept of Olfactory Heritage, explaining the significance of scent in current intangible cultural heritage practices, and the significance of Olfactory Heritage for cultural heritage professionals and practitioners;
- A report with a description of the concept of Olfactory Heritage, explaining the significance of scent in current intangible cultural heritage practices, and the significance of Olfactory Heritage for cultural heritage professionals and practitioners;

- The Odeuropa Strategy for Olfactory Heritage Recognition will be a policy maker-oriented tool providing suggestions on how to include olfactory heritage in national and international heritage strategies and policy documents, such as charters and declarations;
- An Olfactory vocabulary / ontology enabling heritage documentation systems (e.g. digital collections of libraries, archives, museums, (in)tangible heritage lists, heritage classification systems) to include olfaction and the sense of smell.

On the basis of the OHT we will be able to offer policy recommendations for relevant decision makers, such as the State Parties and NGOs within the framework of the UNESCO's intangible heritage convention, to sensitise them to the relevance of olfactory heritage. The Olfactory Heritage Toolkit will be presented at workshops with intangible heritage intermediaries and heritage policy makers on How to safeguard olfactory heritage? Furthermore, Odeuropa's overall media policy will help to sensitise heritage communities and raise awareness of the significance and the value of sensory cultural heritage.

6 What has been achieved in the first year of the project?

6.1 General Communication

The first year of the Odeuropa project has been very fruitful for putting olfactory heritage on the strategic agendas of cultural heritage practitioners and professionals. In November 2020, the press release of the Odeuropa project receiving EU funding for researching and safeguarding olfactory heritage spread across the globe, putting olfactory heritage squarely on the media map. All over the world the public eye was drawn to the idea that historical smells and smell scapes merit more attention, and that AI technologies and (digital) heritage collections can play a pivotal role in this. For our press appearances we took care to present and explain the concept of "olfactory heritage", together with our research strategy "sensory mining".

At the time of writing, the [Odeuropa video](#) on youtube received around 4,500 views. In the first year of the project members of the Odeuropa team had around 200 extensive press appearances, with interviews for radio and TV, podcast shows, newspaper articles and extensive coverage in such seminal media such as the New York Times, the Guardian, BBC (World), NPR, CBS, CNN, Le Figaro, Le Monde, Liberation, ZDF, La Stampa, National Geographic, El País, NOS, Volkskrant, Trouw, Arte, [The Horizon](#), [the EU Research and Innovation Magazine](#). Independent press agencies copied and covered the news in their online journals and shows. New youtube movies were made, such as the video on the [Shiny Peanut](#), which attracted 65,026 views in 1 year. Media specifically targeted at GLAMs and cultural heritage research, such as [European Heritage Tribune](#), [eMuseum](#), and [De Erfgoedstem](#), also covered the Odeuropa project, as did media dedicated to perfume culture and research, such as [Nez magazine](#).

As a result of the press attention, Olfactory Heritage gained global notoriety. A google search for "olfactory heritage: now yields 9,180 hits, while "patrimoine olfactif" receives nearly 6,000 hits (website queried on 20 November 2021). The Odeuropa team designed a [Smell Tracker](#) where visitors can keep track of the Odeuropa news coverage. The tracker also provides visitors the possibility to explore mentions of smell in different media and historical text corpora.

To specifically engage heritage professionals around the topic of olfactory heritage, Odeuropa organized two workshops (for a description of these workshops see D7.2 Impact Activities Report). Furthermore, the Odeuropa team was invited to present its project in a 3-hour long session at the [SITEM salon](#): the international trade show for museums, heritage sites and tourism.

6.2 Tangible Cultural Heritage

State of the Art

<https://odeuropa.eu>



Figure 3: May 14 2021, the UK National Archives posted a perfume of the archive on Twitter: “For those that can’t live without that archive smell”.

Smells in heritage guidelines are recognised as a valuable attribute of material heritage, for example the 1999 Burra Charter states that the scents of a place are part of its aesthetic value: “aesthetic value includes aspects of sensory perception for which criteria can and should be stated. Such criteria may include consideration of the form, scale, colour, texture and material of the fabric; the smells and sounds associated with the place and its use” [BurraCharter, 2000]. Similarly, heritage organization Historic England recognised that sensory qualities should be taken into account during the stage of assessing the significance of a heritage asset, listing smell among a check-list of potential attributes of a setting that may help to elucidate its contribution to significance [England, 2015]. Recently, studies have started to document the contribution of the environmental smells to the identity of heritage buildings. For instance, visitors to the historic library at St Paul’s cathedral in London compared experiencing the aroma of the library to ‘inhaling the knowledge’ [Bembibre and Strlič, 2017]. On the basis of this research, Bembibre and Strlic have developed a framework to preserve culturally significant scents, including:

- an assessment of significance aligned with heritage values;
- a characterisation step with chemical and sensory analysis, and;
- a documentation stage, where the data is merged into accessible visualisations such as olfactory heritage odour wheels.

Odeuropa will validate the proposed framework within the scope of the project, by integrating the knowledge developed by computer linguists and computer vision and semantic web experts to develop and adapt historically-relevant taxonomies that can serve as metadata for heritage smell archives.

Further to the mentioned study on value and smell in the library [Bembibre and Strlič, 2021], there is similar evidence for the olfactory qualities and valuation of historic artefacts: in a 2013 study, archive users value the smell, texture and sound of historic manuscripts, qualities that are not accessible via digital archives yet can act as valuable sources of information [Beentjes et al., 2013]. Archives, libraries and commercial companies recognize the cultural fascination for the “smell of history”, old books, and reading rooms, advertising for instance, as the UK National Archive did, a perfume of the archive (Figure 3).

In addition to considering the role of existing smells in the assessment of significance of heritage places and collections, many new smells are introduced in heritage spaces for the purposes of education, as artwork or with the aim to engage the public. The impact of smells in museums, historic buildings and archaeological sites is not widely understood, nor the interpretation strategies for communicating with smell are integrated with current training. For this reason -lack of awareness or knowledge, concerns about risks to health or collections, many heritage professionals are reluctant to work with scents (cf. Deliverable D6.1 “Biases and concerns of olfactory experiences in GLAMs”).

A study conducted in the context of Odeuropa WP6 research tasks evidenced that over half heritage professionals reported concerns around the potential VOC impact on buildings and museums (D6.1). Of those professionals, conservators in particular are focused on the care and protection of buildings and collections. Conservation guidelines, as cited above, provide safe concentration limits for pollutants in museums. In the case of VOCs, responsible for most smells, evidence shows most of the compounds do not represent a risk in low concentrations while they can still be perceived by the human nose. Further research is, however, needed, to develop methodologies to test the impact of olfactory exhibitions. As of 2021, Odeuropa is, in collaboration with GLAMs, making progress in this field, with best practices supporting a preventive conservation assessment. [Bembibre and Strlič, 2021]

Finally, although there is a tradition of exploring sensory heritage in several countries, not all work can be found in a common language, presenting barriers for collaborative developments and international perspectives.

Steps Needed

The state-of-the-art review reveals that smells are considered during the significance assessment process, and that odours can play a meaningful role for people experiencing places and collections (D6.1). To develop a policy strategy for the protection of scents connected with material heritage, these are some areas for consideration:

- Communicating and involving professionals working with cultural properties (and their representing bodies such as ICCROM, UNESCO, ICOMOS) as stakeholders in the development of a strategy for heritage smell protection;
- A thorough study understanding the barriers and concerns preventing galleries, libraries, archives and museums from working with scent;
- The validation of a preservation framework, in order to systematise the documentation of valuable smells and their connection with expressions of material heritage;
- Developing training materials to raise awareness and educate heritage professionals about olfactory heritage.

Actions Undertaken

Odeuropa’s policy work on material heritage plans to build on existing guidelines highlighting the role scent can play in the experience of ‘sense of place’ when visitors experience historic places, implying there is a relationship between people and the space, with the potential to create a long-lasting and meaningful connection. ‘A sense of place is one of the fundamental ‘felt’ senses a person develops along with the sense of self and sense of community’[CityofPerth, 2021]. With regards to the steps identified above, in the first year of the project we developed new channels to communicate with heritage professionals by:

- inviting them to participate in two workshops highlighting the relevance of working with scent and providing practical approaches to doing so. These workshops were conducted by the team in Odeuropa’s WP7 in May and December 2021, engaging over 100 heritage professionals (cf. D7.2 Inger Leemans & Sofia Ehrich, Odeuropa Y1 Impact Activities Report);

- conducting a qualitative study to identify barriers and concerns related to working with scent in GLAMs and developing best practices and accessible resources for doing so (cf. D6.1 Guidelines on the use of smells in GLAMs);
- We are in discussions with the Osmothèque Perfume and Historic Perfume Materials Archive, a perfume conservatory with a collection of over 4000 historic scents and 30 years of experience in smell-based training and public engagement regarding the development of training materials on olfactory heritage aimed at heritage professionals. Conversations are ongoing, with a recent meeting taking place in October 2021 at the Osmothèque's premises in Versailles. Here, we also collaborate with our sister project Odotheka [Odotheka, 2021]
- We have drafted a state of the art in smell research (D5.1 Odeuropa PastScent Bibliography), and collected information about how visitors perceive the smells of museums and heritage sites [Michel, 2021];
- To bridge the gap between scholars working around olfactory heritage and translation, we have started an international interest group on olfactory heritage to exchange knowledge and explore collaborative research. In this group, Odeuropa is currently represented by Victoria-Anne Michel (WP5) and Cecilia Bembibre (WP6). The last meeting took place in Paris in September 2021;
- The framework validation is scheduled as WP6's work, scheduled to commence in M18. The Odeuropa Deliverable D6.1 Guidelines on the use of smells in GLAMs, submitted to the EU for approval in 2021, will be developed into technical notes aimed at communicating and engaging with the heritage conservation community. This, as well as the methodology for impact assessment and resulting findings, will serve as the basis for future policy and communication strategies with this group of stakeholders.

6.3 Intangible Cultural Heritage

State of the Art

Intangible heritage is always multi-sensual. Or, as ICH policy expert Hanna Schreiber puts it: “[It] cannot exist without sensuality, without experience, because it engages the carnality, engages humans. The sensuality of experiencing the intangible heritage is something inseparably connected with it. It is simply its essence” (Interview Odeuropa with Hanna Schreiber, 10-05-2021, [Duijvenvoorde, 2021]). It is therefore surprising that the senses seem to be excluded in the 2003 UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage and its Operational Directives. In 2021, Odeuropa conducted a research pilot in which we looked at nomination files for the international intangible cultural heritage lists of UNESCO. We hardly found any direct descriptions of sensory experiences (some exceptions being the above mentioned perfume making in Grasse, French gastronomy and incense burning in holy week processions), while the accompanying UNESCO films did suggest this. Considering the extent to which our sense of smell is intertwined with emotion and memory ([Willander and Larsson, 2006], and assuming that it consequently plays a significant role in cultural heritage practices, we argue that olfactory aspects should be (better) identified, consolidated and promoted in the realm of ICH.

Steps needed

First, we need a more thorough investigation on which role smell actually plays in the practice and experience of ICH. We therefore conduct a literature study, and ethnographic fieldwork, and send out surveys among ICH practitioners. Second, we ask how policy recommendations can be best developed and put into operation in the ICH policy field, taking into account that ICH paradigm calls for participatory bottom-up methods.

Actions undertaken

<https://odeuropa.eu>

In the first year of the Odeuropa project, we conducted two pilot studies into intangible heritage practices [Duijvenvoorde, 2021, CityofPerth, 2021]. The studies were conducted by two interns (MA student and graduated MA), supervised by KNAW, and resulted in two research reports. The pilots focused on two main case studies:

- A study into the 2021 French law on the protection of rural sensory heritage was conducted, in order to get more insights in policies of smell protection. The report Integrating smell in heritage policy: the case of France's law on the protection of rural sensory heritage", provides a methodology for researching smell in ICH policy making. It provides an analysis of the text and framework of the French law, qualitative interviews with diverse central stakeholders in the development of the law and its implementation, and a thorough discourse analysis of newspaper articles. The results show that the French law concerns one of the first governmental initiatives worldwide that label (everyday) smell as heritage. Smells can have three different roles in the case concerned: smell as a connecting and distinguishing factor between (groups of) people; smell as a source of knowledge in heritage practices; and smell as a tool that informs about the (identity of the) place [Duijvenvoorde, 2021, Prévost et al., 2014].
- Seeking to analyse and emphasise the (conscious and unconscious) role of smell in the practice, safeguarding, and transmission of intangible cultural heritage, we analysed the practices and experiences surrounding milling in Poland. The report The role of smell in intangible cultural heritage: the case of milling in Poland sketches a methodology for researching olfaction in ICH context, it provides qualitative interviews with millers, and (as far as the pandemic allowed) participating observations. The results show that smell plays a central role in three areas of the milling craft in Poland: the production of flour, the space of the mill, and the consumption of flour, and that smell has a multidimensional significance [Miłkowska, 2021].

The research questions of the two studies and the first results were published in the Dutch-Flemish ethnological journal *Volkskunde* [Elpers et al., 2022]. In a second academic publication, on the concept of olfactory heritage, we aim to furthermore present the results of these pilot studies for an international audience.

After two case studies on French sensory heritage regulation and the role of olfaction in Polish intangible heritage practices, in 2022, in collaboration with the Dutch Centre for Intangible Cultural Heritage (DICH), we will investigate Dutch/Flemish heritage practices. In December 2021, to capture more intangible heritage practices around smell, Odeuropa and Meertens Institute crafted a [questionnaire on scent language and olfactory practices for Dutch language communities](#) (Odeuropa, Meertens Institute and NeusWijzer, 2021). The questionnaire is connected to the 'NeusWijzer' (Nose Wiser) project, a sister project of Odeuropa, which is intended to publish a guide for Dutch smell language and culture. The questionnaire is targeted to the general audience, specifically for diverse communities, such as regional, or immigrant communities, and communities with different religious and social backgrounds. To help distribute the questionnaire we conduct a series of three workshops in diverse regions, and we are preparing a communication strategy. The press release of the questionnaire is targeted for January 2022. Furthermore, Odeuropa and DICH have prepared a survey which, in the beginning of 2022, will - be sent out to the 188 ICH communities (practitioners) inscribed in the inventory of ICH in the Netherlands (Inventaris (immaterieelerfgoed.nl)). In the survey we ask the communities which role smell plays in the practice and experience of their intangible cultural heritage. The quantitative results of these surveys will be complemented by (further) qualitative interviews with some specific communities (e.g. millers in NL, practitioners of religious ICH, et cetera). The results will be compiled and analyzed in a report at the end of 2022.

On the basis of the three reports and with the help of ICH policy experts we will develop policy recommendations for the inclusion of olfaction in ICH policies.

to the United Nations Sustainable Development Goals (SDGs) that make use of Artificial Intelligence (AI). In this first year, we have started discussions with our collaborative partners on how to present and validate the project's results, to promote olfactory heritage in Slovenia and internationally.

7 Conclusion

In this report, we have outlined our first indication of the concept of olfactory heritage, and our framework for policy making on this topic. We have started a first line of investigations to get an overview of the state of the art and of the issues in this field. We have drafted a list of designated stakeholders and tasks, and have started to approach these stakeholders for future dissemination of our intended assets. Furthermore, the Odeuropa workshops, presentations, and publications, as well as the overall press interest for the project, have already been very fruitful in putting olfactory heritage on the map of a wide, international group of possible stakeholders, both heritage / perfume professionals and the general public with an interest in 'patrimoine sensoriel'. For the next phase of the project, we are looking forward to further consolidating our investigation and description of the strategic concepts of olfactory / sensory heritage, and to embed them in a sustainable way in local and international heritage policies.

References

- [Beentjes et al., 2013] Beentjes, G., Strlic, M., and Curran, K. (2013). *Digitizing Archives: Does the User Get the Picture?* UCL.
- [Bembibre and Strlič, 2017] Bembibre, C. and Strlič, M. (2017). Smell of heritage: a framework for the identification, analysis and archival of historic odours. *Heritage Science*, 5(1):1–11.
- [Bembibre and Strlič, 2021] Bembibre, C. and Strlič, M. (2021).
- [Boswell, 2008] Boswell, R. (2008). Scents of identity: Fragrance as heritage in Zanzibar. *Journal of Contemporary African Studies*, 26(3):295–311.
- [BurraCharter, 2000] BurraCharter (2000). The burra charter (the australia icomos charter for places of cultural significance).
- [Candau, 2016a] Candau, J. (2016a). L'anthropologie des odeurs : un état des lieux. *Bulletin d'Études orientales*, (LXIV):43–61. ISBN: 9782351598009 Number: 64 Publisher: Institut français du Proche-Orient.
- [Candau, 2016b] Candau, J. (2016b). L'anthropologie des odeurs: un état des lieux. *Bulletin d'études orientales*, (LXIV):43–61.
- [CityofPerth, 2021] CityofPerth (2021). A sense of place. Last accessed 10 November 2001.
- [Classen, 2017] Classen, C. (2017). *The museum of the senses: Experiencing art and collections*. Bloomsbury Publishing.
- [Classen et al., 2002] Classen, C., Howes, D., and Synnott, A. (2002). *Aroma: The cultural history of smell*. Routledge.
- [Davis and Thys-Şenocak, 2017] Davis, L. and Thys-Şenocak, L. (2017). Heritage and scent: research and exhibition of Istanbul's changing smellscape. *International Journal of Heritage Studies*, 23(8):723–741.
- [Drobnick, 2014] Drobnick, J. (2014). The museum as smellscape. *The Multisensory Museum: Cross-Disciplinary Perspectives on Touch, Sound, Smell, Memory and Space*. Lanham: Rowman & Littlefield, pages 177–196.
- [Duijvenvoorde, 2021] Duijvenvoorde, J. v. (2021). Integrating smell in heritage policy: The case of france's law on the protection of rural sensory heritage. Technical report, Research Report NL-Lab/Meertens Instituut, Amsterdam.
- [Elpers et al., 2022] Elpers, S., van Duijvenvoorde, J., Jaffe-Schagen, J., Leemans, I., and Milkowska, K. (2022). Geur in immaterieel erfgoed. een deelonderzoek van odeuropa. *Volk-skunde*, 122(3).
- [England, 2015] England, H. (2015). The setting of heritage assets. *Historic Environment Good Practice Advice in Planning*, 3.
- [Fraigneau, 2020] Fraigneau, V. (2020). Towards a Sensory Patrimoine? Atmospheric, Psychological and Ecopolitical Issues on Smell and Sound Identity. *Proceedings of the 4th International Congress on Ambiances, Alloaesthesia: Senses, Inventions, Worlds,*, page 6 pages. Artwork Size: 6 pages Medium: application/pdf Publisher: Reseau International Ambiances.
- [Gélard, 2016] Gélard, M.-L. (2016). L'anthropologie sensorielle en france. un champ en devenir? *L'Homme. Revue française d'anthropologie*, (217):91–107.
- [Grzywacz, 2006] Grzywacz, C. M. (2006). *Monitoring for gaseous pollutants in museum environments*. Getty Publications.

- [JapanMinistryofEnvironment, 2001] JapanMinistryofEnvironment (2001). The selection of 100 kaori landscape. Last accessed 30 October 2021.
- [JapanTimes, 2001] JapanTimes (2001). Ministry compiles list of nation's 100 best-smelling spots. Last accessed 31 October 2021.
- [Le Guérer, 2002] Le Guérer, A. (2002). *Les pouvoirs de l'odeur*. Odile Jacob.
- [Lisena et al., 2021] Lisena, P., van Erp, M., Bembibre, C., and Leemans, I. (2021). Data mining and knowledge graphs as a backbone for advanced olfactory experiences.
- [MatijaStrlič et al., 2009] MatijaStrlič, Thomas, J., Trafela, T., Cséfalvayová, L., Cigić, I. K., Kolar, J., and Cassar, M. (2009). Material degradomics: on the smell of old books. *Anal Chem*, 81:8617–8622.
- [Michel, 2021] Michel, V.-A. (2021). Smellscapes of museums, galleries, libraries, archives and heritage sites. Lecture at Odeuropa Workshop 'Malodours as Cultural Heritage?', Berlin 13 - 14 December 2021.
- [Miłkowska, 2021] Miłkowska, K. (2021). The role of smell in intangible cultural heritage: The case of milling in poland. Research report, Master Applied Museum and Heritage Studies, Reinwardt Akademie.
- [Odotheka, 2021] Odotheka (2021). Exploring and archiving heritage smells. <https://hslab.fkkt.uni-lj.si/2021/09/24/odotheka-exploring-and-archiving-heritage-smells>.
- [Otero-Pailos, 2008] Otero-Pailos, J. (2008). An olfactory reconstruction of philip johnson's glass house. *AA Files*, (57):40–45.
- [Peraldi-Mittelette and Gélard, 2019] Peraldi-Mittelette, P. and Gélard, M.-L. (2019). Les sens en mots. entretiens avec joël candau, alain corbin, david howes, françois laplantine, david le breton et georges vigarello. *L'Homme*, 231-232:306–307.
- [Prévost et al., 2014] Prévost, P., Capitaine, M., Gautier-Pelissier, F., Michelin, Y., Jeanneaux, P., Fort, F., Javelle, A., Moïti-Maïzi, P., Lérique, F., Brunschwig, G., et al. (2014). Le terroir, un concept pour l'action dans le développement des territoires. *VertigO: la revue électronique en sciences de l'environnement*, 14(1).
- [Skrede and Andersen, 2021] Skrede, J. and Andersen, B. (2021). Remembering and reconfiguring industrial heritage: the case of the digester in Moss, Norway. *Landscape Research*, 46(3):403–416.
- [Touma, 2021] Touma, R. (2021). "melbourne campaign to recognise the smell of vegemite for its heritage value". Last accessed 26 August 2001.
- [Tétreault, 2021] Tétreault, J. (2021). Control of pollutants in museums and archives a technical bulletin 37. Last accessed 06 July 2001.
- [Verbeek, 2016] Verbeek, C. (2016). Presenting volatile heritage: Two case studies on olfactory reconstructions in the museum. *Future anterior*, 13(2):33–42.
- [Willander and Larsson, 2006] Willander, J. and Larsson, M. (2006). Smell your way back to childhood: Autobiographical odor memory. *Psychonomic bulletin & review*, 13(2):240–244.
- [Xiao et al., 2021] Xiao, J., Aletta, F., Radicchi, A., McLean, K., Shiner, L. E., and Verbeek, C. (2021). Recent advances in smellscape research for the built environment. *Frontiers in Psychology*, 12:8617–8622.