

Documentation

OWHC Regional Conference 2016

Scientific Day

“Heritage and Community Involvement”

Stralsund/Germany, September 28th 2016



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Summary

On occasion of the 2015 OWHC World Congress in Arequipa/Peru, the Regional Secretariats with their member cities were asked to submit their suggestions for the topic of the next World Congress, which will be held November 2017 in the City of Gyeongju/Korea. In a bottom-up process, the represented member cities discussed in their respective Regional Meetings and voted for their favourite topic. From our region, the theme “Heritage and Community Involvement” was handed in for decision and voted for in the later General Assembly of the World Congress.

In order to prepare the members of our Regional Secretariat for the chosen topic of the Gyeongju World Congress, it was agreed to focus already in our 2016 Regional Conference with the development of a Scientific Day concept on “Community Involvement” aspects. The concept was accepted amongst the General Secretariat’s 5%-Reimbursement programme and granted extra support. This money granted, we were able to assign (after a bidding procedure) an external expert, Mr. Nils Scheffler, with the development of the content of our Scientific Day on “Community Involvement”.

It was the goal to inform thoroughly, to strengthen capacity, to work interactively and focus on the participants in all aspects so that a practical and direct benefit is granted for our member cities of OWHC. The very positive feedback was indeed a proof that the concept was successful: various aspects of community integration work were tackled and challenges discussed. But most of all, learning from examples and experiences from other World Heritage cities was enabled through modern communication tools which can be applied directly in the management of our World Heritage sites.

The Regional Secretariat Northwest Europe and North America publishes this report to be used by other OWHC member cities to gain information on “Heritage and Community Involvement” and for preparation of the Gyeongju World Congress in 2017.

Objective of the Scientific Day & Programme

The scientific day about “Community Involvement in urban heritage” during the OWHC Regional Conference in Stralsund, taking place September 28th 2016, had following objectives:

- To build up a common understanding among the participants what the issue of “Community Involvement in Urban heritage” is about;
- To exchange and learn from each other’s experience about “Community Involvement in Urban heritage”;
- To work together in preparation of an input paper about “Community Involvement in Urban heritage” for the OWHC World Conference.

Programme

08:30 **Reception: Arrival at venue, registration, coffee**

09:00 **Welcome**

- Welcome
Dr-Ing. Alexander Badrow, Mayor City of Stralsund, Hosting Partner
Matthias Ripp, OWHC Regional Secretariat, Regensburg
Denis Ricard, OWHC General Secretariat, Québec
- Introduction to the agenda
Nils Scheffler, Urban Expert, moderator of the day

09:30 **Setting the scene: Community Involvement in Urban heritage**

- Community Involvement in Urban heritage: What is it about? What is the goal?
Nils Scheffler, Urban Expert
- Truth or Blarney – heritage and community involvement, examples from Ireland
Beatrice Kelly, The Heritage Council, Ireland
- Culture heritage and community involvement, examples from EURO CITIES
Cécile Houpert, EURO CITIES
- Q&A session and reflection by the participants about the comprehension of Community Involvement in Urban heritage

11:00 Coffee Break

11:15 **Exchange & Learning: Knowledge market about Community Involvement in Urban heritage**

- Introduction to the Knowledge market; *Nils Scheffler, Urban Expert*
- Knowledge Market

12:45 **Lunch with group photo**

14:00 **Workshop session**

- Introduction to the workshop session; *Nils Scheffler, Urban Expert*
- Community involvement in the ... (thematic working groups, 8-10 people)
 1. Development of the management plan, guidelines, policies for the World Heritage,
 2. Promotion/valorisation of the World heritage,
 3. Management and safeguarding / conservation of the World heritage.

What is Heritage and Community involvement about? What is it for? What are the objectives? Who is to be involved? What kind of processes, structures, activities, tools, actions should be applied for the successful community involvement?
- Presentation of Working group results in the plenum

16:30 Coffee Break

16:45 **Reflection session**

Domino game

- What have I discovered / learnt today?
- Which idea / tool / example do I want to apply back home?

Wallpaper reflection

- What did you like at today's meeting
- What did you not like?
 - What could be improved?
 - What was missing?

17:15 End of thematic day

Setting the scene

Heritage and Community Involvement: What is it about? What is the goal of it?

Nils Scheffler, Urban Expert, scheffler@urbanexpert.net

“Defining” community involvement in urban heritage

Urban heritage

= Features belonging to the culture of an urban society, such as traditions, rituals, festive events (tangible heritage) or urban ensembles and buildings (tangible heritage), that were created in the past and still have historical importance.



Community

- = Group of people that have something in common, i.e.
 - a. living in the same area (*geographical communities*)
 - b. having similar cultural, religious, ethnic backgrounds and characteristics (*cultural communities*)
 - c. having similar interests, beliefs, attitudes, objectives (*social communities*)



Involvement

= To engage, to include people, institutions as participants in an activity; this through participation, engagement, collaboration, cooperation.

Community Involvement in Urban heritage

- = The involvement, inclusion, the common acting of people and institutions, which are
 - a. interested in the urban heritage (*social communities*).
 - b. affected by the urban heritage (*cultural and geographical communities*).
 - c. living in or close to the urban heritage (*geographical community*).



The people that are “interested” belong to the so called “heritage community”. They feel positive about the urban heritage and can / want to act as supporters. Also people of the geographical and cultural communities (residents, users, owners, tourists, expats etc.) can be part of the “heritage community” if they positively identify with the urban heritage and want to act as supporters. These are to be identified, in particular as multiplier to reach their communities.

The people that are “affected” (positive or negatively) can be residents, which daily life is connected to the urban heritage, it can be users (i.e. tourists, people that work, to business in the urban heritage), owners of the urban heritage and people for who the urban heritage is part of their culture (i.e. a church, in which they pray, places where they meet).

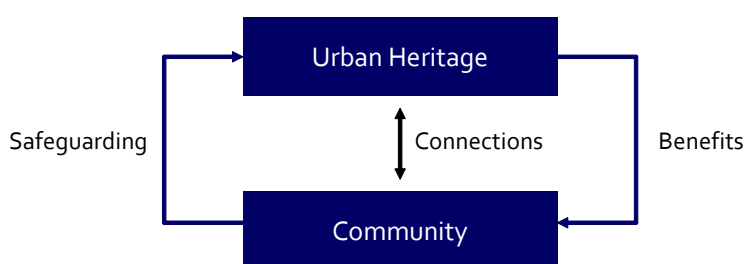
The people that “live in or close to the urban heritage” are the residents irrespective if they feel attached or not to the urban heritage or are affected by it. Here it is about to find out about their relation to the urban heritage, what they think and know about it.

Areas of community involvement in urban heritage

The involvement can take place related to different fields, as for example:

1. *Inscription to the World Heritage list* (or something similar)
i.e. discussing the OUV or to raise the awareness about the values and importance of the urban heritage (increasing the appreciation) or to access local knowledge about the heritage, its history and development, its current state and safeguarding needs.
2. *Development of policies related to the urban heritage* (i.e. management plan, urban renewal strategy, safeguarding guidelines)
i.e. to ensure the understanding and support of these policies by the involved stakeholders, but also to reflect their needs in these policies and to connect the urban heritage with the community needs and interests.
3. *Promotion and valorisation of the urban heritage*
i.e. to emotionally attach the communities to the urban heritage, to raise their awareness and understanding of the values and importance to gain their support for the urban heritage.
4. *Management and safeguarding of the urban heritage*
i.e. in the monitoring, in the detection of risks, problems and opportunities; to engage them in physical conservation or to incite the proper rehabilitation and careful use of the urban heritage; making them aware of safeguarding regulations and procedures.
5. *Use of the urban heritage* to support the (geographical / social) community development.

A vision for community involvement in urban heritage



The general vision for community involvement in urban heritage can be to ensure that the local communities can benefit from the urban heritage; that they can connect social, cultural or economically with “their” urban heritage. Such “connected” communities will show more commitment and are much more likely to take responsible actions for the proper use and maintenance of the urban heritage and their promotion.

This vision emphasises the interaction and connection between “Heritage and Community”.

Objectives and tasks of community involvement in urban heritage

As there are many and different communities, there are manifold needs and interests, partly in conflict with each other and directly or indirectly affecting the urban heritage. These are to be coordinated and balanced for a sustainable and beneficial use of the urban heritage in line with its safeguarding requirements. This leads to certain objectives and tasks that could be the baseline for the community involvement.

1. *Recognise, understand, coordinate and balance*

Recognise and understand the manifold local needs and interests, which are affecting directly or indirectly the urban heritage, the area it is situated in. Balance and coordinate these needs among the stakeholders and bring them in line with the safeguarding needs of the urban heritage. This has to be done in particular with the intention to reduce conflicts, reduce the pressure on the urban heritage and make them aware of the urban heritage needs and values.

2. *Link, connect, communicate, empower*

Link the needs and interests with the urban heritage by providing or even producing cultural, social and economical benefits through the urban heritage to the community. Empower communities to draw benefits from the urban heritage (in line with their safeguarding needs).

Build up and strengthen the connections between the urban heritage and the (contemporary life of) community. Make the urban heritage part of their life, show what they would lose if it would not be there anymore.

Thus, besides communicating benefits, opportunities and values of the urban heritage to the communities, empower them and develop activities which bring long-lasting benefits to them, which allow at the same time the safeguarding of the urban heritage.

3. *Strengthen abilities and capacities*

To enable communities to contribute to the safeguarding of the urban heritage, to act as supporters in all its facets, strengthen their abilities and capacities i.e. through.

- sharing information; defining jointly objectives and actions; providing opportunities for trainings in how to get organised and how to plan and implement activities;
- supporting coordination of the “communities”; providing meeting facilities; Creating “pressure groups”;
- providing opportunities of engagement; giving them a voice and encouraging to use their voice in decision—making processes; providing financial support i.e. through participatory budget systems.

Potential benefits of community involvement in urban heritage

Aiming and achieving the above mentioned objectives and tasks might allow gaining benefits, both, for the city administration and the communities.

Benefits for city administration

- Increased respect and better understanding and appreciation of the urban heritage by the involved communities.
- Increased engagement and support of involved communities in the safeguarding of the urban heritage in recognition of the meaningful contribution that the urban heritage can play for them.
- Accessing additional recourses for the urban heritage and harnessing the capacities of the involved communities (man power, knowledge, finances).

Benefits for communities

- Stronger sense of ownership and social and cultural affiliation (emotional attachment)
- Stronger local identity and “home feeling” in a globalised world
- Economic, social and cultural opportunities

Requirements toward community involvement

To be able to achieve the mentioned benefits and by the same time use the limited resources for a successful community involvement effectively, it is urgently recommended to prepare the community involvement well. It is too easy, even with the best intention, to do it “wrong”.

For a strategic community involvement in urban heritage it is recommended to:

- Be clear and define what you want to achieve with the community involvement.
- Think about and define which “communities” you want to involve and with which objective. Be clear about it for each “target group”.
- Find out about the interest and needs of the “communities” to be involved; think about how they can benefit from the urban heritage.
- Ensure to have the relevant resources for the community involvement (man power, time, funds, knowledge).
- Based on all this: plan your involvement strategy and activities, target group oriented! Think about how you can activate relevant stakeholders.
- Have the political support for an “honest” community involvement.

Truth or Blarney – Heritage and Participation: examples from Ireland

Beatrice Kelly, The Heritage Council, Ireland

Background

The Heritage Council (HC) is a statutory body set up under the Heritage Act 1995 with a remit that covers built natural and cultural heritage; tangible and intangible. Our approach to heritage is shaped by these charters and conventions: ICOMOS: the “Burra Charter”¹, the Council of Europe: “Faro Convention”², European Landscape Convention and UNESCO: historic urban landscape approach. Further information on our work can be found at www.heritagecouncil.ie.

Participation in Ireland

Many local communities are engaged with their local heritage in Ireland and HC has worked for many years to promote this in different ways. The Council has promoted good heritage practice in Ireland through grant support for projects, by engaging with policy, in particular through the land use planning system, and importantly through the local authorities (municipalities) across Ireland through the local authority heritage officer programme. The examples described extend from the local to the national, from HC projects to local authorities. The majority are taken from the HC portfolio of projects to show the organisational learning curve. The examples link up to the areas of community involvement in urban heritage that Nils Scheffler discussed in his presentation (*cf. Fehler! Verweisquelle konnte nicht gefunden werden.*), in particular:

- Promotion / valorisation
- Management and safeguarding
- Supporting community development

Pilgrim Path Millennium Project

The Pilgrim Paths project was set up by the Heritage Council in 1997 to mark the millennium. The objective of the project was to develop a network of walking routes along medieval pilgrimage paths in association with local communities. The intentions were to raise awareness of the different aspects of heritage, cultural and natural, encountered along the routes, while contributing to sustainable tourism and community development in each local area. The project involved seven authenticated medieval pilgrimage routes (some with remnants of the actual route line visible in places) and sites of pilgrimage along the route.

Two have remained in continuous religious use for at least 100 years – Turas Glencolmcille and Lough Derg, both in Lough Derg. While the other five were revived as pilgrimage routes in late 20th century – Tochar Phadraig (Co Mayo), Cosan na Naomh (Co Kerry), St Kevin’s Way (Co Wicklow), Sli Mhor to Clonmacnoise (Co Offaly) and St Declan’s Way (Co Waterford) – but been open as part of walking route for a number of years. Further details are available at www.heritagemaps.ie and www.pilgrimpath.ie.



¹ Australia ICOMOS Charter for Places of Cultural Significance, The Burra Charter, 2013

² Council of Europe Framework Convention on the Value of Cultural Heritage for Society

In 1997 the HC set up a steering group to drive the project with representatives of the Heritage Council, government departments, the national tourism board and the national walking committee as well as a specialist in medieval pilgrimage.

This group selected the routes as being authenticated medieval pilgrimage routes with either references in manuscript sources, or on shown the early map editions from the 1830s where pilgrim paths in Donegal, Wicklow and Kerry were shown.

Local communities or groups with stated interest in the route were then approached as they were vital to setting up the route on the ground, in particular the negotiation with land owners to access across their lands, where necessary. Local authorities were also contacted to insure the route and maintain the routes. The steering group commissioned baseline surveys of the heritage along the route to minimize damage during construction, to monitor theft and vandalism, and to identify opportunities for interpretation.

But by 2005, only three routes were officially completed and open – Cosan na Naomh St Kevin's Way and Lough Derg. Looking back it is clear that we did not fully understand the importance of community involvement from outset of the project as they are essential to the long term success of a heritage project. The local communities were not members of the project steering group. They were not given any direct support to run the project in their areas for example for holding meetings, in approaching local land owners etc. The lack of practical support and recognition was a barrier to the evolution of the project.

Bere Island, Co Cork: Conservation plan

The HC pioneered the use of conservation plans (as per Burra Charter model) in Ireland and the Bere Island Conservation Plan promotes this concept at a landscape scale. The Plan was completed in 2002 and its aim is to shape the sustainable future of the Island. The plan is a chance for the community to work together towards the common aim of having a Bere Island of the future where:



1. People can live and work to their satisfaction, while being able to fulfil their social and recreational needs.
2. Traditional skills and ways of life are appreciated and built on.
3. Economic developments go hand-in-hand with care for our environment and heritage.
4. The community has influence over what developments take place³.

The plan was developed over 12 months with the full involvement of the Bere Islanders and even now it shapes activities on the island as well as informing and shaping policy at a regional and European level (for small islands). It received a Highly Commended award under the Council of Europe inaugural Landscape Award in 2013.

Its success is due to the full involvement of the islanders who took in hand the public participation aspects of the plan development themselves – a genuinely communicative approach where you work from the bottom up encouraging involvement at grassroots level.

In the case of Bere Island the islanders were highly experienced and sophisticated in these matters due to a EU pilot coastal zone management project in their whole area – the Bantry Bay Charter which they had been involved in over 2 years previously. This charter process

³ Bere Island Conservation Plan, 2002, Heritage Council www.heritagecouncil.ie

had involved intense public participation on a variety of issues from water quality, aquaculture, cultural life, climate change⁴.

As a result of this experience, the islanders realised how much time would be needed in the plan process to discuss issues properly; they identified 4 areas for discussion relating to different aspects of island life – agriculture, aquaculture, tourism, and folklore/heritage. They also took the responsibility of identifying other issues from which a questionnaire was drawn up and distributed among all households on the island asking for their input.

Overall this allowed for a more thorough discussion on behalf of the islanders – literally hours more time on discussions which resulted in more robust feedback that shaped the plan and its vision. The draft plan was then open to further consultation with islanders, state departments and agencies before final adoption and launch.

The Bere Island Conservation Plan process has been recognized and adopted by the West Cork Integrated Islands Development Strategy as best practice in terms of public participation and Cork Co. Council has integrated the Bere Island Conservation Plan into the West Cork Local Area Plans.

This plan, and its continued use in shaping activities on the shows what is achievable when you have strongly motivated community, with a grasp of the key issues, who are prepared to devote time and energy.

Adopt a monument scheme

This example is one of the most recent initiatives of HC from 2015. An idea borrowed from Archaeology Scotland the HC wanted to find a new way to support communities in engaging with heritage – to enhance public access to the often hidden world of archaeology. It offered new ways to work collaboratively with local groups, to undertake research and to get to know more of the history of an area. For the monuments, the scheme has the potential to ensure ongoing maintenance and care, and greater protection through increased civic value, while everyone benefits from much higher standards of interpretation and understanding.



Using the experience from earlier projects – we put out a public call for expressions of interest, rather than approaching groups directly, and over 90 community groups around the country applied – each proposing a monument they wished to “adopt” through the scheme. Only 5 could be selected at this stage on the basis of clear criteria. These are:

- Doon Fort, Ardara, Co Donegal
- Church of the Rath, Killeshandra, Co Cavan
- Gallowshill medieval fort, Dungarvan and Round Hill, Lismore, Co Waterford
- Baravore crusher building, Glenmalure, Co Wicklow
- Ballintleva Handball Alley, Co Roscommon

Now the HC has taken on a small archaeology consultancy to work closely with these 5 to build up research – starting with academic and also on the folklore and history of the sites, to focus on interpretation of the sites, and produce materials where necessary. We are also

⁴ www.bantrybaycharter.ucc.ie

offering training sessions for the groups to ensure best practice in recording and maintaining the monuments, interpretation, social media and how to promote the sites and region.

Local Authority Heritage Officer Programme and County Heritage Plans

Heritage Officers work within local authorities across Ireland to build a better understanding and appreciation of our natural and built heritage. This network was initiated by the Heritage Council in late 1990s, - now there are 27 HO across the local authorities in Ireland. They research and evaluate local heritage with the view to creating new amenities and services for local communities.



In particular they help communities to identify the aspects of their heritage that need to be nurtured for future generations and work with various professionals such as conservation architects, archaeologists, sustainable forestry and agricultural advisors, ecologists, cultural and eco-tourism businesses, to find new ways for the public to interact with, record and protect their local environment.

They co-ordinate and implement Heritage Plans in partnership with City and County Heritage Forums. County heritage forums are made up of public servants from heritage organisations and government agencies, interested community groups, elected officials and others – and they meet regularly to set priorities, agree the Heritage Plans and annual action plans. These actions are in turn part funded by the Heritage Council, and other sources including INTERREG. Under this system a vast array for work has been carried out – audits on many aspects of cultural, built and natural heritage; animation programmes and awareness raising, the identification of historic urban environments, development of policy for the protection of same.

Conclusions

From these examples, it is possible to identify what can work with public engagement. However it is important to establish from the outset what you are intending – are you engaging with communities to give them information, to ask their views on a proposed project (consultation) or to ask for their direct involvement in shaping an initiative (participation).

What works

- To be focused on specific issues, not generalities
- To have enough resourcing –e.g. time, people, the necessary skills e.g. negotiation, dialogue
- An enabled community – that they have the capacity to respond to your approach
- Robust feedback - to yourselves, to the communities

Typical problems that can arise in public engagement

- The engagement process is too hurried; timescale too short
- Timing of events – not appropriate – e.g. at a time of day when people are at work or the process demands too much time from participants
- The approach requires too much technical knowledge for volunteer group to cope with
- Consultation fatigue – people are being asked to engage on too many projects at the same time

- Distrust from earlier encounters
- Management of expectations on both sides - the initiator and the participant
- Poor feedback to the participants

Questions to consider before starting on a public engagement process

- Why are you doing this? Who else wants to be involved?
- What outcomes do you hope for?
- Do you have necessary resources and skills? There are many tested tools and techniques to be used e.g. stakeholder analysis
- Do you know who to contact or where to start?
- Can you maintain the process and outcomes?
- Are there existing structures and experiences to build on?

Questions to consider in relation to the participants

- Do participants have the expertise, training?
- Do they have the time, the number of people?
- Do they need help to enable them to engage?

To consider

- Know why you want to engage people
- Know who you want to engage with
- Invest in the process
- Bring in help if needed e.g. a mediator
- Enjoy it!

Culture heritage and community involvement: examples from EUROCITIES

Cécile Houpert, EUROCITIES

The European context

EUROCITIES

EUROCITIES is the network of major European cities. It was founded in 1986 and has over 130 members from 35 countries. It is organised in six thematic forums for sharing knowledge, practices and for exchange and debates between member cities.

One forum exchanges on cultural issues affecting cities. With a view to 2030, EUROCITIES has identified a number of areas which will affect cities and their cultural strategies over the coming decades:

- *The demographic challenge*: cities will need to develop new cultural offers that meet the evolving needs of their changing populations.
- *The audience expectations challenge*: the audiences of the future are likely to expect more flexibility and tailored cultural offerings, and cities will need to adapt with openness and flexibility.
- *A new approach to governance and networking*: cities will play an important role in encouraging cultural organisations to collaborate, share resources, group together and explore innovative forms of income generation. They are likely to play a part in fostering new partnerships.
- *Riding the digital wave*: new technologies will have a significant disruptive effect on the cultural sector.
- *Future fit local cultural administrations*: cities can offer much more beyond purely financial support. They can use their connections to broker new partnerships, they might provide physical space for artists and cultural organisations, they may offer advice, and they can act as promoters.

The Culture for Cities and Regions project

EUROCITIES and KEA, in partnership with ERRIN, manage the European Commission initiative “Culture for Cities and Regions”, funded by the Creative Europe programme, to support cities and regions in making sound investments in culture. The project started in January 2015 and runs until September 2017.

Three main dimensions are explored:

- culture and the creative industries for local economic development and urban regeneration
- cultural heritage as a driver for economic growth and social inclusion
- culture for social inclusion, social innovation and intercultural dialogue

During this three-year initiative, we have produced a catalogue of 71 case studies, organised 15 thematic study visits all around Europe and will provide expert coaching for 10 selected cities/regions.

About 150 cities and regions of all sizes have gained visibility at the European level and directly benefitted from the initiative through their active involvement in study visits and coaching activities. All activities lead to policy recommendations that will feed in the European Commission work.



Catalogue



15 Study visits



Coaching for 10 cities/regions

European Commission latest actions/decisions

- European Commission communication on Cultural Heritage
 In July 2014 the European Commission adopted the Communication "Towards an integrated approach to cultural heritage for Europe". The communication states that the sector is at a "crossroad" due to reduced public budgets; falling participation in traditional cultural activities; diversifying potential audiences due to urbanisation; globalisation and technological change. It also highlighted opportunities for EU countries and stakeholders to work more closely across borders to ensure that cultural heritage contributes more to sustainable growth and jobs.

- European Cultural Heritage Year 2018
 The overall objective of the European Year shall be to encourage and support the efforts of the Union, the Member States, regional and local authorities to protect, safeguard, re-use, enhance, valorise and promote cultural heritage in the EU. During this year, specific attention will be paid to:
 - Encourage approaches that are people-centred, inclusive, forward-looking, more integrated and cross-sectoral
 - Promote innovative models of multilevel governance and management
 The European Year will be implemented using existing EU programmes, including the structural and investment funds, Creative Europe and Horizon 2020.

- Structured dialogue
 Voices of Cultures are a structured dialogue between the EC and cultural sector, a framework for discussions between EU civil society stakeholders and EC with regards to culture. The main objective of this platform is to provide a channel for the voice of the cultural sector in Europe to be heard by EU policy makers. In July 2015 was held in Florence a session on participatory governance in heritage. The topics discussed during the structured dialogue have been selected in accordance with the four priorities of the Work Plan for Culture 2015-2018 which sets out priorities for European cooperation in cultural policy-making.

Examples from the EUROCITIES Network

Why is community involvement important for ...

- the local level
 - Increasing need for community participation in heritage preservation and protection because it is less and less valid to rely on state institutions to do everything.
 - Community involvement can be a driver for change, radical transformation and innovation in the management and governance of cultural institutions in Europe – people need to be able to take care of their own cultural wealth.
 - Citizens today are demanding more direct participation in the decision-making process of managing governmental institutions.

- tangible heritage: buildings and artefacts

Historic cities, towns and villages engage citizens and communities in taking in proper consideration of heritage resources, including those valued by local communities or under-represented areas, in their plans for the future, to ensure their identity and cultural diversity are kept alive while generating sustainable growth and employment.

Example: Porto, Bank of Materials

The Bank of Materials is a museum open to the public since 2010. Prior to that, it was a reserve for saving Porto's typical building materials from destruction, collecting and cataloguing them for research and giving them back free of charge to citizens for construction and building conservation, thereby safeguarding the city's architectural heritage. The Bank of Materials also safeguards knowledge about *azulejos* and the visual memories of the city. *Azulejos* are painted tin-glazed ceramic tile works found on the interior and exterior of buildings and are very typical of Spanish and Portuguese architecture. In the past, they were not only used as an ornamental art form, but also had a specific functional capacity: temperature control in homes.



Municipal services such as the emergency management, fire brigade or municipal company of housing and management are collecting the materials in case of dangers in the name of the bank. Citizens and building owners can also take the initiative to bring materials to the bank. The bank also gives materials back to citizens: any Porto building owner can contact the bank whenever a work of rehabilitation on the façade begins and traditional materials are missing. If the bank has the missing material, the citizen can go to the Citizens' Office at city hall to formalise the request in writing. If the bank does not have the requested material, a list of ceramics factories capable of reproducing the material is given to the citizen.

The most uncommon and rare materials are destined for the bank museum fund for didactical and learning purposes. The Bank of Materials has also been registering ceramic typological elements (more than 4,000 entries in the catalogue) and has identified where they can be found. This systematic study shows the high value of the

tile assets in Porto and the diversity of used materials. Technical support for researchers and the general public is also provided.

The museum organises guided visits and workshops for citizens to learn about the techniques and evolution of materials used in the local built heritage and to show how the materials can be restored. Through the preservation of traditional techniques and visual heritage, the Bank of Materials managed to turn a social problem (theft and degradation) into a cultural opportunity. Since the bank's opening as a museum in 2010, 15,000 pieces have been collected and more than 7,300 pieces provided for building's façade restoration. At least 100 buildings were rehabilitated and more than 1,400 benefited from technical support from the Bank of Materials. The museum has welcomed more than 21,000 visitors since 2010.

- intangible heritage: stories and memories

Museums are increasingly community-oriented, led by people and stories, proposing heritage-based narratives that weave personal stories of community members into the interpretation of larger historical events.

Example: Antwerp, Red Star Line Museum

Between 1873 and 1934 more than two million Europeans from all over Europe travelled with the Red Star Line company from Antwerp to America. In 2004 Antwerp city council decided to turn the former buildings of the Red Star Line shipping company into a commemorative site. The city bought three of the company's former warehouses that had together served as a control station for third class passengers wishing to immigrate to the New World. A design team restored the ruined buildings to their condition between 1921 and 1934 and the Museum opened in September 2013. Until recently, it was the only migration museum on the European mainland housed in the original departure halls.



The contemporary migration museum was conceived to breathe new life into the historic site. Through a state-of-the-art interactive exhibition that is spread out over two of the three buildings, the museum tells a universal story of migration based on the thoroughly documented stories of passengers who transited in the buildings. It also provides space for artistic re-interpretations, introspection and dialogue.

A strong focus is placed on narrative scenography and personal stories. Museum guides who have their own migrant backgrounds share their stories with visitors. The museum also collaborates with schools and adult education programmes to collect migration stories. The museum has been involving inhabitants with migrant backgrounds in a co-creation process since 2009. It uses for instance a "Red Star Line Transit Bus"- an old city maintenance bus transformed into a travelling storytelling device. The bus travelled to many schools, adult education centres, neighbourhoods and markets. A selection of the collected stories is now featured in the permanent exhibition.

With the help of, and in a permanent dialogue with its diverse audiences, both local and international, the museum collects and investigates personal migration stories from the perspective of those who experience(d), and (re)valorises them as important pieces of heritage. More than 1,400 family mini-collections linked to the migration of an ancestor have been collected since the opening the museum. Collecting and sharing personal stories is a way to valorise citizens while fostering intercultural and intergenerational dialogue. By empowering the residents and working together with local organisations strongly rooted in the communities, Antwerp wishes to strengthen these citizens' feeling of belonging to the city.

- Digital heritage: archives from communities

Digital heritage is the use of digital media in the service of preserving cultural heritage. The Charter on the Preservation of Digital Heritage of UNESCO defines digital heritage as embracing "cultural, educational, scientific and administrative resources, as well as technical, legal, medical and other kinds of information created digitally, or converted into digital form from existing analogue resources". The digital shift and new forms of social networking and online accessibility enable unprecedented forms of engagement in culture.

Example: Helsinki, Open Albums

The Albumit Auki project (later: Open Albums) collects and digitizes photos that cannot be found in official historical documents. There is a large treasure of cultural heritage in private archives and home photo albums. By digitizing of photos this large data can be saved for future generations.



The EU Urban II Community Initiative was implemented in 70 European cities during 2000-2006. The Urban Culture Project was implemented in 2002-2006 in Kontula, a suburban area in Helsinki. The sub-projects in the Urban Culture project widely reached different groups: Open Albums was meant for not very routinized computer users, often rather elderly, mostly from the neighbouring areas. The Open Albums gallery attracted visitors via Internet from all over the world. The starting point of the Urban Culture Project was to develop the skills and abilities required by the information society for everyone. Other goals were to produce cultural contents as well as to activate cultural operations in Kontula and in other areas near in Helsinki.

Open Albums was an open electric photo gallery on the Internet. The theme was Helsinki, and the photos handed over by ordinary citizens were about Helsinki from the late 19th century to date. Open Albums has now become a national photography archive, maintained by Lasipalatsi Media Centre Ltd. The collections are augmented in several Finnish cities. The main idea is still the same: bring old photographs taken by ordinary citizens as part of shared cultural heritage. The work can be implemented by NGOs, Municipal Cultural Services or other organizations (museums, regional archives).

The roots of Open Albums are closely related to involvement: the project offered people opportunities to bring their private photo collections to the national collection. People were invited to select data/material for the exhibitions and to work as curators. Citizens were taken into the very heart of production and curation. Open Albums has made the digital technology more attractive for people in many cities, especially for senior citizens, who needed improvement for their digital skills.

Generation gap, digital exclusion and social exclusion are some main challenges tackled by the project. Open Albums presents practical ways to use culture to strengthen positive urban change in the society, where civil society, art and culture professionals as well as institutes identify each other as valuable factors for common good and sustainable development. New methods and practices used by Open Albums will bridge the gap between generations, wear off digital exclusion and reduce social exclusion.

Key lessons and recommendations to cities

- Find personal connections between people and their heritage:
 - Remember that cultural heritage is not just about buildings, but includes the diversity of local cultures, including personal stories or artefacts.
 - Give context to collections: understanding the local context of the structure to develop collections that will attract and inspire locals.
 - Collect and use stories as a participative method.
 - Go and meet people in districts, at events, in schools, at church etc.
 - Create the right atmosphere to collect such stories: be patient, meet people several times and plan lots of coffee!
- Empowerment and co-creation
 - Involve communities - find new ways to engage residents in cultural activities that reach out to them, and contribute to social integration.
 - Inform and consult: Shape programmes, vision, management with the community around heritage: talk, share and meet people, ask them what they want to do and how they want to do it.
 - Encourage and empower local communities to participate and find themselves as valuable members of the city.
 - Include and collaborate: Promote the co-creation of programmes – coordinated promotion and planning increases engagement, attendance, participation, and impact.
 - By empowering the residents and working together with local organisations strongly rooted in the communities, you will strengthen citizens' feeling of belonging to the city.
- Changing perceptions
 - Involving the community will increase the trust and willingness to act together
 - Create opportunities out of social problems
 - Help citizens develop their skills



Conclusion

Results of community involvement in preservation and protection of (urban) heritage

- Stimulate active citizenship, activate civic participation of people: empowerment, feeling of belonging to the community;
- Increase trust between public authorities and people, improve the transparency and accountability of public bodies;
- Foster social cohesion;
- Communities are sharing responsibility, asserting ownership and exercising control jointly with professionals: better care!

Good-practices within community involvement in urban heritage: overview about participants' experience

Community involvement in development of policies related to urban heritage

Activity	City	Contact
Working group and citizens dialogue for the elaboration of the Management Plan	Regensburg	M. Ripp
Major conference to elaborate a vision of heritage with experts and citizens	Quebec	J. Lernieux
Networking with heritage community (UNESCO WH-Center / Comitee, ICOMOS International)	Vienna	R. Zunke
Involvement of local associations / institutions in development of Management Plan	Bamberg	P. Alberth
Workshop with artist, musicologists, etc. to further develop the visitor centre concept	Bamberg	P. Alberth
Involvement of stakeholders in development of Management Plan	Quedlinburg	K. Kaltschmidt
Involvement of citizens in development of Conservation Plan	Bere Island	B. Kelly
Culture co-design programme: enabling residents to become involved in design of cultural offer in their neighbourhood and to co-design the cultural programme	Birmingham	http://nws.eurocities.eu/MediaShell/media/Birmingham_Culture%20on%20your%20doorstep_06072015.pdf
Involvement of citizens in development of Strategic Plan	Cesky Krumlov	D. Carda

Community involvement in promotion and valorisation of urban heritage

Activity	City	Contact
World Heritage day once a year, led by major	Philadelphia	Z. Teelucksingh
World Heritage anniversaries: Involvement of community in organisation and events	Stralsund	St. Behrendt
Heritage days: Involvement of volunteers of all ages, training them to be heritage ambassadors	Amsterdam	I. Weyermans
Day of open doors: a look behind the walls of World Heritage incl. booklets with short information and stories about the houses	Salzburg	A. Würfl
Visitor Centre: Promoting the World heritage	Regensburg	M. Ripp

Souvenirs donated by inhabitants in the world heritage exhibition	Stralsund	St. Behrendt
World heritage exhibition: Advisory board for the concept work	Stralsund	St. Behrendt
Info station in heritage housing settlement with cafe and exhibition as meeting point for residents and visitors interested in architecture	Berlin	R. Dornbusch
Exhibition "The garden of heaven on earth": inviting citizens to participate with their photos	Bamberg	P. Alberth
Red Star Line Museum in heritage building: contemporary migration museum, focusing on personal stories of migration. Museum guides have migrant backgrounds & share their stories.	Antwerp	L. Verheyen
Open Albums: open electric photo gallery in the internet of old pictures / documents of Helsinki handed in by citizens	Helsinki	J. Suonpera
Film by Quedlinburg inhabitants to advertise their city as a place of residence	Quedlinburg	K. Kaltschmidt
World heritage film by city historian in 3 languages	Philadelphia	Z. Teelucksingh
Pilgrim Path Millennium Project: network of walking routes along medieval pilgrimage paths in association with local communities	Ireland	B. Kelly
Audio trail "Tunnels of escape": Downloadable mp3s for self-reliant walks to original locations, experiencing personal stories about tunnels of escape along the former wall of Berlin	Berlin	http://berliner-unterwelten.de/audioweg.1593.0.html
Audio-Guide in German and English for tourists to help explore the city on their own	Quedlinburg	K. Kaltschmidt
Thematic guided tours to explore monuments and special half-timbered houses	Quedlinburg	K. Kaltschmidt
Special guided tours for schools and interested groups	Salzburg	A. Würfl
Community involvement in tourism and local heritage	Beemster	J. van Dijk
Volunteers and entrepreneurs: business people tell personal story about having a business in World Heritage City	Beemster	J. van Dijk
Workshops with kids "Architecture for all" during World Heritage Day	Regensburg	M. Ripp
Temporary exhibition of students (pictures/paintings of world heritage site); Intergenerational exhibition projects of elderly people and UNESCO project school	Stralsund	St. Behrendt
Teaching world heritage in local schools: Development of lesson plan, teacher training	Philadelphia	Z. Teelucksingh
Education on world heritage: public program for young adults	Warsaw	A. Zasadzinska

Urban Revelation workshop: devising routes with the participation of artists, businesses and people working or living in the vicinity. Young people are trained to receive and accompany the public, serving as trail guides.	Marseilles	http://www.coe.int/t/dg4/cultureheritage/heritage/identities/appli/rev-urbaine_en.pdf
Social media: Engagement of public relations specialist to promote world heritage projects via social media to the community	Philadelphia	Z. Teelucksingh
World heritage on facebook	Bamberg	P. Alberth
Communication model for cultural heritage (Coba)	Regensburg	M. Ripp
Promoting identification of politicians with the heritage: asking for statement: What is your favourite heritage and why?	Berlin	R. Dornbusch
Temporary marking of the WH Site border with citizens	Bamberg	P. Alberth
WH Seal (a stamp of statues) to be used by all communities	Philadelphia	Z. Teelucksingh

Community involvement in management & safeguarding of urban heritage

Activity	City	Contact
Museum "Bank of Materials": saving Porto's typical building materials from destruction by collecting and cataloguing them for research and giving them back free of charge to citizens for construction and building conservation	Porto	P. Pereira da Silva
Adopt a monument scheme: new way to work with communities in engaging with heritage and to get to know more of the history of an area	Ireland	B. Kelly
Building preservation trust: Involvement of volunteers in the restoration of heritage buildings.	Great Britain	J. Miller: http://www.heritagetrustnetwork.org.uk/introduction-to-heritage-trust-network-north-west
Local Authority Heritage Officer Programme: they work within local authorities and communities to build a better understanding and appreciation of the heritage	Ireland	B. Kelly
Heritage committee: it brings together associations, groups of companies, groups of residents, etc. Meetings serve as a consultation, conflict management and early warning mechanism concerning all components of the heritage environment.	Marseilles	http://www.coe.int/t/dg4/cultureheritage/heritage/identities/appli/commission-pat_en.pdf
Concertation table: table for the old Quebec city to discuss issues and find solutions. Composed by city officials, citizens, business people, institutions, government, port of Quebec, schools; 20 persons, meeting every 2-3 months	Quebec	J. Lernieux

World Heritage Advisory Board: representatives of the community advise municipality in WH matters	Stralsund	St. Behrendt
World Heritage Council: political, local, engagement/reorganizing world heritage engagement	Bergen	J. Gillow
Citizens committee: concerned with safeguarding of heritage buildings	Stralsund	St. Behrendt
Quedlinburg Monument Breakfast: bringing people together to stimulate projects	Quedlinburg	K. Kaltschmidt
Web-based database for inhabitants of heritage urban settlement (Hufeisensiedlung) for monument-protection	Berlin	R. Dornbusch
Open monument day: Every year private owners open their buildings for the public and show how to restore an old building and how proud they are about their work.	Quedlinburg	K. Kaltschmidt
Lodge for young people: is a voluntary year giving young people the opportunity to familiarise themselves with the profession and working field of heritage management.	Quedlinburg	K. Kaltschmidt
Community involvement in the New Market Square Project	Stralsund	St. Behrendt

Using urban heritage to support community development

Activity	City	Contact
"Lesegärten" (reader garden): Event from the Library Club in a world heritage house.	Wismar	J. Haase
Historicgarden; Garden communities; Old/Historic gardening and seed gaining	Luxemburg	S. Gengler
Cooking with refugees during world heritage day: intangible heritage from different cultures	Regensburg	M. Ripp
Work with religious organizations to better showcase this facet of our city.	Philadelphia	Z. Teelucksingh
Using world heritage for neighborhood tourism	Philadelphia	Z. Teelucksingh
Impacting youth and community members through the lens of World Heritage	Philadelphia	Z. Teelucksingh

Participants' objectives of community involvement and related actions regarding ...

Development of policies / management plans related to urban heritage

Stakeholders to involve	
<ul style="list-style-type: none"> • Owners • Residents/ citizens • Local businesses • Tourists • Children/youth 	
Objective for the involvement	
<ul style="list-style-type: none"> • Raise awareness about the urban heritage, its values and importance; • Increase the understanding about proper handling of the urban heritage / safeguarding requirements; • Increase the knowledge about the multiple opportunities and contribution of heritage for the urban / community development; <p>of the users of the urban heritage and people that live there.</p>	<ul style="list-style-type: none"> • Find out about the needs related to the urban heritage of the users of the urban heritage and people that live there.
Actions & Activities	
<ul style="list-style-type: none"> • Public relation through media campaign, leaflets, etc. • Ask target groups about their (positive) stories and attachment to the urban heritage; let them tell the stories to the "others". • Find multiplier for target groups to explain / talk about the opportunities/ proper handling of urban heritage. 	<ul style="list-style-type: none"> • Idea and needs workshops • Online surveys • "Walkshops" • Random street interviews • Target group consultation • Idea collection

Stakeholders to involve	
Institutions / people whose work is directly related or affect the urban heritage i.e. <ul style="list-style-type: none"> • Municipal departments • Monuments preservation authority • City marketing association • House owners' associations • Cultural institutions • University 	
Objective for the involvement	
<ul style="list-style-type: none"> • Ensure understanding and support of the content of the management plan • Reflect the needs of the different target groups in the management plan 	



<ul style="list-style-type: none"> • Find out about what needs to be changed/improved • Improve the understanding of the safeguarding needs of the urban heritage • Come up with new solutions/ approaches to bring in line the safeguarding and the use of the urban heritage • Coordinate and balance the different needs and bring them in line with the safeguarding needs of the urban heritage, reducing conflicts and ensuring proper safeguarding of the urban heritage.
Actions & Activities
Working group and sub-groups to discuss and define the content of the management plan

Stakeholders to involve
<p>Institutions / people whose work is directly related or affect the urban heritage i.e.</p> <ul style="list-style-type: none"> • City council • Politicians • Mayor
Objective for the involvement
<ul style="list-style-type: none"> • Ensure support or neutral position
Actions & Activities
<ul style="list-style-type: none"> • Address them personally • Present intermediate results (not only final document) and take up their feedback • Involve in working groups

Promotion & valorisation of urban heritage

Objective for the involvement	
<ul style="list-style-type: none"> • <i>Knowledge Sharing</i> To share knowledge about OUV and heritage values to every inhabitant, to visitors and to diverse interest groups through transparent and accessible means; also passing on the “knowledge” to the next generation. • <i>Awareness Raising</i> To ensure the understanding of the heritage values, which lead to the safeguarding needs, and promoting the urban heritage, hand-in-hand with knowledge sharing, to gain support in conservation and monitoring and in taking over of responsibilities by the communities, also lending to a dynamic heritage. • <i>Emotional attachment</i> To emotionally connect the communities with the urban heritage, to make them feel proud of their heritage, to strengthen the feeling of ownership and identification; to increase the appreciation and respect of the urban heritage and to build communal values based on the urban heritage creating communities around the WH. 	
Actions & Activities	
<p><i>In the city</i></p> <ul style="list-style-type: none"> – Interpretation and signage through city officials and/or tourism agencies to give information. – Celebration of a World Heritage Day (celebrated in solidarity through the organization but also within the city). – Street signs, such as "World Heritage Way" in Philadelphia, a street named for World Heritage to peak interest in visitors and residents alike. 	<p><i>With/ for inhabitants:</i></p> <ul style="list-style-type: none"> – A festival organize by cultural institutions/local community/NGOs/city – for general public (open doors, European heritage days, World heritage days) – Photo competitions to find a photo that will promote the site on leaflets/website/FB etc – Storytelling (connecting history and our times; i.e. people living onsite to share their “personal” stories or “mapping” the most romantic, etc. places) – Social media
Stakeholders to involve	
<ul style="list-style-type: none"> • Tourism agencies, officials and industry workers • Local initiative groups • Historical societies, planning commissions 	<ul style="list-style-type: none"> • Local community living on the site (residents an institutions) • Residents living outside WHS • Children and young adults • Expats
Actions & Activities	
<p><i>With / for immigrants:</i> Communication through the people, taking Philadelphia as an example:</p> <ul style="list-style-type: none"> – Citizens do not generally have a grasp on the impact of UNESCO World Heritage globally. Others who have immigrated to our city are able to share the knowledge of UNESCO World Heritage in their countries with us and teach us about its importance. At the same 	<p><i>With / for youth:</i> <i>Open monuments day and Junior tour guides:</i> Amsterdam: a project team coordinates Junior Guides. Children, aged 7-16, are trained to guide visitors through the Open Monuments. This actively engages the youth in their heritage as they learn about the sites, while also obtaining a sense of responsibility for their tour. This weekend-long initiative of Open Monuments</p>

<p>time, these people add to our international story.</p> <ul style="list-style-type: none"> – Spurred by education programs, and hopefully happening organically more and more, people share their backgrounds. An example being World Heritage Day in schools where Mexican students share World Heritage knowledge with US born kids. There are also heritage groups that have long existed that welcome those who have recently immigrated. 	<p>is aided by a huge response of <i>volunteers</i> from the community.</p> <p><i>Promotion through television:</i> A popular children TV program in the Netherlands, that explains "how things work", had one episode focused on the ten UNESCO sites in the Netherlands.</p> <p><i>Rallies and Treasure Hunts:</i> Stralsund student city rallies and treasure hunts are utilized in which students answer questions that can only be found by exploring the city.</p> <p><i>World Heritage in Young Hands:</i> UNESCO has suggested materials in innovative ways to teach youth about world heritage i.e. comics (used by Quedlinburg).</p> <p><i>Practical workshops:</i> Known for its traditional architecture, Quedlinburg offers a practical workshop to teach long-time craftsmanship and traditional techniques of building timber houses. People learn skills that can lead to job creation.</p> <ul style="list-style-type: none"> – Education program for schools/individuals – Theatre project – UNESCO school project
Stakeholders to involve	
<ul style="list-style-type: none"> • Community groups focused on welcoming and communication to incoming citizens, interfaith groups, etc. • Educational community • World Heritage Site management 	<ul style="list-style-type: none"> • Youth and Young people
Actions & Activities	
<p><i>Through courses:</i> Courses extended beyond academia and into community groups, as citizens can learn about their heritage alongside visitors or immigrants without having to be enrolled in a school or university. Courses can take place onsite, in a museum or community centre and revolve around various topics.</p>	<p><i>Digitalization:</i> Teaming up with archives to record sensitive documents that may not be accessible to a large public (whether it be an issue of large number of visitors, conservation of the original document, simply making it easier to read for the modern observer, etc.) and making them available online or on digital display. Being able to access original documents or see maps that showcase where certain heritage spots can be found opens the access to knowledge. However, there are limitations in this, such as access to and/or desire to use technology.</p>
Stakeholders to involve	
<p>Educational community, schools, universities in tandem with community centres</p>	<p>Historical societies, archives, museums; digital specialists</p>



Objective for the involvement
<ul style="list-style-type: none"> • <i>Better visitor experience</i> To increase tourism and income
Actions & Activities
<ul style="list-style-type: none"> – Guidebooks for teachers/guides – Refugees guiding refugees – City tours programme/guided tours – Visitors centres – Map of the most romantic/scary/etc. places made online by citizens for visitors (related to the personal history if possible) – Invite people living onsite to share their stories with younger generation/tourists
Stakeholders to involve
<ul style="list-style-type: none"> • guides, teachers → groups that can influence bigger groups • visitors

Objective for the involvement
<ul style="list-style-type: none"> • <i>Promoting heritage importance in political processes</i> Heritage engagement from the political process
Actions & Activities
<p><i>World Heritage "Clinic"</i> Example from Ireland: Rent a room in a hotel to prepare "drop-in clinic" style reporting where politicians or their representation can ask questions about their constituencies. The initiative requires much follow up, but it is an opportunity for political parties to discreetly and informally learn about their area and/or areas they may be affected by. This is just meant to be an information exchange, with the purpose of informing the political person or party on the current situation so he/she/they will be able to make more informed decisions to the public.</p> <p><i>OWHC as a tool:</i> OWHC has incorporated politicians and experts to come together for heritage. The organization means to initiate that conversation, and also follow through with implementation. Good relations with politicians, city representatives and the community are key.</p> <p><i>General approaches to political parties:</i> The Mayor or equivalent has a lot on his or her mind, what is the case for heritage to be a priority? We need to realize the wide view of the politician in order to help make a specific and relevant case for heritage. Support from citizen groups is crucial in this because the citizens are who the politicians must answer to. Can heritage be a way to unify various political groups as well and find some common ground?</p>
Stakeholders to involve
<ul style="list-style-type: none"> • Political Community • World Heritage Community • Citizen activist groups



Objective for the involvement
<ul style="list-style-type: none"> • <i>Promoting own initiatives to share ideas and learn from others</i> Some general topics that were discussed regarding promotion, World Heritage and community involvement
Actions & Activities
<p><i>Connections and partnerships with sites, cities and countries:</i> connect to similar cities going through similar initiatives/facing similar challenges or rather be inspired by cities very different from our own, yet may be able to find creative connections. This extends to connecting with architects, universities, artists, archaeologists, or any group that has a strong base and relevance to the OUV.</p> <p><i>Strategic Plans:</i> Philadelphia and the seven categories from which the implementation begins, especially by engaging key civic leaders to “champion” the initiative</p> <p><i>Creating a World Heritage Film (Philadelphia) or short videos accessible</i> through tourism websites or YouTube (The Golden Triangle, Amsterdam and Beemster)</p> <p><i>World Heritage Exhibitions</i> as part of an interpretation scheme, meant to be interactive, for every age, using different mediums and free to the public so everyone has access</p> <p><i>Coalition of Sites</i> such as the collective meeting with the 10 WH sites in Netherlands. In this instance, each site takes an active "hat" (Beemster in charge of education, for example). This could be amended to city level in the case of larger countries, such as a possible heritage union of the neighbourhoods of Philadelphia.</p>
Stakeholders to involve
<ul style="list-style-type: none"> • World heritage community



Management & safeguarding of urban heritage

Stakeholders to involve
<ul style="list-style-type: none"> • inhabitants, residents • house owners, developers, building industry • businesses, tourism industry • government (local/national), elected officials • preservation groups, artists, students, civic associations • media, publishers • specialists
Objective for the involvement
<p>To support participatory governance (bottom-up approach) and transparent processes, achieving trust, openness and support for the safeguarding of the urban heritage.</p> <p><i>Specifically</i></p> <ul style="list-style-type: none"> • to find suitable, innovative new ideas for reuse of historic properties and secure the use of different levels • to increase resources for historic preservation activities • to foster pride in the local heritage and the feeling of “ownership” through their involvement in safeguarding activities • to teach skills in the field of conservation to improve professional opportunities • to balance and meet the different wants & needs of the communities • to understand the other point of views • to balance historic preservation and economic development • to engage developers and house owners to raise awareness about importance of investing in preservation (promotion / valorisation) • to prevent (short-term) changes that demolish the integrity of the heritage <p>This with the intention</p> <ul style="list-style-type: none"> • to achieve best possible management and safeguard • to have more inhabitants in the historical old town and make the community live and use the urban heritage • to foster social cohesion / inclusion -> belong -> care
Actions & Activities
<p>Local forums and continuous activities with stakeholders</p> <ul style="list-style-type: none"> • to ask for input • to show the benefits to engage • to provide certificates for engagement <p>Cooperation with media</p>

Communication in Heritage – the COBA model

Identifying with heritage – indicative of how heritage assets are valued – is of utmost importance if citizens are to even give or receive more resources to cultural heritage. If citizens do not identify with their cultural heritage, these objectives are very difficult to achieve. On the basis of this understanding, the “Communication Model of Built Heritage Assets (COBA)” has been developed by the World Heritage Coordination of the City of Regensburg within the HerMan (Management of cultural heritage in the Central European Area) project.



The model draws on several scientific theories and takes into consideration identification as something genuinely personal, highly influenced by internal and external factors. COBA provides both the definition of a level in which a specific target group finds itself at a certain time, and the proposition of what action to take, i.e. what media and methods to use to advance citizens in their heritage identification status.

More details are to be found under <http://www.herman-project.eu/Outputs>

COMUS and OWHC – cooperation and communication in heritage



COMUS (Community-led Urban Strategies in Historic Towns) was started in January 2015 as a common project of Council of Europe and the European Union and in partnership with the OWHC Regional Secretariat Northwest Europe and North America. By improving the living conditions of Europeans

and the quality of their living environments, while giving citizens a more direct role in defining, deciding and implementing local economic development projects, COMUS is an opportunity to bridge heritage preservation concerns with municipal empowerment and economic growth.

Nine pilot towns have been selected in five countries of Eastern Europe whose richness and diversity of heritage is of major cultural significance. Communication and community involvement are amongst the main goals of COMUS activities, and the cooperation with World Heritage Cities is a valuable source for all partners to extend knowledge and practical experience in this field of action.

The partnership with the Organization of World Heritage Cities is generating opportunities for longer-term cooperation with other European historic towns. The COMUS experiences will be examples to inspire spontaneous projects in other towns in participating countries, but also in other international contexts, while impacting on existing national policies and intervention models to encourage local development processes.

Read more about COMUS and download the brochure under <http://pjp-eu.coe.int/en/web/comus/home>

About the cooperation of OWHC and COMUS, read here: www.ovpm.org/en/COMUS

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Participant list

City	Name		Country
Amsterdam	Oxenaar	Aart	Netherlands
Amsterdam	Van Pinxteren	Jeanine	Netherlands
Amsterdam	Weyermans	Inez	Netherlands
Bamberg	Alberth	Patricia	Germany
Beemster	Van Dijk	Janneke	Netherlands
Bergen	Bakke-Alisoy	Hege Agathe	Norway
Bergen	Gillow	Johanne	Norway
Berlin	Dr. Dornbusch	Ramona	Germany
Cesky Krumlov	Carda	Dalibor	Czech Republic
Cesky Krumlov	Zemanova	Kamila	Czech Republic
Goslar	Dr. Armenat	Manuela	Germany
Gyeongju	Byun	Jeong- yong	Republic of Korea
Gyeongju	Choi	Yang-sik	Republic of Korea
Gyeongju	Jang	Ja-hyun	Republic of Korea
Gyeongju	Jo	Han-nah	Republic of Korea
Gyeongju	Kwon	Soon-kil	Republic of Korea
Gyeongju	Lee	Kang-woo	Republic of Korea
Gyeongju	Lee	Sang-won	Republic of Korea
Gyeongju	Park	Jun-kyu	Republic of Korea
Gyeongju	Park	Mi-ri	Republic of Korea
Luxembourg	Gengler	Sonja	Luxembourg
Luxembourg	Milani Nia	Shaaf	Luxembourg
Philadelphia	Gallier Howard	Sylvie	USA
Philadelphia	Genuardi	Monica	USA
Philadelphia	Teelucksingh	Zabeth	USA
Québec	Lemieux	Julie	Canada
Quedlinburg	Kaltschmidt	Katrin	Germany
Quedlinburg	Rippich	Julia	Germany
Quedlinburg	Schmelz	Torsten	Germany
Rauma	Eskolin	Juha	Finland
Rauma	Telaranta	Jussi	Finland
Regensburg	Göttler	Monika	Germany
Regensburg	Ripp	Matthias	Germany
Salzburg	Würfl	Alexander	Austria
Stralsund	Behrendt	Steffi	Germany
Stralsund	Dr. Badrow	Alexander	Germany
Stralsund	Koslik	Peter	Germany
Stralsund	Möller	Gunnar	Germany
Stralsund	Peters	Christine	Germany
Stralsund	Planke	Ronny	Germany
Stralsund	Röll	Bernd	Germany
Stralsund	Uhlig	Sabine	Germany

City	Name		Country
Stralsund	Wohlgemuth	Ekkehard	Germany
Stralsund	Wolle	Jeannine	Germany
Stralsund	Zimmer	Rolf Peter	Germany
Vienna	Wiala-Zimm	Regina	Austria
Vienna	Zunke	Rudolf	Austria
Warsaw	Zasadzinska	Anna	Poland
Wismar	Haase	Jacqueline	Germany
	Houpert	Cécile	Belgium
	Kelly	Beatrice	Ireland
	Manz	Kerstin	Germany
	Minaidis	Lee	Greece
	Ricard	Denis	Canada
	Scheffler	Nils	Germany
	Trentinella	Jean- Christophe	Georgia