



## **MINUTES OF THE 4TH REGIONAL CONFERENCE OF THE OWHC. APRIL 2005**

### **Francisco Tejada, Deputy Councillor for Treasury, Trade and Tourism of Cordoba (Spain)**

Mayor of the city of Evora, Mrs Minaidis, who is here as a representative of the Mayor of Rhodes, President of the OWHC, Secretary General of the OWHC, Mayors and Councillors of the World Heritage Cities, Municipal Technicians, Ladies and Gentlemen:

First of all and on behalf of the Mayor of the city of Cordoba, Mrs Rosa Aguilar, I would like to warmly welcome you all and thank you for being here today. I know she regrets not being able to attend and I personally know that she did all that she could in order to attend this meeting.

As the highest representative of the Southern/Mediterranean Secretariat of the OWHC and on behalf of the Mayor of Cordoba, I would like to reaffirm our personal commitment and the commitment of the city council of Cordoba, to go on working in the same way we have done up to now or even more, on the development of the OWHC in our region.

World Heritage Cities are represented here. Cities from distant and beautiful places such as: Guanajuato (Mexico), Rhodes (Greece), Quebec (Canada); our neighbours from Lyon and Carassone, Avila, Baeza, Caceres, Cuenca, Eivissa, Segovia, San Cristobal de la Laguna, Santiago de Compostela from Spain; the Sicilian Valle del Noto and las Lusas from Italy; Guimaraes, Sintra, Angra do Heroímo; and the host city, Evora, whose Mayor, Mr José Ernesto de Oliveira, I would like to thank on behalf of all us for warmly welcoming us and for his hospitality. I would also like to congratulate him again on having the good fortune to be the representative of this beautiful city that receives us.

Because we have a busy agenda, I would like to briefly wish you all success for this conference, and success to strengthen the OWHC as far as we can, because by doing this we also strengthen our own cities.

I would like to take advantage of this event to invite you to visit the city of Cordoba in May. It is the month par excellence of our city, when spring starts and colours and exquisite fragrances envelop our city, a city where people come and feel at home and where the heritage of different civilizations, preserved throughout the centuries, is present.

Before finishing I would like to remind you that next September the Eighth World Symposium will take place in Cusco (Peru) when our Region will have a new opportunity to meet in the 5<sup>th</sup> Meeting.

Thank you very much and welcome.

## **Denis Ricard, Secretary General of the OWHC**

The Southern / Mediterranean Secretariat has played a unique role regarding heritage. We use the three main languages of the Organisation: French, English and Spanish, a fact that is testimony to its glorious past.

This region is also special for the OWHC, because in its short existence (our organisation is just eleven and a half years old), two presidents for the OWHC have been elected: the Mayor of Toledo (Spain), José Manuel Molina Garcia and the Mayor of Rhodes (Greece), George Giannopoulos.

We can notice special feelings in this region, for example, hearing the words of Rosa Aguilar. Our city has a great interest in its heritage and this fact is shown in the management of a Secretariat skilfully headed by Rafael Perez de la Concha, who is here with us today.

A few minutes ago I was talking about Rosa Aguilar but we should talk about a big majority of people who are not only interested in their heritage but also visibly show it. It is a city which we can count on for more and more. The city of Lyon, for example, has belonged to the OWHC in a brilliant way for many years now in different aspects. I would like to highlight the presence of the Mayor's assistant, Patrice Beghain, who is not only a politician of the city but also a person who is really interested in the heritage of his city. He has even written a book on it. Few of us can expect to do the same.

Bruno Delas, who will address us in this meeting, has kindly accepted to be our representative in the UNESCO committee. So, we can see that this city is forever more and more involved.

Unfortunately, all can not be perfect and there is one country absent. Italy is not here with us today and in general we have little contact with them. We have tried hard to improve the situation but, unfortunately Italy still constitutes an important absence. If something can comfort us it is the fact that Italy has not had too much presence in others forums either. But it is a shame and I hope we can arouse the interest of a country with very good resources and with a lively and developed knowledge on heritage. It is not a logical fact that Italy has not attended this meeting.

This is very nice. What should we do from here on? That is the next question: where are we going from here on? We are now acquiring a new role. We have seven General Secretariats with activities worldwide, with links that we have worldwide with the greatest organisations in the world, whether it is with UNESCO, whether it is with the Council of Europe, whether it is with the World Tourism Organisation and with many many world organisations.

The OWHC is more and more a key player, it is more and more recognised as such. And this is thanks to our institutions, to world institutions, and also to others, which make possible that we realise all kind of activities, for

example the World Symposium in Cusco, that we will talk about later this afternoon or early tomorrow.

So in a short period of time, we have come along, we have organised things that innovate world over. We have more and more programmes that you will see later. And how can we do that? This organisation belongs to anyone else but its members, to all of you, members of the OWHC. And I challenge, I challenge you in the sense that all of you do not hesitate to come up with ideas, with ideas where this organisation could go. We have to keep being very innovative; we have to keep having more and more ideas in order to keep our world up. And it is hoped that with these ideas we will keep going in the right way. We have to be very careful in this task because we have come this way not out of a coincidence, we have come this way out of hitting the right targets properly and we have to keep the right targets probably and not to go in the wrong direction, which is a dangerous task.

To conclude, I am very pleased to be here. I feel that I am at home here. I have come here, I am looking forward to listening to all of you. Have a nice meeting. Thank you.

### **Rafael Perez de la Concha, Regional Coordinator**

Thank you, Mr Ricard. Now I am going to give the floor to Lee Minaidis, Deputy Mayor of Rhodes, who is going to talk on behalf of the President of the OWHC.

### **Lee Minaidis, OWHC's Coordinator for European projects and development**

Thank you. I would like to thank my friends and colleges, the Major of Cordoba, Rosa Aguilar, for expanding an invitation to me to take part in the Fourth Regional Conference of our Southern European and Mediterranean Region. And the President of the Municipality of Evora, Jose Ernesto de Oliveira, for hosting and organising the conference.

It is remarkable to think that this is the seventh Regional Conference that has taken place throughout the world within the last year, gathering together decision makers and heritage specialists. Each meeting has had its own cultural character. But the goal has remained the same: to work together towards the better preservation of our cities. The Regional Secretariats provide a vital link between the cities of the region and the General Secretariat. That information can be shared among our large family of cities. Together with the General Secretariat, our Regional Secretariats carry out the projects and programmes proposed and approved by our Board and General Assembly, taking into account the cultural requirements of each region as well as initiating projects at the regional level. I am sure that we can all appreciate the worth, benefits and advantages of the structure of our network, through which its administrative centre can reach every corner of the world where all the cities recognise as possessing a universal value of mankind exist.

I would like to take this opportunity to acknowledge the generosity and contribution of the city of Cordoba, especially Major Aguilar, in sustaining the seat of the Regional Secretariat of Southern Europe and the Mediterranean, which has been of the greatest importance in the promotion of the values and objectives of the OWHC. It is an example to be followed by all here present. And the excellent work carried out until recently by the Councillor of Tourism and Heritage, Marcelino Ferrero, and his successor now Francisco Tejada, the Regional Coordinator, Rafael Perez de la Concha, and the RIO Project Manager, Francisco Muñoz, and their team have maintained our Regional Secretariat at a high level. And it has been a tremendous effort of the Organisation.

Through quick effort, many activities have been initiated in our region, which are of the most relevance and interest to our cities and always the characteristic high degree of our organisation. The workshop "Heritage, conservation and over-renewal", which will take place within the framework of the conference, is an excellent example of this.

I commend the initiative taken by the city of Lyon, especially Patrice Beghain and Bruno Delas. The city of Lyon, which coordinates the Town Planning Working Committee, for the development of this workshop, as well as the fact that within the region, we have to be able to ensure the participation and contribution of the tremendous human resources that we have.

I would also like to acknowledge the generosity and efforts of the city of Evora, especially its Major, Jose Ernesto de Oliveira, as well as Jose Emilio Guerrero and his team, for the organising of this conference. I am well aware of the excellent team within the Municipality of Evora, which organised so successfully the Board meeting in December.

Due to my obligations as Vice-President of the Organisation of Greek Local Authorities regarding legal reforms on the local reform project, which will be discussed in the Greek Parliament during the week of April 18<sup>th</sup>, I regret that I am not able to be here with all of you today, although I have very good memories of my stay in Evora in December and of the acceptably work being carried out there.

Once again, my congratulations to Cordoba and Evora, with the contribution of Lyon, for the planning of the promising-to-be a fruitful and enjoyable conference, which I am sure will be a benefit to all. In the nearly twelve years since its founding, the OWHC has developed a rich programme of projects and activities which reflect the need of our cities as well as strong tasks and close collaboration with many international institutions pursuing similar goals. Our world symposia generate interests among decision-makers and tourism specialists from all over the world. Although we are a young organisation, it is evident that we are playing an increasingly relevant role in all matters of world heritage and I am looking forward to see all of you in Cusco. George Giannopoulos, President of the Organisation of World Heritage Cities. Thank you.

## **Rafael Perez de la Concha, Regional Coordinator**

Thank you, Ms Minaidis. To finish this opening conference, the President of the Municipality of Evora, Jose Ernesto de Oliveira, is going to make a short contribution.

## **Jose Ernesto de Oliveira, President of the Municipality of Evora (Portugal)**

Good morning. First of all I would like to welcome my friend Mrs Lee Minaidis who is here representing the Mayor of Rhodes, President of the OWHC. Welcome and greetings to the President on our behalf. On behalf of the city of Evora I would also like to welcome Rosa Aguilar's representative from the town council of Cordoba and of course I would like to welcome all the other representatives here to Evora. Finally, I would like to welcome a person we can almost consider a citizen of honour. He is also my friend. I am talking about Mr Denis Ricard, Secretary General of the Organisation who has earned the privilege of a commemorative plaque here in our city.

I would like to welcome all cities here represented. They are around twenty-five and we are very proud of their presence. I would like to thank all of them for the effort they have made in order to come here today not only from Spain but also from Greece, Italy and even from the Vatican City. Thank you very much to all of you and welcome to this city. Rest assured, we will do its utmost to make you feel at home and to ensure the success of this meeting.

Allow me to highlight the presence of the twin cities from Portugal and the presence of my dear friend the Mayor of Guimarães. I would like to thank him for being here today with us. I would also like to welcome the representative of the city Angra de Heroismo, old friends, collaborators and the representatives of Sintra who are not here at the moment but who will be joining us later.

Thank you very much and welcome. Now I would like to emphasize the fact that it is very important for Evora to belong to the Organisation of World Heritage Cities. According to Denis Ricard, Evora is the founder of this Organisation and since it started its participation, the municipal executive council and other representatives of our State have shown their effort and their commitment and also their interest and desire to promote the essential values of this Organisation. That is the reason why since 1993 up to now, and we hope for many years to come, Evora has devoted a special affection to this Organisation and made a great effort in order for the Organisation to be known at an international level and for all to be able to preserve and defend our beloved heritage.

This is the meaning of our work. We think that since Evora was appointed as a World Heritage City in the 1980's there has been a change that has altered our strategic development. For us it has been very important to have been appointed as a World Heritage City. In my opinion, the beginning

of the new city of Evora is based on its heritage values and on its determination to be a city of the future. It has two main pillars: one of them is the recognition in the 1980's of Evora as a UNESCO World Heritage City. The other pillar is the creation and the opening of our university. These are the foundations of the development of our city which has lived through more than three thousand years of history. So, since the beginning, it has been very important for Evora to be a World Heritage City. All this has its meaning in our daily work which is the symbol of Evora as a World Heritage City, a city full of culture, a university city in which tradition, our beloved heritage, innovation and the development we work towards all meet. This union is an important part of our strategy. These meetings are very important to think together about technology, policies, about the values of our heritage and about the way to manage it. This Organisation focuses on the management of heritage. It uses new technologies to update all its dates, its international references about population flows and its ways of managing heritage. All of this is done in order to preserve heritage and to be able to take advantage of the native population that justifies it and needs it at the same time. I think we really need this meetings as well as the possibility to meet together to exchange our experiences and to deeply think about the different matters of concern. These meetings promote reflection on our own programs. They promote symposiums and seminars where technicians show us their knowledge and share their experiences with all of us.

It was not my intention to prolong this meeting but I wanted to deal with the different issues that concern us. I hope this Assembly will contribute with positive ideas on the next issues we will deal with through the programs it is going to develop and through the seminar that is going to take place afterwards. It is important to be able to mobilise youth opinion, not only on the strategies of preservation and management but also on sustainable development strategies, facts that are essential for the preservation of our heritage. And regarding preservation, this Regional Secretariat is carrying out a program which I hope we will be able to promote here.

Another thing that worries me is the management of the quality of life of World Heritage Cities. These cities are linked to an idea of quality of life. The citizens, as those who receive the benefits of heritage, must take advantage of its presence and its ownership but must also guarantee its preservation. They must allow those who will benefit from heritage in the future not only to preserve it but also to take advantage of it. So preserving and protecting the environment demands management measures in order to guarantee future sustainability.

Lastly, and by way of conclusion, I would like to call the attention of the central governments of our cities and of the European and the World institutions, as we have done in other meetings, in order for them to pay attention to World Heritage, a heritage which is national, regional and local because it belongs to humanity. This call is related to the financing which is essential for the preservation, development and study of heritage values. I know many of you share my point of view so I thought it would be a good idea to mention this. Municipalities representing World Heritage Cities must

ask their governments and international institutions to heed this call to become the reinforcers of the laws that preserve and develop heritage. Thank you very much for your attention and for your presence. Welcome, and enjoy your stay in Evora. I hope the General Assembly and the Discussion will have all the success the Organization of World Heritage Cities deserves. Thank you all.

### **Rafael Perez de la Concha, Regional Coordinator**

Thank you very much, Mayor of the Municipality of Evora. We have already finished the formal greetings and now we are going to proceed with the agenda we have for this morning.

The first point on our agenda is the reading and approval of the minutes of the 3rd Regional Conference in Rhodes (Greece), coinciding with the 7<sup>th</sup> World Symposium of September 2003. The minutes were sent to all the cities some months ago and can be found in your documentation, together with the minutes of the 2<sup>nd</sup> Regional Conference and an issue of the Catalogue Guide. If you wish to make any comments or suggestions regarding any possible modifications, please say so now.

There being no comments about the minutes, we duly approve them. Now we are going to proceed with the report by the Regional Coordinator. I will do so with a PowerPoint presentation.

Thank you very much, Mr Oliveira. First of all, and before starting the report, I would like to thank the City of Evora, the Mayor of the Municipality of Evora and also the team that has organised this meeting, Jose Guerrero and the technician, Paula Santos, for their hospitality and congratulate them for their excellent organisation of the Conference.

I would like to remind you why we are gathered in Evora. It was agreed at the 2<sup>nd</sup> Regional Conference that the locations for regional meetings would alternate between the headquarters of the Regional Secretariat in Cordoba and a member city of the Organisation. This Conference is taking place in Evora and the next conference, in 2006, will be held in Cordoba. I should remind you that the odd years are devoted to the organisation of General Assemblies and World Symposia. During these years, we take advantage of the organisation of the World Symposia to hold Regional Conferences. The next meeting to be held in a city of our region will take place in 2008. Its location will be decided at the Regional Conference in Cordoba in 2006.

It is a joyous occasion for the Regional Secretariat and for us all that we can now welcome four new cities, the representatives of which are here present: Ubeza and Baeza, in Spain, Angra do Heroismo, in Portugal, and also the Italian city of Sicily, whose representatives are the sole Italian representatives at this Conference.

I would also like to congratulate the city of Lyon, and especially Mr Bruno Delas, for the organisation of a work committee -the town planning committee- with an Urban planning workshop that will take place this afternoon and tomorrow and which has also had the cooperation of Evora. In the last months, the creation of this committee has been one of the organisation's greatest objectives, and it has now become a reality.

You can find a brief summary of this report in your documentation and the complete report will be available in some days on the Regional Secretariat's web site. I think this report is important because the information included in it will give you the keys to understanding how our Regional Secretariat works.

I am going to deliver a brief introduction about the OWHC, that is, the Organisation of World Heritage Cities, although I am sure Denis Ricard and Juan Manuel Martinez will deepen on this issue later.

The Board of Administration is comprised of the following members, its President, George Giannopoulos, the Mayor of Bergen, the Mayor of Cordoba, the Mayor of Cuenca, who has recently been appointed, together with the Mayor of Puebla, the Mayor of Kazan and the Mayor of Sousse, in Tunisia.

Here you can see the staff of the Board of Administration elected at the General Assembly in Rhodes. This is the staff of the General Secretariat, led by our General Secretary and his team: Rachel Larouche, Financial Officer, Juan Manuel Martinez, Director of Programmes (who is present here today), Isabelle Mercier, Executive Secretary, and the rest of the team: Lee Minaidis, responsible for European Projects and Development, Siri Myrvoll, responsible for Urban Archaeology, and Chantale Émond, responsible for Youth Projects. Here you can find their contact addresses, telephone numbers and e-mail in order to contact them if you should need to do so.

The different Regional Secretariats have been set up throughout the years. Here you can see all Regional Secretariats and the regions included in them. The first Regional Secretariat came into existence in Guanajuato in 1995. Its Regional Coordinator is Mauricio Vazquez. Here you can see his e-mail address. The Regional Secretariat for Eastern and Central Europe was created in 1996. Its Regional Coordinator is Katalin Kiss. The Regional Secretariat for Northwest Europe was also born in 1996 and its Regional Coordinator is Siri Elvestad. The Regional Secretariat for Africa and the Middle East was created in 1999. Its' Regional Coordinator is Semia Akrouit. Our Regional Secretariat was created in 2001. Then, the Euro-Asia Regional Secretariat was created in 2003, with headquarters in Kazan. The Regional Secretariat for Eastern Africa, with its headquarters in Zanzibar, was created very recently and only for a certain period of time after an agreement reached at the Board of Administration in Cordoba. We will see whether this Secretariat will continue with its work after the period which was initially established.

And here we can see information about our Regional Secretariat in Cordoba. This is the staff of the Secretariat: Rosa Aguilar, Mayor of Cordoba,



headquarters of the Regional Secretariat, as it was agreed at the Board of Administration in Cordoba; Francisco Tejada, Deputy Mayor for Tourism in Cordoba; Rafael Perez de la Concha, Regional Coordinator; and Francisco Muñoz, the person in charge of contacting you, sending you mail, and updating our web site. His work is entirely devoted to the OWHC. I would like to take this opportunity to recognise his work and his dedication to the Organisation.

Here you can find our territory, the region of the Regional Secretariat. There are 57 cities within the region. There are 17 cities in Spain: Alcala de Henares, Aranjuez, Avila, Baeza, Caceres, Cordoba, Cuenca, Granada, Ibiza, Merida, Oviedo, Salamanca, San Cristobal de la Laguna, Santiago de Compostela, Segovia, Toledo and Ubeda. There are 8 cities in France: over here you can see Amiens, which appears in blue, because it is currently a conditional member, and here we can see the rest of the French cities: Carcassonne, Lyon, Mont Saint-Michel, Nancy, Paris, Province and Strasbourg. There are two cities in Greece: Chora, in Pastmos Island, and Rhodes. There are 23 cities in Italy, the country with the highest number of cities included in the Heritage List. You can find all of them here. It is important to highlight that Sicily is the only Italian city represented here today. We will see later that Italy is one of our main challenges. We have to make great efforts in order to have more Italian cities join the Regional Secretariat. In Malta we can find the city of Valetta. There are five cities in Portugal: Angra do Heroismo, Evora, Guimaraes, Porto and Sintra. And finally the Holy City, the Vatican City, which appears as a conditional member.

This was the map of our region. Now we can see the cities that belong to the Regional Secretariat. These cities are marked here in green; the cities in yellow are the cities that have joined the Regional Secretariat recently. Conditional members appear in blue and the cities that have not yet joined the Secretariat appear in red. We have to continue working with them so that they join our Secretariat. The results obtained are not bad; I think we have made great progress. In Spain we are going to have 17 heritage city members of the Secretariat. Five out of the 8 French cities will also be members and all of the Greek cities are members of the Secretariat. Twelve out of the 23 Italian cities will be members of the Secretariat after this Conference and the only city in Malta, Valetta, has not joined us yet. Having achieved that Angra do Heroismo joins the Secretariat, Porto is now the only Portuguese city that is not a member. The Holy City is not a member yet either. In general, I think we have made progress, I think we are working very well and we are going to achieve our goals.

Here you can see some pictures of the staff of the Regional Secretariat, the faces of the people who are responsible for its work. There is also a picture of the headquarters of the Regional Secretariat in Cordoba, which many of you already know, at Caballerizas Reales, a building located within the part of the city that is included in the UNESCO Heritage List. Phillip II built it in the 16th century. Here you can find our contact addresses.

I would like to remind you briefly about the objectives of the Regional Secretariat, and how the latter is financed because, as it is stated in the

Statutes of the OWHC, the Regional Secretariat should be self-financing. Cordoba City Council contributes with a certain amount of money and the General Secretariat contributes with 15% of the fees that you, as member cities, pay every year. This total amount of money should only be invested on common activities carried out by the Regional Secretariat, and exclusively devoted to member cities that have paid all their fees. We should not put this money towards documentation or projects in non-member cities. It is a little bit difficult to put this into practice but we have a series of mechanisms by which it can be achieved. We will discuss these later. The amount of 15% of the fees paid corresponds to the fees that were paid the previous year, so for example, in 2005, 15% of the 2004 fees are received.

Here we have a table in which financial contributions can be seen in terms of the local contribution of Cordoba City Council in 2001, the year of Secretariat's creation, and the total budget the Regional Secretariat has had since 2002. We can see the contributions made by Cordoba City Council and those made by the General Secretariat (15% of the fees). As you can see, the amount we received in 2004 coming from the 2003 fees is much larger (almost double) than in other years. This is because a World Symposium was held in 2003 and all member cities had to pay the total amount of their fees to be allowed the right to vote there. We hope that the same happens this year (2005) and that many cities pay their corresponding fees.

Once again, here are the objectives of the Regional Secretariat:

- to allow a greater participation of member cities
- to favour communication and exchange of information among member cities and between them and the Regional Secretariat
- to encourage the development of the Organisation
- to increase the Organisation's importance in the world

Briefly, as regards the history of the Regional Secretariat, we must say that the agreement to set it up was reached at the General Assembly in Safranbolu (Turkey) in September 2000. The 1<sup>st</sup> Regional Conference, which led to the creation of the Regional Secretariat, took place on September 18<sup>th</sup> 2001, seven days after the famous September 11<sup>th</sup> in New York. For that reason, the attendance at this Conference was greatly reduced. Nevertheless, we still had a large number of cities represented at the Conference that joined the Secretariat. All the cities represented there joined the Regional Secretariat during the Conference. Here there are some pictures where you can see some of us, looking a little bit younger than we do today.

Regarding the conclusions reached at the 1<sup>st</sup> Regional Conference, I am going to review all of them now because I think it is positive that we reflect not only on what we have already achieved, but also on what still remains to be done:

- Presentation by the cities represented at the Conference of the necessary documents to join the Regional Secretariat.

- Setting up of a work group focused on searching EU programmes, initiatives and projects. This was a proposal made by the former President of the OWHC, Jose Manuel Molina, Mayor of Toledo.
- Creation, updating, presentation and distribution of a database, which we have already done and which is almost always updated because it is modified every day, in order for you to have a wide database with information about politicians and technicians. We will have to add information about the urban planning specialists who are going to work in our workshop today and about our future specialists in tourism, culture and financing to this database.
- Editing of material containing information about all the cities. Today we are going to present the Catalogue Guide.
- Participation in tourism fairs and workshops. We have taken part in some but we still have to press this issue.
- Coordination of meetings between politicians and technicians.
- Exchange of experiences in the tourism sector.
- Creation of a web site. It has been already created and we will see it later.
- Teaching and training of people in the tourism sector. We also talked about it in 2001 and there has been no progress on it.
- Exchange of information about investment and marketing opportunities, also among different cities.
- Cooperation with the European Tourism Commission.
- Organisation of work groups. We have already seen that new work committees have been created.
- Organisation of joint activities. We have organised some of them until now. New initiatives and proposals were presented within the cultural exchange plan, which was presented by the former Deputy Mayor for Culture, Some of them have already been carried out and some of them are in the process of being put into practice.
- Creation of a university forum that favours the exchange of teachers and researchers.
- Creation of a video and CD library about the artistic and cultural heritage of our cities.
- Creation of a database focused on culture in our cities.
- Creation of a virtual gallery to spread the work of those artists specialising in plastic art.
- Promotion of the creation of multilateral networks to present projects financed by the EU.
- Organisation of an international heritage cities festival, as coined by the Mayor of Toledo. I would like to insist upon the Mayor of Toledo's proposal to organise a biannual and rotary event to spread the latest works in plastic, visual and music arts.
- Creation of a network in universities and youth hostels. It seems this proposal was made with a view to the future, seeing as this network will allow cultural exchanges, and encourage tolerance among young people. Later, we will learn about a youth hostels project, which is currently being carried out.
- Exchange of students among our cities.
- Participation of the private sector through our gastronomy.

Other conclusions and contributions were made by different cities. Included in the list of agreements reached, were the following:

- Organisation of work practices among the different vocational training centres.
- Exchange of teachers and students.
- Organisation of exhibitions among several cities. They could be travelling exhibitions within our cities.
- Bilateral agreements between member cities.

These were the main ideas brought forward at the meeting in 2001 in which our Secretariat was set up. The 2<sup>nd</sup> Regional Conference was held on April 10<sup>th</sup> in Cordoba, at the Salon de los Mosaicos (Mosaic Hall) of the Alcazar of the Catholic Kings. Here you can see some pictures taken at that meeting and at the social and cultural activities that were organised in the evenings. We can also see some pictures of the participants, whose number is increasing with the passing of the time.

The conclusions reached at the 2<sup>nd</sup> Conference were the following:

- Support of Cordoba's application to become the European Capital of Culture 2016.
- Joint organisation of activities on Solidarity Day, something that we have not achieved yet and that we will discuss today.
- Organisation of the "Surfing through the World Heritage Cities of Southern Europe and the Mediterranean" Internet competition. We have already organised the second edition of this competition, as we will see later. The first edition was a great success.
- Creation of a cultural agenda of the Regional Secretariats in order for potential visitors to know which cultural activities are organised in each city and when they take place.
- Promotion of exchanges in the social, cultural, tourism, economic and urban planning sectors.
- Creation of the following work committees (which you are already aware of): the Financing Committee, in Portugal -although it was originally approved that this committee would have its headquarters in Portugal, it was decided later that Evora should undertake this responsibility-; the Tourism Committee, coordinated by Rhodes, in Greece; the Culture Committee, whose coordinator is Naples' representative; and the Urban Planning Committee, coordinated by Lyon, France. With the exception of Malta, we have the main five countries of the Regional Secretariat participating in the organisation and management of the Regional Secretariat: Portugal, Greece, Italy and France, headquarters of the different work committees, and Spain, headquarters of the Regional Secretariat.
- Creation of a cultural tourism promotion plan
- Rotation in the organisation of international conferences, something which still requires a greater amount of work.
- Organisation of the next Regional Conference in Evora during the first semester of September 2005, which, incidentally, refers to today's Conference.

Now, we come to the 7<sup>th</sup> World Symposium and, at the same time, the Regional Conference of our Secretariat. These are the cities that took part in

it. We were really pleased about the hospitality and warm welcome we received in Rhodes. Here you can see several pictures showing the stand of our Regional Secretariat at the exhibition hall and the closing ceremony.

The conclusions reached in Rhodes just remind us those we had reached before and not fulfilled:

- Confirmation of Evora's coordination of the Financing Committee.
- Confirmation of the organisation of the 4<sup>th</sup> Regional Conference in Evora (Portugal) in spring 2005.
- To make great efforts to have non-member cities join the Regional Secretariat.
- Organisation of an urban planning workshop in 2004 in Lyon. We did not manage to organise it, but we have organised an urban planning workshop today, one year later, thus, we can say we have achieved this aim.
- To try to organise a meeting in Naples with Italian cities' representatives, that is, the Association of Italian World Heritage Cities, in order to have Italian non-member cities join the Regional Secretariat. It has been almost impossible because we have received no answer from Naples to our e-mails, phone calls and letters. We have had no answer; we do not know what has happened. We know that there have been elections after our last Conference and there was an agreement in 2003 but that is all. In any case, we will try to achieve it with our colleges from Sicily. I have already said that there will be a meeting of the Italian cities in May and I think we should take part in this meeting to present our Regional Secretariat to all of them again and to express to them our need for them to become member cities.
- The need to create technical committees immediately.
- Promotion of cultural exchanges among the cities.
- To open the doors of the Secretariat to business people, making their participation possible.
- Rotation of the international conferences in our member cities
- Presentation of the city of Patmos, in Greece, which had recently joined the Secretariat
- Expression of participants' gratitude to the Mayor of Rhodes and the Councillor Lee Minaidis for their hospitality and excellent organisation of the 7<sup>th</sup> World Sysposium.

And now we turn to the Regional Conference in Evora, on April 18<sup>th</sup> 2005, that is, today, in which we are going to follow a previously established agenda. The next Regional Conference (our 5<sup>th</sup> Regional Conference) will take place together with the 8<sup>th</sup> World Symposium in Cusco. I think the date for this Regional Conference is September 22<sup>nd</sup>.

The activities we have carried out since the Conference in Rhodes are the following:

- Transcription of the audiotapes containing all the contributions made at the 2<sup>nd</sup> Regional Conference. In your documentation you can find a big volume that contains the minutes of that Regional Conference, which are really important for us because they reflect the history of our Secretariat. We think it is very important that you all have this document. The process implied a lot of very hard work (that is the reason for the delay in its

publication). We had to transcribe all the tapes, translate them into the three official languages and then print them. The work was so hard that we managed to publish the minutes of the 3<sup>rd</sup> Regional Conference before the minutes of the 2<sup>nd</sup> Regional Conference. We have given them to you today (you can find them in your documentation) and we will send them to the representatives of the cities who are not here today. I repeat, the content is very large, the transcription work was very hard and the costs of translation were great. All these factors delayed their publication but did not stop it, as you all have a copy with you today.

- We also organised a competition for radio enthusiasts. This competition has no deadline, but the participants have to complete a record card in several phases. This competition is addressed to a specific sector and is being spread and promoted by our Secretariat. Here you can see what this competition is about in three different languages (you can also find this information in your documentation). Here you can find the record cards that radio enthusiasts have to send each other when they make new contacts with participants in other heritage cities. It is a QSL card. Here, you can see both sides of the card, which is used as a tool to promote and spread our Organisation. This is a small example of the contacts made on different dates, which you can also find on the web site of the Regional Secretariat.

After my speech we will talk about technical committees specifically but I would like to say now that you can find information about them and their contact addresses on our web site. As I said before, Lyon, with the cooperation of Evora, has organised an Urban Planning Workshop, which will take place this afternoon and tomorrow. Further to it, we should establish dates for the meetings of the culture, financing and tourism committees during this Regional Conference so that when we leave Evora we already have the dates of the committees' meetings to be sent to our technicians, politicians and councillors. The dates are especially important for our technicians of these fields because they are necessary in order to meet in the city acting as headquarters of each committee or in the city that is previously established. I repeat, we have to have the dates of our next meetings and continue with our work. If we fail to do so, we risk meeting again in a year's time not having fulfilled our goals.

I would like to tell you that here in Cordoba we had the pleasure to carry out a very interesting exchange with Palazzolo, a city in Sicily, in 2003. Palazzolo invited Cordoba to take part in a classical theatre festival, an international festival with theatre groups of young people coming from different cities and of different nationalities. Cordoba also took part in this festival in 2004 with the same classical theatre group of young people that participated the previous year. And now, just today and from April 14<sup>th</sup> to April 19<sup>th</sup>, a theatre group of Palazzolo is taking part in a theatre festival in Cordoba. It is a very interesting experience, an exchange among young people. When we talk about work committees, the Deputy Mayor of Cordoba will make some proposals about similar activities we could organise. Here you can see the poster of the young people's classical theatre festival, where you can see a part of the play Medea performed by the Liceo of Palazzolo. We suggest that all member cities take part in this experience

and that we organise an OWHC classical theatre festival. Why not? We will talk about it later.

The fifth meeting of Regional Coordinators in Kazan, 17th-18th July 2004, was held together with the Regional Conference of world heritage cities in Eurasia. Our Coordinator could not attend due to work and some personal problems.

We met in Tours after the invitation made by the Councillor of Lyon. We attended the first meeting of French heritage cities on September 9<sup>th</sup> 2004 in Lyon. Councillor Marcelino Ferrero and I attended part of the meeting and contacted those French cities that have not yet joined the Secretariat to give them information about joining.

Here you can see our **web site**, which you can visit at any time, on this address. We are going to see briefly what this web site consists of. This is the main menu, where we are offering information about this Regional Conference. We have a **News** section in different languages where you can find varied information about our activities and activities organised by others. We have the **Youth Forum**, which we will talk about later, and we also have an **Opinion poll** about the Forum and a **Link to the OWHC** web site.

It is interesting to note that we you can find our Catalogue Guide in the web site, which you have in your documentation. You can see the information already available about this 4<sup>th</sup> Regional Conference. Whenever we can, we try to translate the information to as many languages as possible. This is the main menu of the web site and this is the section in which you can find information about our Internet competition. You can also find information about the competition for radio enthusiasts, about Solidarity Day, about the Regional Conferences, with the minutes and photos from all of them, about the countries belonging to our region and also about an experience we had in Cordoba, that is, a drawing competition. You can find information about it in your documentation.

The **Youth Forum**, created through an agreement by the Board of Administration in Cordoba, was implemented in Cordoba and can be found on the Secretariat's web site.

Here you can see the distribution of our web site. There is a map of our region, in which you can select the country you wish and then the city. Once you have selected one country, the cities belonging to this country appear. The information about each city includes how to arrive, a brief History of the city, pictures of the city, etc. It is important to highlight that the information you can find here has been added by each city in the majority of cases. For the rest of the cities, the Regional Secretariat is trying to add information about them. Nevertheless, it is a tough task for the Secretariat particularly due to the language barrier, so we ask the cities, on behalf of the Secretariat to appoint a technician in your town councils to be responsible for the information the city has on the web site so that the pages devoted to your cities have at least some content.

The **Present city** is a new view of the city. Here we can see Evora's example. We also have the main **Points of Interest** of the cities. There is a section devoted to **Cultural events** (we talked about it before). Not all the cities have included information in this section, so it is difficult for us to have a general view of the cultural events in the different cities. Besides, it is necessary to update this information every year because apart from the periodical activities, there are also many activities that change, for this reason it is necessary to update this section regularly. **The art of living** is another section, as well as (practical) **Information** and **Outskirts**. There is also a **Search** option to help you look for specific information you may need.

Here you can see the **Youth Forum** as it is found on our web site. Firstly, the Mayor of Cordoba explains that this Forum is the result of an agreement reached by the Board of Administration in Cordoba. The Forum was created with the aim of selecting young people participating in the Forum to attend the World Symposium in Cusco. The Forum was implemented in Cordoba but it has not been overly successful. Participation has been scarce (we are now seeing the English and French versions of the Forum). Participation was very low despite distributing information about it to youth communities: universities, secondary schools, internet cafés, libraries, etc. We sent information about the Forum to all cities in order that they spread it, but we did not have any success. We do not have enough young people for the World Symposium in Cusco, so we have to decide how to select them in order to decide whether five or six young people coming from member cities of the Regional Secretariat are to attend the Symposium. We shall discuss this further later on.

Here you can see different conversations at the Forum. You can see the name of the participants and the title of their contributions. Young people are given the opportunity to add their opinion about others' contributions and we can even see how many times each contribution has been read. There are some contributions that have been read by hundreds of people. This is the section where new contributions can be added.

The Forum is well designed, it is a good opportunity for communication among young people but we have not yet achieved their participation. However, the Forum still exists as a tool for the exchange of information among young people. Here we can see an example of the contributions. A boy talks about a concrete issue, that is, what happens to the cities when museums and shops close and all the people disappear. He asks: "What do you think about it?" From then on a debate arises among participants. Here you can see the different answers he received.

The creation of a Cultural agenda (**Cultural events** on the web site) was agreed at the 2<sup>nd</sup> Regional Conference, as we said before. Information cards were sent to the cities in order that they be filled in and sent back to the Regional Secretariat. Then, the idea was that we would add the information given by each city to our web site. But there are only a few cities that have updated information in this section of the web site; many of them have not sent us any kind of information at all.



It is important to highlight the importance of the "Youth on the Trail of World Heritage" project. We will talk about it later but I would like to make some comments about the development of the project at the Regional Secretariat. The origin of this project was the proposal made by the Petit Séminaire in Quebec. Then, an agreement on it with the OWHC was reached at the Assembly in Rhodes and the project was established as a continuation of the "Heritage and Youth" project. A pilot project was completed in Quebec and Sousse and the definitive project was carried out during the 2004-2005 school year. Its aims were the following:

- To initiate young people into the wide notion of world heritage in order for them to understand what heritage is and to assimilate world heritage together with family heritage. Here we can see excellent examples of it.

- To appreciate the heritage character of their cities. In a second phase of the project, we went a step further; we went from the family context to the city context in order for young people to be aware of the importance of the heritage they have within their cities, and the importance of preserving it in order for future generations to enjoy it (that is our global motto).

- To discover other world heritage cities and make student exchanges. Many cities made these kind of exchanges thanks to the twinning program: Cordoba with Queretaro, Segovia with Oaxaca, Santiago de Compostela with Trinidad, in Cuba, Aranjuez with Monastir, in Tunisia, Caceres with Cusco, Peru, and Toledo with Campeche, in Mexico. In Portugal, Evora was twinned with Budapest, Guimaraes with Sucre, Sintra with Bath, United Kingdom. In Greece, Rhodes with Warsaw, Edessa (this city is included on the web site. I was surprised when I saw it and I must admit I had to find out where it is located because I did not know it) with Telford, United Kingdom and Strasbourg, in France, with Saint Louis, in Senegal.

- Here we can see some examples of the cards that students had to fill in. The information contained on them was related to family heritage. Here we can see a card coming from the exchange between Rhodes and Warsaw. There is a small text explaining the main reason why the chosen object is considered heritage for the student and his family. In this case, the student explains that this icon, which is quite large and belongs to his grandfather, is very valuable to his family. His grandfather bought it in 1867 and since then it has been transmitted to the so-called *Manolis* boys from generation to generation, so it is of great sentimental value to the family. This is precisely the aim of the project, to make sure that young people understand urban heritage. Thus, starting from family heritage we arrive at understanding urban heritage. We can see a second example here, emerging from the exchange between Rhodes and Warsaw, in which the chosen object is the grandmother's chair. Another example is a small surface with small stones, which also emerged from the exchange between these two cities.

This is an example between Segovia and Oaxaca. It consists of a small sewing machine which belonged to the great grandmother of the person who made this exchange. We can see also a camera emerged from the exchange between these two cities, and also a pair of scissors, a bank note

and a coin, which are between 75 and 90 years old and are also considered family heritage. We can also see an arch.

Here we can see a mineral as an example of the exchange between Monastir and Aranjuez. It belonged to the grandfather of the boy/girl who filled the card. He found it when he was hunting. It is decorative and sentimental and was found in the 19th century. From the exchange between Budapest and Evora we can see here a silver object, which belonged to the grandfather of the student who filled this card. Again, from the exchange between Rhodes and Warsaw, we have here a religious icon of San Sarandon.

Well, these are just examples of the project. You can see them and many more on the OWHC's web site, as well as some comments about the twinning projects. Our college from the OWHC will give us more information about it later.

- Organising of the "Surfing through the World Heritage Cities of Southern Europe and the Mediterranean" Internet competition, whose first edition has already been completed. Here we can see the competition's poster (you can also find it in your documentation) and some pictures of the award ceremony that was held in Cordoba. The winner was drawn from 80 participants. We received more than 500 information cards. Participants were asked to answer some questions about the Regional Secretariat and the OWHC and to list the member cities of the Regional Secretariat.

As I have already said, more than 500 young people took part in the competition. Only 80 out of them answered the questions correctly. There was a draw at Cordoba City Council overseen by the Secretary General, whose presence testified its validity. The media was invited and a boy from Cordoba was declared the winner. We presented him with an imitation cheque and we later awarded him the 1200 euros, together with a diploma. We organised the award ceremony on Solidarity Day.

This poster is of the second edition of the competition. It is very similar to the first edition's poster but we have changed the colour in order to establish a difference. You can find a copy of the poster in your documentation. The award for the second edition is the same as for the first one (1200 euros). The deadline of the competition, which began in March, is July 31<sup>st</sup> 2005. Then we will have enough time to read all the cards and to organise the award ceremony on September 8<sup>th</sup>.

This information is also available on our web site. Here you can see an example of the information found by the participants of the competition's when they visit. They are asked the following, "Which cities do the pictures belong to?", and then they are presented different pictures without names or any kind of identification. These are pictures of the 34 current member cities. Any cities joining the Secretariat after the competition has started will not be featured on the web site. We funded this competition with the economic contributions of member cities', in the hope that non-member cities should see the many advantages of being a member of our Regional Secretariat.

This is the card that has to be fully filled to take part in the competition. Participants should fill in all the fields and click on "Send". We automatically receive the information. I think we already have 30 or 40 cards for the second edition of the competition.

- Solidarity Day: these are some of the activities we have carried out up to now. Here you can see a picture corresponding to the event we organised some years ago on that day: it used to be customary to raise the OWHC's flag at the Regional Secretariat's headquarters.

We have to work together and establish a series of joint activities we can organise on that day. The Secretariat will remind you of the need to organise these common activities. Here we have some proposals: organisation of the award ceremony of the Internet competition, with works from the drawing exhibition competition, guided visits to the historic centre, free entrance to museums and historic buildings, etc. There are some cities that have already organised certain activities on that day: Guimaraes, Avila, Cordoba, and probably some more. We have asked these cities to send us information about these activities and we hope they will respond shortly with an answer

You can see here a picture of the drawing competition's award ceremony held at the Regional Secretariat's headquarters. There was an entertainment group, so students spent the morning there playing in their company and looking at the competition drawings exhibited there.

We have to agree on a standard series of activities in order for there to be harmony between all the members cities on the same day. If possible, we could choose a different topic every year. For example, one of the topics could be religious buildings. We can work to make such buildings central to Solidarity Day for a given year. Alternatively we could also choose military buildings, civil buildings, or all of them. Moreover, we could focus on the quarters of the cities, or certain streets and their bridges. We have to be imaginative and choose appropriately.

- The Catalogue Guide, which you can find in your documentation, has the following index: the Aims of the OWHC, Board of Administration of the OWHC and the General Secretariat (I'm going to be brief because we are running out of time). You can see the Catalogue Guide's index in your copy of the Guide, which is in your documentation. I would just like to say that the Catalogue Guide was one of our main goals and I think it is a very useful tool that all of us should have. At the beginning we wanted to create a Catalogue Book containing much more information than our current Guide but we thought it could be very difficult in terms of languages and translation. Furthermore, it would be very expensive due to the significant number of cities in the region. For that reason, we agreed at the Conference in April in Cordoba that we would write a shorter Catalogue Guide but with the possibility to review the information contained in it every two years. This is because the information will change over time.

This is how the Catalogue Guide is displayed on our web site: Aims of the OWHC, Board of Administration of the OWHC, the staff of the General Secretariat, the Regional Secretariats, a presentation of the Regional Secretariat of Southern Europe and the Mediterranean, contact addresses, the different work committees, completed and future projects and so on. The aim is that visitors to our web site, and also readers of our Catalogue Guide, know what we do, what our work consists of and also more about the Conferences we have held or plan to hold. Finally, there is a list of all the cities of the region (57 cities). The first of the cities on the Guide contains explanations about the meaning of the information given in it.

With regard to the content of each city in the Guide, you can find the name of the city, the year in which the city was included in the Heritage List and the name of the city's protected area. Then, you can find the web site of the city. On the right you can see the logo of our Secretariat, it only appears next to member cities. Additionally, the same happens with city web sites, i.e., it only appear if the city belongs to the Regional Secretariat. If we take Evora and Guimaraes as examples, they were already members of the Secretariat when we edited the Guide, so the Regional Secretariat's logo and the city's web site are included in the information. Angra do Heroismo had not joined the Secretariat when the Guide was published and as such there is no reference to its web site on the Guide. The same is true with the other cities that had also not joined the Secretariat before the 2003-2005 edition.

Our goal now is to publish a revised Guide for 2005-2007. After our meeting in Cusco and after having appointed a new Board of Administration, a new Catalogue Guide will be created. It will contain, of course, the complete information on new member cities.

At the end of the Guide you can find a list of names, organisations and institutions that cooperate with the OWHC. We think it will be of interest for those who regularly receive the Guide to have information about the different bodies that work with us and especially those that can offer additional financing.

One thousand copies of the Catalogue Guide have been printed in English, French and Spanish and another thousand copies in Greek, Italian and Portuguese. We are going to send 20 copies solely to member cities, including, of course, the four cities we are welcoming today, even though their city's information is not listed in the Guide. Then two copies will be sent to non-member cities so that they can see the benefits of joining the Secretariat. I repeat again, the Catalogue Guide will be updated after next Symposium.

Future projects. I am going to be brief because we are running out of time:

- Catalogue Guide 2005-2007.
- Agreement on the dates to hold the 6<sup>th</sup> Regional Conference in Cordoba.
- Need to work on the 8<sup>th</sup> World Symposium of the OWHC.
- Need to establish the dates for the meetings of the work committees.

Now I am going to focus on the meeting in Cusco. I will be brief as our colleague will talk about it later. This is the web site of the World Symposium in Cusco, in case you want to have a look at it. This is the content of the site: Mayor's welcome, information about lodging, transport and tours, and the themes to be dealt with at the Symposium. The registration period ends June 2005. The definitive agenda will be ready in July 2005. It is possible to take part in the exhibition by creating posters and other similar material and I invite you all to do so. I also ask for your help in distributing information, not as individual members but as a unified Secretariat. In order to share a common stand at the exhibition, all interested cities should send the material they want exhibited to the Secretariat in Cordoba and we will transport all the materials together and exhibit them in Cusco.

There are four election processes pending (I will be brief because my colleagues will talk about it): to appoint the next Board of Administration, to choose the World Heritage City in 2006, to choose our next President and to choose the place to hold the next meeting.

Now I am going to make some proposals regarding issues that must be reached in order to remain on today's schedule:

- The shared stand of the Secretariat at the exhibition in the 8<sup>th</sup> World Symposium
- To choose, if appropriate, the youths who are going to attend the 8<sup>th</sup> World Symposium. If we have to select them, we have to decide how to do it. We will talk about it later
- To establish concrete activities we are all prepared to organise for Solidarity Day
- To publish the Catalogue Guide 2005-2007
- To establish the dates for the 6<sup>th</sup> Regional Conference
- Attendance at the 8<sup>th</sup> World Symposium
- To make greater efforts towards increasing city membership to the Secretariat. We should reach agreements with non-member cities and try to organise a meeting with the Association of Italian Heritage Cities
- To thank the Mayor of Evora for his hospitality and congratulate the organising team
- To accept the joining of Angra do Heroismo, Ubeda, Baeza and Scicli.

I have already distributed tasks to the work committees. All we have talked about in the last years can be found amongst different committees. Each committee should now select the tasks they are going to carryout or establish which tasks have priority and decide the first to be accomplished. They should also establish dates to begin work. For example, the tourism committee should state their priorities as should the financing committee and so on. We suggest the Culture Committee changes its name to the Culture and Education Committee. We think this new name offers more information about its work. The Councillor of Cordoba will talk about it later. The tasks of the Urban Planning Committee will of course be established in our workshop today.

Thank you very much.

**Rafael Perez de la Concha, Regional Coordinator**  
**Coffee break**

I do not know if we should have the coffee break right now. It is quarter past eleven. Well, we are going to have the coffee break now and then we will talk about the work committees and will present the programmes of the OWHC. We will be back at quarter to twelve, sorry, at half past eleven, in just fifteen minutes. Thank you.

**Rafael Perez de la Concha, Regional Coordinator**

Now we are going to begin with work committees. Francisco Tejada, Deputy Mayor for Tourism in Cordoba, you have the floor.

**Francisco Tejada, Deputy Councillor for Treasury, Trade and Tourism of Cordoba (Spain)**

I would like to highlight the importance of the initial work carried out by the work committees. As it was said before, there is an urban planning workshop today, which is presented and organised by the city of Lyon, the city responsible for this committee. The tourism, culture and financing committees have to pose their questions today and establish their work schedule.

The culture committee, with Naples as responsible city, is not represented here today. I would like to propose an activity for this committee (the Regional Coordinator has mentioned it before). The activity consists of the exchange of young people from different heritage cities. The student exchange between Cordoba and Palazzolo, the context of which was the classical theatre festival, can be used as a working example. I would like to suggest that the city of Cordoba, headquarters of the Secretariat, contacts Naples to transmit to its representatives the need to begin the committee's work. In the meanwhile, Cordoba, headquarters of the Regional Secretariat, proposes to make a youth exchange based on classical theatre activities so that we can organise a theatre tour through the different cities of the Regional Secretariat, of Southern Europe and the Mediterranean in the future.

This is the proposal I want to make today. Regarding another issue that was suggested by the Regional Coordinator, that is, cities' information on the Secretariat's web site, I make the following three recommendations to all the cities:

- It would be useful to appoint one person/ unit/ department in each city that is responsible for the relations between the city and the Regional Secretariat. It is always easier for us to work with cities that have a person in charge of relations as communication and the exchange of information is much easier that way.

- To encourage cities that have not yet added information to the web site to do so and to list the cultural events of their cities in order to have them included on the web site. I think it is important that we all agree on the importance of the Internet nowadays and the convenience it offers member cities of the Regional Secretariat to find information not only about their own history and historic buildings but also about the cultural events organised in them.

- And regarding Naples and the proposals to the culture committee, due to the fact that this city is not represented here, we cannot do much more about it. But I think the rest of the committees should establish their work schedule, so that we are sure that the committees are going to begin the work they have to do.

### **Rafael Perez de la Concha, Regional Coordinator**

Regarding the work schedule, I think we could give the different committees a period of time of 15, 20 or 30 days to design this schedule and send it to the Regional Secretariat so that work can begin as soon as possible. We can give the committees a period of one month, if the committees' coordinators agree, in order for them to design a meeting schedule so that work will begin from then on.

We still have some issues pending, such as the issue related to the youth. I think we will talk about it again when we listen to the ongoing projects of the OWHC, the results of which will be included in our conclusions.

The floor is now handed over to Juan Manuel Martinez, who is going to present the projects of the Organisation of World Heritage Cities.

### **Juan Manuel Martinez, Director of Programs of the OWHC**

Thank you. First of all, I would like to congratulate the Regional Secretariat for Southern Europe/Mediterranean for the dynamism they have shown in their work. We have been able to see, thanks to Rafael's presentation that the Secretariat has vigorously carried out work all over the region. I think that, knowing the way in which we wanted to develop our programs, they have carried these out in an excellent way.

There is going to be a small modification. After the presentation of the programs, in the normal course of events, we will start the preparation of the Eighth World Symposium. During the presentation, we will start dealing with this point. Likewise, during my presentation of the programs, there are going to be various interventions. In particular, I would like to mention the interventions by Ms Lee Minaidis, who is the person responsible for the European Projects and Development; the intervention by the Secretary General, if he wishes to take part at any time, and the intervention by the

Mayor of the City of Guanajuato (Mexico), who is developing the pilot project "World Heritages Cities".

First and foremost, I am going to present the Exchange and Training Programs. Since the foundation of the OWHC, different world symposiums and regional activities have been organised. These events are very important because they are the place for direct and privileged contact between all the member cities and for all the protagonists who contribute to their preservation. Different issues have been dealt with in these events, such as the financing of the operations carried out to preserve the World Heritage Cities; tourism and World Heritage Cities, challenges and opportunities; innovation of the management of the World Heritage Cities; measures for the protection and prevention of the World Heritage Cities in case of disaster; maintenance of a lively heritage and training for the preservation and management of the World Heritage, which was the central issue of the symposium of Rhodes, among others.

Some of these events were: the First International Symposium which took place in Québec in 1991, the Regional Meeting of Sanframbolu, the Regional Meeting of Guanajuato (Mexico), the Regional Meeting of Tunisia, the Regional Meeting of England and, finally, the Regional Meeting of Budapest. As you know, in the events carried out in Puebla, in 1991, there were 1,300 participants. In Rhodes, in 2003, around 932 participants attended this great event and the next symposium, the OWHC's Eighth International Symposium, will take place in Cusco from the 20<sup>th</sup> to 23<sup>rd</sup> of September. The main topic of the Symposium will be "The Heritage of Humanity for a Heritage with Humanity". The Scientific Committee is coordinated by the Getty Conservation Institute, an American organisation very well linked to the OWHC. They have created a program in order to foster meetings and exchanges among all participants within our cities. The program will work as follows: first of all there is going to be an introduction of a guest lecturer in a Plenary Session. Then there will be divisions for each theme:

- Theme 1: Citizen participation in the revitalization of the World Heritage Cities: successes and failures.
- Theme 2: Intangible heritage in world historical cities: identifying and supporting it.
- Theme 3: Hosting tourists in world historical cities: how to reconcile the needs of residents.

All participants will be able to take part in one of the workshops established according to the work languages of the OWHC: French, English or Spanish. Each workshop will set up a roundtable with ten members in each. A guest lecturer will present the topic and then the mayor or a professional of the World Heritage Cities will present a showcase. Then, there will be a debate on the issues dealt with during the workshops in order to define the main ideas. The results will be given to a report writer who will prepare a summary. The same process will be repeated in all the workshops and the report writers will present the summaries during a plenary session.



Because of the fact that there are going to be a lot of participants who want to share more detailed information about their cities or more details of their work in the different areas, the Organising Committee has established a "poster session". As Rafael remarked earlier, I think it is a good idea that each Regional Secretariat will present a module with all the showcases. This will make the presentations easier and Rafael and I will be coordinating in order to find a way to present this application to the Organising Committee of Cusco. As far as we are concerned, this is quite a good idea.

At the symposium, during which the General Assembly of the OWHC's members will take place, we will present the different activities carried out by our organisation. There will also be a voting session to elect all the members of the Board of Directors. There will be eight positions available: one for the President and seven for the Vice-presidents. All former members of the Board of Directors will also be able to apply for positions if they wish to do so. The host city for the OWHC's 9th World Symposium of 2007 will also be chosen.

Cultural Program. A great number of events will take place, for example, a Machu Picchu and a Sacred Valley of the Incas tour. During the Symposium different events will also be held in the most important places of Cusco.

Cusco will be the first place to offer a course to train new mayors and this year all mayors who are members of the OWHC will have the opportunity to attend. So you all are invited. The course is being prepared by the Getty Conservation Institute.

The hotels will vary from 142 to 748 American dollars for the four days of the Symposium. Maybe you want to say something about this, Mr Secretary.

### **Denis Ricard, Secretary General of the OWHC**

If I may, I would like to specify that this is the price for the four nights that the symposium is going to last and not just for one night. We have received some complaints from people who thought that this was the price per night and that it was very expensive, but this is not the case.

### **Juan Manuel Martinez, Director of programs of the OWHC**

To go back to the symposium, I would like to say that you are all invited and that we hope to have a lot of participants from Europe. I think that this is a very good opportunity to get to know Latin America. The city of Cusco is known as the "centre of the world" and is home to the Sacred Valley of the Incas, Machu Picchu, which is one of the most important sacred places in the world.

We hope you will come. You will find all the information you need about the symposium on our webpage, where we hope to record a lot of registrations.

## **Denis Ricard, Secretary General of the OWHC**

Regarding the elections and as Juan said before, there are 8 vacancies in the Board of Directors. The applicants should be the Mayors of the member cities. As Secretary General I have the duty to send interested member cities information, within the period of a month, about the requirements needed to stand for the post in these democratic elections. At the beginning, in the Rhodes Symposium and in the last 16 General Assemblies, there were 16 mayors interested. Remember that this is an open announcement for all the Mayors of the member cities.

## **Juan Manuel Martinez, Director of programs of the OWHC**

I am going to briefly speak about the Regional Assemblies related to cooperation and exchange. In the course of both the last and present year, the seven OWHC's Regional Secretariats have organised Regional Assemblies on different issues related to World Heritage Cities. The Regional Secretariats are:

- Northwest Europe's Secretariat, with its headquarters in Bergen, Norway
- Eastern and Central Europe's Secretariat, with its headquarters in Budapest, Hungary
- Southern Europe/ Mediterranean's Secretariat, with its headquarters in Cordoba, Spain
- Latin America's Secretariat, with its headquarters in Guanajuato, Mexico. It is a real pleasure for us to have in our presence the Mayor of the City of Guanajuato, Mr. Arulfo Vázquez Nieto.
- Euro-Asia's Secretariat, with its headquarters in Kazan, Russian
- East Africa's Secretariat, with its headquarters in Zanzibar, Tanzania
- Africa and Middle East's Secretariat, with its headquarters in Tunis, Tunisia.

*City2City* Program. One of the objectives of this program is to favour, both at regional and international levels, cooperation and the exchange of information and knowledge between World Heritage Cities. Since 1991, the cities of Mozambique and Bergen (Norway), with the support of the Norwegian Agency for Development Cooperation (NORAD), have been carrying out cooperation projects. This program has had successes, particularly as regards the restoration of monuments in Mozambique. One of the cities which has collaborated with this program is Vilnius, which has established exchange programs with Cracovia, regarding heritage management. At the end of 2004, this city asked the City of Malta, which is represented by Mr Ray Bondin, the coordinator of Valletta rehabilitation Project, for its collaboration in order to set up rehabilitation strategies.

I know that the City of Cordoba and the City of Acreide are also developing these exchanges. I think it is very important to inform the rest of the cities about these exchanges and this is precisely one of the issues we want to raise in this Regional Secretariat. For this reason, if you have any information, it would please us greatly if you were to share it.

The Raising Awareness Campaign. As you all know, on September 8, the Solidarity Day of World Heritage Cities is celebrated. On this event, our member cities, want to make citizens aware about the importance of preserving cultural heritage. And for this reason and in order to emphasize this important date, special events are organised.

The OWHC, alongside the Council of Europe are developing different ways of collaboration on Solidarity Day. Ms Lee Menaidis is working on this issue and for this purpose she is in direct contact with the Council of Europe. If she wants to add any comment on this issue, I will give her the floor. As this is the case, I give her the floor.

### **Lee Minaidis, OWHC's Coordinator for European Projects and Development**

In my capacity as coordinator for European Projects, I attend many of the meetings of the Council of Europe, with regard to Culture, Cultural Heritage. As most of you know, they have a protocol called European Heritage's Days, which has been in effect for many years, and this is due to the opening of monuments in the month of September, to the citizens of all of the forty-eight European countries that are signatories to the Convention concerning Culture of the Council of Europe.

In a meeting over two years ago, it was decided that perhaps we could, as the organization of World Heritage Cities, somehow connect our Solidarity Day, which is the eighth of September, with the efforts of the Council of Europe of the European Heritage Days where other events are held in historic monuments, monuments not open usually to the public are open and it was decided that we would ask our cities in some way if it would be possible to coordinate with those who are in charge of the European Heritage Days in their regions if it is at all possible to coordinate activities when we organize them during our solidarity days celebrations with the Council of Europe. And in this way we, in joining forces, many times we will have better and more effective results.

This year, in the information concerning the Solidarity Day which will be coming from the secretary general, there would be more concrete information for you, so that should you wish to coordinate with the Council of Europe on this, you will be able to, more easily, thank you.

### **Juan Manuel Martinez, Director of Programs of the OWHC**

Thank you. To follow with, I am going to carry on talking about the Raising Awareness Campaign. An OWHC's Information Network has been developed since 1995 with a lot of success. We have twenty thousand users per week. A television series and a file of images, the latest with a company in Canada, are being created. Perhaps the Secretary General would like to add some more information about his programs.

### **Denis Ricard, Secretary General of the OWHC**

This is a new and promising project. At the beginning it consisted of taking photos in order to publish a book about World heritage Cities. It started in Rhodes around two years ago. It gradually started to become more and more important until it became a TV series. We needed some time to get the funding system ready, and we have already finished it.

The filming will start in June. The series has been bought by some channels such as the channel "ARTE"; a channel from this side of Europe. The aim of this project is to allow people from these World Heritage Cities to have their voices heard. For this purpose the team will travel around different places. The project will be self-financed by the OWHC.

I have recently written to the Mayors of France to put the cities into contact with the producer within a space of two weeks. The producer is even able to go to the cities personally.

We have already received an answer from French cities, which want to imitate the Greek cities. In France, we will have to wait some time. In the meantime, we will visit the Greek member cities and we will film there. The images taken will be used in a series which will be broadcasted all around the world.

### **Juan Manuel Martinez, Director of Programs of the OWHC**

Let us go on talking about the Raising Awareness Campaign. The European Parliament is developing an Exhibition Project on the European Parliament. As well as the Solidarity Day Program, this one is also coordinated by Mss Lee Minaidis, the person responsible for the European Projects of the WHCO. You have the floor.

### **Lee Minaidis, OWHC's Coordinator for European Projects and Development**

Thank you. Well as was stated earlier by mayor Oliveira we want to seek or to attain some sort of priorities specially with the European Union and other agencies and other organizations providing funds for heritage, but the European Union as we all know is the main source of funds for various programs that can help us in our work in preserving our heritage. And of course, as we all know, the European Union though, it is by... name and its member is European, the programs are directed or organized in such a way that they involve in many instances countries of Latin America with the Urbal Program, Asia with Asia-UBS, the North-African countries specially with the Euromed Programs. So, the idea and how the idea for the exhibition came about was to achieve a greater visibility with the European Union.

It is our aim to create a lobby to all of our cities and networks and contacts, a lobby with the European Union and a good starting point is to hold an exhibition in the European Parliament. This is done by many organizations and sometimes even cities. This is not an original idea but in speaking with

the members of the Greek European Parliament it was suggested to me that a good starting point would be an exhibition. This idea was brought to our board of directors here in Evora in December and it was agreed and cast that we would proceed with organizing an exhibition which would be held probably in early 2006, either January or February. A committee was set up not only with me and Siri Myrvoll of Bergen and Dalia Bardauskiere, from Vilnius, Lithuania. And we are working in cooperation with the Secretary General as to the content of this exhibition.

I would add that this exhibition would be made in such a way that it can be used many times again. It is not going to be an expensive one because as we all know exhibitions and stands can be extremely useful so it would be something very useful that any city could borrow and could have any particular event or conferences or some sort of big events that you feel that a stand or an exhibition of the organization, its identity and its work, all the projects and everything that has been talked about and will be talked about today, the presentation made by Rafael, certain aspects of that, so this exhibition will focus and showcase organization in its entirety, its identity, its work, leaving one space for a host city. For example, when we have that of the European Union, Brussels will be the showcase. If another city at some point has reasons to want to have this particular exhibition within the framework of another event, there would be that space to showcase the city itself or any other city wishing to make use of this exhibition, of this material.

So, it would be High Tech as well as conventional manners and whatever and the final plans would be proposed to the board in Kazan in June for its approval. But this is the plan so far as it goes. And I think it is good. I think we need something more tangible, something that we can share, something that we can use our organization and our work that would be a benefit for all of us. Thank You.

### **Juan Manuel Martinez, Director of Programs of the OWHC**

Thank you, Ms Minaidis. Let's go on talking about the Raising Awareness Campaign. The WHCO belongs to all its members and it is always a pleasure to receive new proposals. In April 2004, the Mayor of the City of Guanajuato visited us in Quebec. He proposed the World Heritage City's Project. This Project consists of appointing a member city of the OWHC as the city representing the World Heritage throughout a year. The appointed city promises to promote the OWHC's values and those of the member cities. The project was presented by the Board of Directors gathered in this city in December 2004 and it was agreed that the City of Guanajuato would implement the idea as a pilot project in 2005. A report will be presented to the Board of Directors, in Kazan, Russia. They will decide if the project will be presented to the General Assembly to be ratified by the members to become an official project of the organisation. I am going to give the floor to the Mayor of Guanajuato, Mr Arnulfo Vázquez Nieto, who is going to talk about his experience.

## **Arnulfo Vazquez Nieto, Mayor of Guanajuato**

Thank you. Good morning, ladies and gentleman. It is a great honour for me to be again in Evora, a beautiful city which has the privilege of being a Heritage Capital. In Guanajuato, we admire the peculiar characteristics of Evora, because these are similar to the ones of Guanajuato. I would like to thank the Mayor for receiving us. Thank you, Denis. I would also like to thank the Mayor of the City of Cordoba and the Regional Secretariat for their warm welcome.

Guanajuato is the headquarters of the Latin America and Caribbean's General Secretariat. Last year, we proposed the appointment of a city every year as the city which would represent the Cultural Heritage to the General Secretariat. We told the General Secretariat that this year we celebrate the 400 year anniversary of the publication of the first edition of Don Quixote. For more than fifty years now, in Guanajuato we have followed Cervantes' masterpieces in a very special way. For more than fifty years now, there have been performances based on different works by Cervantes. Thirty-three years ago we had the first Cervantes Festival and the first Cultural Festival of Latin America. For sixteen years now, we have carried out specialised talks on Cervantes. In Guanajuato there is the world's most important Don Quixote iconographic Museum and our University collaborates with a centre for Cervantes' Studies. And now, on the occasion of the 400 year anniversary of the publication of Don Quixote, we have prepared a program of cultural activities to be carried out throughout this year in the City of Guanajuato.

This was one of the reasons why we wanted Guanajuato to be the city which would develop the pilot program. And with this opportunity we are doing it. We will present a report detailing all our activities to the Board of Directors. In January, in our meeting in Guanajuato, we had as a main topic the funding for the conservation and preservation of the world heritage cities. This led us to present the "Guanajuato Charter", which is a call to central governments to comply with their duties of financing the recovery and preservation of the world heritage cities. The "Guanajuato Charter", as I said before, appeals to the central authorities in order for them to cooperate with the local activities, because nowadays, at least in Latin America, the local authorities have an essential role to play. In March we were appointed by the Cultural Centre of Castilla la Mancha as the America's Cervantes Capital and in this meeting, as the Minister Ricardo said, the appointment has been carried out.

This year, we are very proud and very pleased because we have been given two awards. We hope we can prove ourselves worthy of these two awards and we also hope to be able to give a good report to the General Assembly of the World Heritage Cities. I am going to finish my intervention with something José Ortega y Gasset wrote. He said that in cities the most important places are the agora, the spaces for conversation, discussion, eloquence and politics. That means, that cities are host to the spaces where, in addition to developing our private needs, we can build our home to live and coexist, and the spaces where we can be better men and

women. Thank you very much for having given me the opportunity to present this speech. Thank you very much for your attention.

### **Denis Ricard, Secretary General of the OWHC**

With your permission, I would like to specially greet the Mayor of the City of Guanajuato. This man is a man who is full of good ideas. As you know, there are seven Regional Secretariats all around the world. This idea dates back to 1995 and it was devised in the General Assembly that took place in Bergen, Norway. The OWHC was created in 1995 and in 1995. In the second assembly, the Mayor Vazquez Nieto proposed this idea in order to develop General Secretaries all around the world. Because of that, we can say he is our founding father. My work is related to the Constitution, and as you know a mayor has a term of just four years. Then, he or she has to leave, after which re-election remains a possibility. Mr Vazquez Nieto was the Mayor of Guanajuato in 1995. He had to leave after his term ended but now it is a real pleasure for all us to welcome him back. Thank you very much.

### **Juan Manuel Martinez, Director of programs of the OWHC**

Thank you. Now we are going to talk about Youth Programs. After the success with different Youth Programs, for example with the program "City of Culture for Peace" in 2002 and the Youth Assembly in Rhodes in 2003, we have created an exchange program between schools of the World Heritage Cities called "Youth on the trail of World Heritage". This program consists of promoting exchanges between Secondary schools of our member cities. It started as a pilot project between the cities of Quebec and Sousse and it has evolved into one of our organisation's official projects, with a total of forty-six cities with forty-eight schools participating.

The project "Youth Hostels, a Passport to World Heritage Cities" has been carried out in collaboration with Hostelling International. This program aims at associating youth hostels of the World Heritage Cities, in order for them to participate in the promotion of local heritage and to inform them about how to preserve it. Young people are the best guardians of world heritage and preservation.

Programs on the management of the world Heritage Cities. We are currently developing the web portal URBO. It is devoted to the comprehensive management of the World Heritage Cities. I will talk about it after lunch.

Town Planning Programs. These consist of creating an archaeological net of all Member Cities. Ms Siri Myrvoll, from Bergen, is working in the preparation of a workshop which is going to be carried out in Vilnius next May. This workshop will deal with different issues such as raising awareness of the value of archaeology, strategies for its protection and projects for the management of the archaeology of our cities. Regional Secretaries have been invited to make a global program. After the meeting, we will publish

the results on our web page and we will distribute information to all our members.

Funds for Heritage Program. I would like to invite Ms Lee Minaidis to talk about this program. You have the floor.

### **Lee Minaidis, OWHC's Coordinator for European Projects and Development**

Rafael, in his report, showed what was being done with regard to creating a Web Database of the cities within our region for many purposes. In keeping through with wanting to provide the cities something substantial, something that can be with economic benefits, that is said, to the cities as well as the static, we in Rhodes thought of proposing a program called Funds for Heritage. It is really a very simple idea creating a marketplace for opportunities. I hope the promise is that we all need money to conserve our heritage and we all know that there are many organizations and agencies as I said before that do fund certain projects whether they be directly for preservation or for seminars, training, research projects that can be applied and be of help to the cities.

Again, the European Union is at the forefront of this resources and of course in all of our cities and I am not only talking within our region but throughout Europe, all of our cities have, those who are member of course of the EU, the departments that deal directly with EU programs and monitor when they come up, when specially now when we will have the new framework package there will be more programs. Hopefully, negotiations are still being carried on. I was speaking with someone who is a part of these negotiations in the Commission. Our aim now is to make everything possible to train the staff to monitor these programmes in all the European Union, as well as searching for other agencies that take money too. As regard as what a department can be doing this, most of these programmes require partners and the idea is to have the knowledge of which cities you could go into a project with, that is, with which cities you could make common proposals.

As we all know, the European projects usually need three or four partners, preferably from various parts of Europe or even the world. This is what our aim is: to create the database and then to place all of this information and to group our cities so that we know the basic needs of each of the cities. Then, we would be aware of the need to carry out this project for a certain amount of time to make sure that it is viable, that it can work. We will have a person who will monitor all of the programmes as they come out of the EU as all people in charge of EU programmes will be doing. But he would then, according to the information of the database, as one programme arrives, as it comes out, he would inform the cities who have common historic periods or certain particular problems such us traffic or other wishes and requests to inform that this programme is available. These are the rest of the cities within our organisation that you could possibly work with and contact each other.



Of course, the database would also be available to you, so that perhaps your team may even find out about this programme sooner than we do. But still having this database you could immediately see which cities you could work with in order to create a proposal, which will hopefully be accepted after evaluation and you could proceed.

A questionnaire has already been formulated by the city of Rhodes, one of its officers, sitting next to me, Paris Papatheodorou, who is director of the Office for the Conservation of the Old Town of Rhodes and who is director of many of our staff. As many of you know, he has been in the history of Rhodes, that is, in the history of the organisation, he has been attending all of the symposia probably from the very beginning. And together with another colleague of his, who many of you know, with Nectarios Santorinos, as well from Rhodes, they have formulated a questionnaire, which has got the General Secretariat for translation into other two languages (we basically work in English) and you will be receiving this questionnaire which you will return and then we will put it all together and then make all this information available to you. This is basically what the programme is and hopefully it will work, so that we will be able to use the resources available from the EU in a more systematic manner.

Thank you.

### **Juan Manuel Martinez, Director of programs of the OWHC**

Thank you, Ms Minaidis. To conclude, we are going to talk about our publications. As you probably know, we have a News Bulletin published twice a year. This tool allows us to inform you about the activities of the OWHC and about the news related to heritage in our member cities. All member cities interested in exchanging information with other cities can make use of our News Bulletin.

A document is always published after each World Symposium and Regional Conference. It summarizes the contributions made at each of these events. Now we have the minutes of the seven World Symposia that have been held up to now as well as several minutes of the Regional Conferences. The minutes of the World Symposium in Rhodes were published on a CD for the first time, so it facilitated their distribution. We hope we can do the same in Cusco.

We have already finished the presentation of the programmes of the OWHC. As Rafael Perez de la Concha mentioned before, we are working together with the Regional Secretariat and I think we have really been able to implement our programmes at a global level, obviously thanks to the Regional Secretariats.

Thank you, Mr de la Concha, for your help; thank you, Mayor of Cordoba, for your support; and my thanks to all your staff.

## **Rafael Perez de la Concha, Regional Coordinator**

Thank you, Mr Martinez. According to our agenda, we should proceed with the contribution of the different cities. We are running out of time, as is usual in these conferences, so we will have limited time to hear each cities' contributions. If there are more participants who want to make a contribution, then we will continue with the contributions after lunch and before the presentation of the Catalogue Guide. We cannot have many contributions now because the media are waiting for our press conference. We will devote 15-20 minutes to listen to cities' contributions.

First of all, Miguel Angel Garcia Nieto, Mayor of Avila, has presented a petition to make a contribution in writing. He wants to address you on behalf of the Spanish Group of World Heritage Cities.

## **Miguel Angel Garcia Nieto, Mayor of Avila (Spain)**

Thank you very much. My thanks to the Mayor of Evora, for being host to us in this beautiful city. Dear friends, responsible for the world heritage cities that belong to the Regional Secretariat of Southern Europe and the Mediterranean, Mr Secretary General, staff of the OWHC, thank you all for letting me address you all today. The Mayors of the member cities of the Spanish Group of World Heritage Cities would like to take advantage of this meeting to tell you about our experiences and our achievements, which is testimony to the work we have carried out since six cities created this Group in 1993. Today the group is made up of eleven Spanish cities.

I am not going to talk about the obvious problems all our cities have to face because we all are very aware of them. I would rather like to take advantage of the time available to me to tell you about the work we have carried out in these years. But before it I would like to highlight the coincidence in the dates of the creation of our Group and the OWHC. The OWHC was set up on September 8<sup>th</sup> 1993 at which point all the Spanish cities joined. The Spanish Group was set up nine days later, on September 17<sup>th</sup>.

This coincidence was not a matter of chance. Raising awareness about the importance of being world heritage cities took a long time and members of the different city councils assumed the responsibility to make our citizens aware of the value of world heritage, as well as to raise awareness about it among those responsible for working for the preservation of the historic centres, the administrators and private initiatives. Besides, during this period of time it was necessary for us to come out from the natural isolation that characterises local life and to find out that there were other cities that faced the same problems we had and that we could contact them to know the solutions they found to face certain problems.

Apart from that, the increasing cultural tourism offered us a unique opportunity to develop an economic management of our resources that allowed our cities to improve their situation. Then Spanish city councils

decided to work in concert to defend and promote their cultural and historic heritage. For that reason, the Spanish Group of World Heritage Cities was set up with very concrete goals:

- First: to work together to defend the historic and cultural heritage of world heritage cities, carrying out joint projects and proposals to be presented to Spanish administrations and international institutions.
- Second: to establish policies on exchange experiences and results related to questions and problems that have already been solved in some of the member cities.
- Third: to design a tourist and promotion policy that corresponds to member cities' interests.

Firstly, it is our goal to inform Spanish governmental institutions and regional governments about our problems and needs. Regional governments have reacted to our demands in many different ways. Perhaps it is appropriate to say now that our member cities are located in seven different regions in Spain. I would like to highlight here the low response we have had from the Spanish government, although some agreements have been reached with it. These are the goals we have achieved:

The first of them is linked to tourism promotion and led us to take part, together with the rest of the Spanish cities, in different international tourism fairs, promotions in different parts of the world and a European advertising campaign, which has been carried out in the main European markets. We also had some contact with the Department for Tourism, which belonged to the Department for Economic Affairs in the past, that led to the government's commitment to develop tourist excellence plans in all our member cities. These plans have led to the improvement in tourist infrastructures, the development of awareness raising campaigns and training programmes for the tourist sector. They have also established the foundations to offer tourist destinations of ever increasing high quality.

The second agreement was reached with the Department for Culture and included different proposals aimed at enriching our cities' cultural agenda. Moreover, an agreement was reached with the Department for Employment. It is a recent agreement aimed at creating vocational training centres and employment workshops in our cities focused on heritage restoration. Our aim is, on the one hand, to train craftsmen specialised in traditional handicrafts, because these professions are disappearing and are vital in restoring old buildings and, on the other hand, to promote socio-economic dynamism in our cities by creating new jobs and promoting professional skills within the unemployed sectors in our cities. We are always trying to adapt training programmes to the needs of each territory, emphasizing professions that are more likely to create new jobs.

We have signed an agreement with Paradores, a hotel chain with great international prestige, aiming at promoting our cities in a joint way. Furthermore, we are now managing a new agreement with Fundosa, a business group that usually works with IMSERSO, a government organisation that is mainly focused on old and handicapped people. We will design a joint project that will allow us to include in our web sites

information about tours, historic buildings and public places in our cities that offer facilities for the disabled.

Concerning the work we have carried out without any external help, we have achieved the following:

- In the field of tourism, our Group has a web site and a lot of material that has been published jointly using written publications and new technologies. Besides, for many years we had a shared stall at FITUR (International Tourism Fair, held in Spain) and at some different national fairs but today we prefer joint presentations in different Spanish and European cities by means of organising work days with tour operators, journalists and having stands with information for all those who are interested.

- In the field of education, we have developed the "Historic cities – living them" educational programme by organising courses that promote the acquisition of information about world heritage cities and the exchange of students at school. We have also organised sport competitions. The first 7-a-side football competition (Benjamin category) was organised among Spanish heritage cities last year. This competition was included in our sport cooperation and exchange programme. This programme will be enriched this year with the organising of a golf competition.

- In the field of culture, meetings of archivists were held in order to organise different exhibitions that will allow our citizens to know the history of our city councils through their objects and documentation. We have also organised all kind of seminars and courses in which we have focused on worrying issues: town planning, environmental impact, cultural tourism, heritage protection and the culture in our cities. Additionally, we will deal with employment policies soon as it is a new and important issue that we should analyse carefully. The Department for Culture has financed some of these courses and there has always been great advertising for them so that every citizen knows all about our cities.

Our acquired experience allows us to initiate cooperative relations with other cities and groups of city councils, especially from Latin America. We had contacts with heritage cities in Ecuador thanks to an invitation from the former Secretary for Tourism, and also with heritage cities in Mexico and with historic cities in Central America, due to a programme initiated by the Spanish Agency of International Cooperation (AECI). We established relations with the Network of American Heritage Cities, the headquarters of which are in Cartagena de Indias. We have had contacts with UNESCO World Heritage Centre recently in order to enlarge our activities with other heritage cities.

To finish, I would like to say that this Group was created with a spirit that was part vindication and part commitment. We did not only want to demand; we also wanted to act. We wanted, not only to become pilot cities when making proposals and carrying out activities aimed not only at preserving the unique value of our historic places, but also to become examples of the sort of experiences that could be applied to other similar cities. This is possible because we focus on common problems that go

beyond the ideology of the governing political parties in our city councils and because we take advantage of the experiences all of us have gained on different issues. We have proposed solutions that represent progress towards fulfilling the commitment we promised our citizens, and in general, the whole world.

I hope my brief comments have given you an overview of what the Group of Spanish World Heritage Cities has been able to achieve during its eleven years of existence and I also hope you have gained a general idea about the work, the commitment and the future our Group has ahead. Of course, the Group and I are at the disposal of all the members of the OWHC to give further information.

Thank you very much.

### **Rafael Perez de la Concha, Regional Coordinator**

Thank you very much, Mr Garcia Nieto. Is there someone who wants to make a contribution? Yes? The Lyon representative, please.

### **Patrice Beghain, Deputy Mayor of Lyon**

Thank you. First of all I would like to say that I admire the important work the Secretary General and the Regional Secretariat have been carrying out for two years now, through their proposals and initiatives. I am really impressed.

I would also like to address our Mexican partner. In France there is no limit of time for mayors to be in office. In the 20<sup>th</sup> century, there was a mayor from Lyon who had stayed in office for 50 years. During this mandate, he was able to benefit from "political asylum" in France.

Joking apart, I would like to say that I am really impressed with the organisation of the Spanish cities the Mayor of Avila is talking about. In France, we have hardly begun and just two cities remain faithful to this date: Carcassonne and Lyon. This is our second Regional Meeting and there are different cities that do not belong to the association yet. But I am optimistic, because the first meeting of the World Heritage Cities took place thanks to an initiative of the Loire Valley, which regroups different cities and departments using a very original structure. We have decided that there will be another meeting this year, whether in Lyon or in any other city. So we all ask for an elevated French presence in the projects carried out by our association.

Next, I would like to talk about what has been said regarding youth and heritage. This is a very important issue. We all know that our cultural policies partly depend on the youth: they go to the theatre and go dancing; they visit museums and our heritage. So, it is really important to go on developing this central point of action.

Bruno Delas and I, (both of who thank you for your recognition of the quality of the work we carry out together in Lyon) are developing a program on primary schools in collaboration with the National Ministry of Education. It consists of the sponsorship of one or two historic monuments in the city by the highest number of schools of the city of Lyon. It may not a very original idea but it can be very useful; the right way to begin is by addressing the children.

The third thing I would like to talk about is international cooperation. In our cities there are poor areas, there are people with financial troubles, but if we can say that Europe is a rich continent within our world this is why we must be supportive.

We have already started actions in Kasbah and Tangiers. Two organisations are working together. One of them is from Algeria and the other is from Lyon. We have also developed a decentralised cooperation project with the city of Porto Novo. This project is very interesting because it not only deals with heritage but also with many other ways of cooperation, such as the collection of rubbish, urban transport and the efforts to increase the value of World Heritage. And of course, it also deals with the candidacy of the city of Porto Novo for its recognition as a World Heritage City by the UNESCO.

Two more things before finishing: the Mayor of the city of Avila has talked about a very important issue we will probably deal with this afternoon again. It is the way in which handicapped people are treated in the World Heritage Cities. I really think that many of our monuments are not accessible to this kind of people. In a modern building it is possible to include all necessary innovations and in fact this is what must be done. But in old heritage buildings it is difficult to install lifts and access ramps. We should talk about this issue, as well as the other problems experienced by the handicapped, especially those related to audio-visual systems.

The ultimate point I would like to come back to is the issue mentioned before by Lee Minaidis on the Heritage European Days. We talked about this issue in Cordoba. It is a very important initiative which has been developed in Europe for twenty years now. In France these days are very important. On the third weekend of September, between ten and twenty million people visited our monuments and walked around our cities. But we should be able to emphasize the importance of the 8<sup>th</sup> of September without forgetting the other dates. I commit myself to think about this issue. Thank you.

### **Rafael Perez de la Concha, Regional Coordinator**

And now the floor is open to the Sintra representative, please.

### **Fernando Seara, Mayor of Sintra (Portugal)**

First of all, I would like to think about the words delivered by the Mayor of Avila as a representative of the Spanish municipalities. But before starting, I would like to apologise to you because I am not going to address you all

as a mayor of a World Heritage City but as a lecturer and a person involved in this Organisation.

An international organisation must be a place for solidarity at two levels: solidarity between its members and solidarity between its citizens. Solidarity between cities means solidarity between their citizens. Solidarity between cities means solidarity between the members of the Organisation. It means common strategies carried out by states and strategies related to cities. It means commitments regarding financing and statutes. It means that we all belong to the Southern Europe/Mediterranean Regional Secretariat and it means that all our cities belong to the European Union and that the European Union offers us its support. Heritage belongs to all and because of the fact that it belongs to humanity it also means that states and organisations belonging to the state are committed to it. And the commitment is going to consist of the maintenance of the specific statutes of each heritage city.

The second level is solidarity between citizens. In Sintra we have experience with different ways of approaching the youth. Each year we have exchanges with the Japanese city of Omura. Portugal and Europe have known Japan through the Portuguese. (Allow me to add a suggestion regarding the words of the President of Mexico). I think it is very important to bring the youth together. But I also think that we should take advantage of our proximity and we should promote trips supported by our cities in order for the youth and a high number of citizens to know those nearby cities which are heritage cities. For example, some trips to Sintra, Evora o Guimarães should be organised. It would be a good idea for citizens from Portugal to get to know Santiago de Compostela, Cordoba, Lyon and Avila. At the same time, the citizens of Avila could visit Sintra. Our future is the bridge between all citizens. And we must create the right conditions for grandparents to talk about heritage to their grandsons and for grandsons to help their grandparents to visit our heritage. This is our history. History belongs to the youth but we must also convince our citizens that heritage is a common asset we must preserve and that it can only be preserved if it is known.

We can not forget the words uttered by a theorist of the French Political Sciences who said that only what we can see today exists. These organisations are an instrument to foster solidarity between citizens, both young and old. Only in this way will we be able to guarantee our future.

Lastly, I would like to say to the Mayor of Evora that I feel at home in this wonderful city of Portugal and that I hope he will feel the same when visiting Sintra.

**Rafael Perez de la Concha, Regional Coordinator**

Thank you. Mayor of Baeza, Jaen (Spain), you have the floor.

## **Javier Caliente Gallego, Mayor of Baeza (Jaen, Spain)**

First of all, I would like express my pleasant surprise at the work the Regional Secretariat for Southern Europe and the Mediterranean is doing. I think the wide range of activities and programmes being conducted by the Organisation of World Heritage Cities is remarkable and, especially, by this Regional Secretariat. Therefore, I would especially like to congratulate the Regional Coordinator, Rafael Perez, for his work and tell him that he has the support and the help of the world heritage cities of Ubeda and Baeza from now on. As you may have noticed, I talk about these two heritage cities jointly and that is because they have received a common appointment that makes them world heritage cities. Although they are two different cities, separated by 8 km, their urban design is completely different. That is the reason why they have become world heritage cities.

I would like to highlight the importance of the responsibility I assumed just twenty days after I was appointed Mayor of the city and also the honour I felt when I took part in the 1<sup>st</sup> Iberian Meeting of World Heritage Cities, which was held in Lisbon. It is also an honour for me to be able to be here today in the city of Evora, which is as wonderful as Lisbon. I think all this has been an award I do not deserve. This is the reason why I would like to share with you my thoughts about the importance of your accepting us into your Regional Secretariat and the immense joy it has brought to our cities.

I would also like to highlight the drive given to the Organisation by our joining and our satisfaction to see that, with the inclusion of Baeza and Ubeda to the Regional Secretariat, my country, Spain, becomes an example for the other world heritage cities as all Spanish heritage cities now belong to the Regional Secretariat.

I hope that this example is followed by other countries and (as the Regional Coordinator established as a goal) that the rest of non-member cities join the Regional Secretariat, as Angra do Heroísmo has done in Portugal and Sicily in Italy, so that we achieve our goal of having the 57 heritage cities in the region become members of the Regional Secretariat of Southern Europe and the Mediterranean.

I think it is not necessary to insist on stressing the importance of exchanging ideas and projects that the Regional Secretariat offers us. We could say now that Ubeda and Baeza is a project not only for the Organisation of World Heritage Cities, but also linked to the Regional Secretariat. I hope and wish to acquire the experience we need from the teachings of different countries' representatives and that these lessons allow Ubeda and Baeza to comply with the requirements imposed by UNESCO and the other organisations we belong to.

Since we were included in the Heritage List on July 3<sup>th</sup> 2003, we have taken part in all the events when possible, given resource constraints, which have been organised as regards world heritage management. As Mayor, I hope and wish to continue our participation in events such as these.



I would like to take advantage of this opportunity to congratulate the Mayor of Guanajuato for his letter because its content is vital to all our cities. We should reflect on the unification and the need to establish specific financing policies not only inside our nations but also externally. As the Sintra representative has already pointed out, it is necessary to make different social groups within our societies (mainly the youth) aware of the importance of preserving our world heritage and the legacy of ancient generations in order to transform it and transmit it to our future citizens. This is our real responsibility but many times we fail to achieve it. Baeza has 100,000 inhabitants, so it has very limited resources at its disposal and past, current and future politicians will have to manage them in order to achieve the greatest benefits from them. Of course, not all heritage cities have the same budgets due to the differences in terms of the cities themselves, their inhabitants and etc. For this reason, I think we should exert pressure on the different national institutions in order to reconcile the different levels of access to financing between cities belonging to different regions in a same country, as is sometimes the case in Spain. I would like to take advantage of this opportunity to thank the Mayor of Avila for having sent me the information on Spanish heritage cities in his capacity as President of the Spanish Group of World Heritage Cities.

To finish, I would like to say that I do not have enough words to express my gratitude for the invitation to be here and the warm welcome I have received. I do not know how to begin to thank the OWHC. But taking into account the generous welcome and considering the present situation of the Regional Secretariat and the OWHC, I foresee a magnificent, extraordinary and brilliant future for the Organisation.

Thank you very much.

### **Rafael Perez de la Concha, Regional Coordinator**

Thank you, Mayor of Baeza. There is one more person who wants to make a contribution. We have been informed that there is a live radio program waiting for us now at the press conference. We cannot delay. All contributions that may arise after the words of the Councillor of Ubeda will be made after lunch and before our afternoon session. We do not have enough time for them now. If we are in agreement, we shall finish this session with the Councillor of Ubeda's contribution and we will begin our afternoon session with the contribution of Carcassone representative. Thank you.

### **Manuel Martos Cortes, Councillor of Ubeda (Jaen, Spain)**

Good afternoon. I wanted to address you today just to thank the Mayor of Evora for his welcome and the hospitality which has made this gathering here today possible, and also to thank him for having organised this meeting of world heritage cities. I would like to give Mr Ricard an introduction to the history of our city now because it is our first event with

this Organisation. Moreover, I would like to thank him for his presidency and his excellent work leading this Organisation.

As the Mayor of Baeza has mentioned before, Ubeda and Baeza are two close cities in Andalusia. There is a distance of 8 km between the two cities. This is why we received a joint appointment as world heritage cities. However, we are two different cities, with a unique duality. This meeting provides Ubeda with access to an international platform. The truth is that before our appointment we have only been involved at a local and regional level, but now we are aware of the true meaning of being a world heritage city.

I would like to thank the cities and their representatives who supported Ubeda and Baeza in their attempts to have our cities declared world heritage cities. I know we had great support and it was a decisive factor in our appointment. As we have already said, we have been world heritage cities since 2003 and we have come here to learn from you. We have seen in the presentation that the different work committees and workshops have to deal with very interesting issues: tourism promotion, urban planning in historic centres, town twinning and so on. We think all these issues are really interesting; we are going to support them and try to take part in them when possible. We also want to encourage progress in the Organisation and of this group of heritage cities by the appropriate management of our resources and by facilitating their protection.

I feel I am among friends here and I am going to strengthen our contacts. I hope we can meet many times more. Thank you.

### **Rafael Perez de la Concha, Regional Coordinator**

Thank you, Mr Councillor of Ubeda. The press conference will take place now. Then we will have lunch, which is in this same building. We will continue with our work in the afternoon, at 3pm, and we will listen to the last cities' contributions and then we will focus on the conclusions. The press conference is going to start now. Some of you are staying here to address the media, so if you want, you can go downstairs to have lunch now. Thank you.

### **PRESS CONFERENCE**

### **Francisco Tejada, Deputy Councillor for Treasury, Trade and Tourism of Cordoba (Spain)**

I am addressing you all now as the representative of the city of Cordoba, headquarters of the Regional Secretariat of Southern Europe and the Mediterranean of the OWHC. In our meeting today, we have analysed the work the Regional Secretariat has done in the last months and we have welcomed the four newly joined cities to the Secretariat. They are Angra do Heroismo in Portugal, Sicily in Italy, and Ubeda and Baeza in Spain. Therefore, out of the 57 heritage cities within the region of the Regional

Secretariat of Southern Europe and the Mediterranean, 36 cities have already joined. Naturally, one of the Secretariat's goals is to achieve the maximum number of member cities.

Today we have listened to the experiences that the Regional Secretariat has had and the work done in the name of world heritage. We have also talked about the activities we have to jointly organise with regard to World Heritage Solidarity Day on September 8<sup>th</sup>. We have also promoted the work the four work committees within the Regional Secretariat should do from now on, i.e. culture, financing, tourism and urban planning committees. The urban planning committee will have its first meeting today in the afternoon and tomorrow there will be an exchange of experiences among the different represented cities here that make up the Regional Secretariat of Southern Europe and the Mediterranean.

We are going to listen to the Secretary General of the OWHC and the Mayor of Evora now and I do not want to cause any delay, so I will briefly say that it has been a very fruitful meeting, a meeting where all of us have felt at home. On behalf of everyone here, I would like to thank the citizens of Evora and its Mayor for the warm welcome we have had in this city. It is obvious when one is in a world heritage city as these are distinguished by intense character. Thank you very much.

### **Denis Ricard, Secretary General of the OWHC**

I am Denis Ricard, Secretary General of the Organisation of World Heritage Cities. It is a pleasure for me to be here again. I apologise for my poor Spanish and for my terrible Portuguese.

Being here is the same as being in a city that has played a quite important role at the OWHC in the past. Evora was one of the founding cities of the Organisation and many of the activities of the OWHC have been organised here. For example, a World Symposium was held here in 1997. It was a great success. There was also a meeting of the Board of Administration last December.

Today we have met here again for a Regional Conference. We have a total of seven Regional Secretariats in the world. The headquarters of this Regional Conference is in Cordoba. There are also another six Regional Secretariats throughout the world.

I am now thinking of another example that shows the dynamism of the city of Evora: we have a new programme for young people at the OWHC. This programme began just one year ago and the Board of Administration decided that only one school per city could take part in the programme, with the exception of Evora and Budapest. These two cities twinned for this programme and were allowed to have two schools in each city. The aim was to test and then implement this programme in the other member cities if this pilot project was a success. Indeed, the programme was a great success and testimony to this was that, emerging from the experience

obtained in Evora, this programme will now be implemented in more than one school in each of the world heritage cities as from September onwards.

To finish, I would like to say that I am sure that it is not possible for a Mayor of a city to succeed in issues related to world heritage if its citizens show no interest in it. On the contrary, if society shows an interest in world heritage then surely politicians will set heritage as one of their priorities.

This morning I told participants that every time I come to this city I am surprised to see public buses bearing the world heritage logo. This is an ideal promotion for the city, which could also be done in the rest of the world heritage cities. It does not entail great economic expense and it is a very agreeable way to raise awareness of the value of heritage among citizens. Evora is the only city from all the world heritage cities I have visited that has put this wonderful initiative into practice.

**Jose Ernesto de Oliveira, President of the Municipality of Evora (Portugal)**

First of all I would like to thank the journalists for being here and I would like to tell you all that it is an honour for the city of Evora to host this meeting of the Southern Europe/Mediterranean Secretariat of the Organisation of World Heritage Cities.

In my intervention I would like to talk about three important aspects:

First of all, I would like to highlight that it is very important to Evora to belong to the World Heritage Cities and that is also very important to be a founder of this Organisation of World Heritage Cities and to have contributed to its correct development. Evora plays an important role within the Organisation as is recognised by other member cities.

Secondly, I would like to say that this meeting is of great importance for us because the city of Evora and our country are committed to the development of the Organisation at an International level.

There are fifty-six cities in this Regional Secretariat. Twenty out of them are represented in this Regional Meeting. It is an unquestionable symbol of success to have among us representatives from Spain, France, Italy, Greece, the Vatican City and also Mexico. This fact shows the success and the capacity of attraction of the city of Evora, something that give us great pride.

Lastly and without forgetting the issues dealt with in this meeting, I would like to remind you what I said in my opening speech. I welcomed and thanked the cities here represented for their presence and I also introduced two matters of concern for the city of Evora and some proposals to go on working on these matters. .

On the one hand, I talked about the youth and about the exchange program the Regional Secretariat is going to start in September at an international level. The objective of this program is to get the youth concerned about

heritage and to feel that it is a real symbol of identity of our cities. On the other hand, I also talked about our continuous concern about the quality of life of the citizens of our World Heritage Cities. We need the support either of national governments or of the State and in the case of Europe, the support of the European Union.

These are very important issues. One of them is the origin of a specific program and we hope these days in Evora will be successful. The architect Manuel Salgado is going to be here and he will help us to show an example of our town planning and how we can work to preserve historic centres. Evora can play a very important role to go on involving our citizens in the preservation of heritage and to go on creating cities which warmly receive those who visit them and also those who work within them.

I would like to thank the city of Evora for the warm welcome it always offers its visitors and for the effort it shows regarding the preservation of our heritage. Thank you.

### **Denis Ricard, Secretary General of the OWHC**

The OWHC has shown a special interest in youth since the year 2000. An initial project focused on young people aged 10 to 12 years old in the form of a drawing competition. We had participants coming from this city in the year 2000-2001 and the winner received an award from the OWHC. The main idea of this project was to focus on children aged 10 to 12 years old and it was to be implemented at schools. Children had to draw something that represented their city's heritage. It was an international competition and as such the winner was a 12-year-old girl from Sao Luis, in Brazil.

The second programme was focused on young people from 18 to 20 years of age. We chose twenty young boys and girls to attend our World Symposium in 2003 in Rhodes (Greece). There was a debate among them and then they had the possibility to talk to the mayors of the cities and give them their opinions about the future of heritage. As a result of this experience, we decided to organise a project within the OWHC that has been called "Youth on the Trail of World Heritage". This is the programme in which two schools in Evora participated as part of a very successful pilot project. Our primary idea was to allow youth groups to start to discover heritage in general. The programme was first put into practice with the cooperation of experts in Pedagogy. The first phase of the project was aimed at discovering family heritage. The second phase was focused on local heritage to see, for example, why Evora is a world heritage city. The third phase led to an exchange with other world heritage cities. This is why Evora had two exchanges with Budapest, Hungary. This is a general overview of the project.

I would like to add that the Board of Administration, which met here last December, had contributions from two schools in Evora that took part in the project. I cannot remember the school's names but their students came to the meeting accompanied by their teachers and made a presentation to the mayors of world heritage cities from all over the world. After this Board of

Administration meeting in December it was decided to make this OWHC project permanent, so that more than one school could participate in it. It was only possible thanks to the experience we had in Evora, so the Mayor of Evora has my gratitude.

**Francisco Tejada, Deputy Councillor for Treasury, Trade and Tourism of Cordoba (Spain)**

I would like to add that world heritage cities belonging to the Regional Secretariat of Southern Europe and the Mediterranean, in which the city of Evora is included, also organised a competition for young people. The project was called "Surfing through the World Heritage Cities of Southern Europe and the Mediterranean". Participants had to link some pictures with the cities they belong to. The prize was 1200 euros. Of course, the competition was focused on the region of our Regional Secretariat. We had 400-500 participants, quite a high level of participation. We have already received some questionnaires for the second edition of the competition, which is taking place right now. It is just an example of activities that complement those projects organised by the OWHC at an international level.

**Rafael Perez de la Concha, Regional Coordinator**

Before finishing our morning session, we saw two participants who wanted to make a short contribution. Now they have the time to do it. In any case, I would ask you to respect the five minutes allotted to you for your presentation. After that, we will continue with our agenda. Now, the floor is open for Carcassonne representative.

**Claudine Debordes, Carcassonne's responsible for Heritage**

Thank you. Good evening Ladies and Gentlemen. I would like to thank the city of Evora and its Mayor for their warm welcome.

All our cities have common characteristics: their beauty and the stories of our citizens. But all of our cities are different. We can not compare the city of Carcassonne and its forty-six thousand inhabitants to the city of Lyon.

Carcassonne is different because it is divided into two parts. There is the fortress, which has been declared a world heritage site. And on the other shore of the river Aude, there is the lower part of the city which dates back to the period of Saint-Louis. It has been considered a protected area of France but it does not belong to those places which are World Heritage cities. This lower part of the city is located between the fortress and another world heritage monument: the Canal du Midi.

The problem we find in Carcassonne, just like in many other cities, is the imbalance in the number of people who visit the city. During the summer there were three million tourists. But this fact is not positive for the city, as

it should be. Indeed, the contrary can be said. And this is our fault. But we think that your experience and the issues we are dealing with this week will help us to solve our problem. Tourists come to Carcassonne without information. They come just to visit a castle. Our parking areas are ugly and they are far away from the city. And because we are not able to propose an attractive cultural offer, tourists do not stay in our city. They do not have information about the places of interest they can visit and few tourists out of the three million who came in summer visited the Bastida de Saint-Louis, an important place of tourist interest with monuments and a museum. And all of this in spite of the efforts made to connect the two parts of the city I mentioned before. This is one of our problems. How can we preserve the tourist interest in both parts of the city at the same time?

The other problem is that the fortress is a French National Monument. This means that it is administered by the State and not by the City Council. For this reason we have got special agreements and it causes a lot of problems.

It is very important to provide visitors with high quality information, in order for them to know what they can visit and to give them some cultural background information about the monuments.

I also think that all proposals regarding the youth are very interesting. We hope to get closer to them but I believe they are already concerned with their heritage. I sense we all want to know our cultural heritage better.

Mr Beghain from Lyon has talked about the success of the heritage conference in France. This is exactly our case because all people visit us on the third week of September. But we should find a balance between the 8<sup>th</sup> of September and the third week of the same month because these dates are very close together in time. I know it is difficult because too many people come to the city at the same time, people who really want to admire our places of interest. Nonetheless, we should still promote this idea.

To come back to the subject of the youth, I think there is a lot to be done. To be frank I must say that in spite of the fact that Carcassonne has been declared part of the World Heritage, we are not taking enough care of our heritage. This is necessary for a place visited by three million visitors last summer, and I remain optimistic that greater care will be taken in the future.

I greatly regret the death of our last Mayor. I was very close to him because he appointed me as Cultural Assistant. Nevertheless, the new Mayor has also given me the responsibility of the management of the Heritage Department and I think what he wants is to enhance our heritage and to take advantage of all of your pieces of advice, your experiences and everything else you have to offer, in order to all work together.

I do not know all the cities represented here but I do know that they all have admirable monuments. And I would like to express my enthusiasm at having the opportunity to meet you all, men and women from all around the world who are joined in solidarity to preserve our world and our common heritage.

Thank you very much for your attention.

**Denis Ricard, Secretary General of the OWHC**

I would like to say something regarding the words of Mrs Debordes. He has talked about the dates that cause them problems.

I would like to emphasize that the choice of this date was not made by chance because this date corresponds to the day in which the Organisation was founded and since then there has been a celebration in all World Heritage Cities to remember that date.

You have mentioned an issue we should take into account. But unfortunately we have not found any solution to this problem.

**Rafael Perez de la Concha, Regional Coordinator**

Thank you very much. Now, I am going to give the floor to the councillor who represents the City Council of Caceres. You have the floor.

**Manuel Rodríguez Cancho, Councillor of Caceres (Spain)**

Thank you very much, Rafael. I simply want to give the floor to the Mayor of the City of Avila, who is the president of the Spanish group of World Heritage Cities. He is going to talk about the issue in question. Thank you very much.

**Rafael Perez de la Concha, Regional Coordinator**

Without further delay, I am going to give the floor the Mayor of the City of Avila.

**Miguel Angel Garcia Nieto, Mayor of Avila (Spain)**

Thank you very much. I am going to be brief and I will use just two out of the five minutes I have been allocated. I just want to talk about the unanimous agreement reached by the group of cities which belong to the world heritage cities I chair.

I simply want to tell you about the support we would like to ask from you in this 4<sup>th</sup> Meeting of the Southern Europe/Mediterranean Secretariat of the OWHC. I would like to remind you all of our request for support regarding the candidature of the cities of Segovia and Caceres to become the European Cultural City in 2016. As you all know, these two cities belong to the group of World Heritage Cities. We ask for this support in the same way



Cordoba did in the last Assembly. Our request is on behalf of the group in its entirety.

**Rafael Perez de la Concha, Regional Coordinator**

Thank you very much. We take note about your request and we will include it in the conclusions of the meeting. Without further delay, we are going to read the conclusions before giving the floor to Juan Manuel.

**Francisco Tejada, Deputy Councillor for Treasury, Trade and Tourism of Cordoba (Spain)**

As you all know, this morning we proposed that we would read the conclusions of the meeting throughout the morning. So, if you all agree, I am going to read the conclusions to establish them as the formal conclusions of this 4<sup>th</sup> Meeting.

First of all, to accept the accession of the cities of Ubeda, Baeza, Angra de Heroísmo and Sicily to the Southern Europe/Mediterranean Secretariat. Secondly, to agree on the catalogue book for 2005-2007. Thirdly, to agree on the different activities we will carry out on Solidarity Day, which is on the 8<sup>th</sup> of September. We have proposed, for example, the raising of the flag, guided tours around the historic city centre, a press conference and a press release. Furthermore, we would choose a subject matter about the open spaces of our cities, squares and streets, as a way to enhance those places where citizens are able to mix with each other. At the end of the day it is we, the citizens, who keep our cities alive.

Our cities, which are World Heritage Cities, are places which are full of life, and we, the citizens, are the main characters who make this possible. Thanks to us all, our cities are meeting points for all their inhabitants.

The fourth proposal is to agree on the joint participation of all cities of the Regional Secretariat in the World Heritage Cities Exhibition which will take place in Cusco. After this, we propose to make an effort to obtain the accession of those cities that have not yet become members of the Regional Secretariat, in particular, cities from Italy, where there are a small number of cities which are due to join to the Secretariat. The next proposal is to urge those cities which coordinate technical committees to present a schedule. Then, regarding the Cultural Committee, we propose to change the name of this committee to the "Cultural and Education Committee". The Regional Secretariat will be in touch with Naples to inform about the urgency to launch this Committee, due to the fact that Naples is not represented in this 4<sup>th</sup> Regional Meeting and that the Regional Secretariat is going to develop a project about the different classical theatre events between the cities of the southern Europe/Mediterranean Regional Secretariat. The next proposal is to recommend that all cities of the Regional Secretariat designate an Administrative Department or a person to be in charge of all their relations with the Regional Secretariat. Then, to request that all the cities of the Regional Secretariat complete and update

all data on the web page of the Regional Secretariat and on the record of cultural events.

The last but one proposal, is to state our support to the cities of Caceres and Segovia as candidates for the European Cultural Cities in 2016 and to make the General Assembly aware of it. Lastly, I would like to congratulate the President of the Municipal Council of Evora and all those who have worked in the organisation of the 4th Regional Meeting for all their support and for the excellent work they have carried out.

If we all agree on the different proposals and I think this is the case, I declare them approved. They will be included in the minutes of the 4<sup>th</sup> Regional Conference.

Now, the floor will be given to the town planning workshop.

