



Activity Report 2019

OWHC Northwest Europe and North America



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■ Our Secretariat and our Mission

The City of Regensburg in Germany is proud to host the Regional Secretariat for Northwest Europe and North America of the OWHC (Organization of World Heritage Cities) since December 2011.

With now 24 active member cities in good standing, the region is a strong stakeholder within the OWHC. It unites small cities in rural areas as well as major capital cities on two continents – but they all share one distinctive feature: they all hold UNESCO World Heritage status. The common goals of preservation of our cultural heritage for future generations as well as the awareness raising and knowledge transfer build the foundation of our diverse network.

We would like to thank especially the General Secretariat in Québec for constant support and a creative cooperation for the benefit of our members and the OWHC in general. And of course it is only with the help of many hands and creative minds in our member cities that we can realize our projects.

Enjoy reading about our manifold activities in 2019!

Matthias Ripp, Regional Coordinator

Monika Göttler, Project Manager

Projects & Activities

■ Guidebook „World Heritage Management and Sustainable Tourism“

Together with our moderator and scientific advisor for the 2018 Amsterdam Regional Conference, Professor Kurt Luger from Salzburg University, we work on the publication of a guidebook which is focusing on practice examples and experiences from World Heritage Cities when it comes to facing the dilemma of a healthy urban planning and sustainable tourism development in the times of overtourism. An international call for submitting scientific articles on the topic gained immense response, and a jury has selected 23 authors to submit their material. Also member cities contributed and will be present in this publication.

The title will be “World heritage management, urban planning and sustainable tourism” and it is planned to be released in 2020 at a highly renowned international publishing house.





Projects & Activities

■ Young Travelling Scholarship 2019

This project, first developed and successfully finished in a first run in 2018, was unanimously agreed upon at the 2018 Amsterdam Regional Conference to be continued. The advantage of a sequel definitely is that all legal papers/contracts have already been developed and can be used again. Also the website of a travel blog under www.owhc-youngtravelling.com was activated and adapted for the 2nd run of our scholarship.

The call for applications was held on a regional level from June 5 to July 7 – spread through all member cities. A **total of 77 applications** were received and **seven young scholars** were selected (as budgeted through our regional conference) by July 11. The travelling period went from August until end of October 2019 and was continuously accompanied by reporting on the travel blog as well as Social Media channels of OWHC (Thanks to the General Secretariat). Of course, also the personal Instagram and Facebook accounts as well as travel blogs of our young travellers were spreading the news of our project and thus brought high attention for our World Heritage cities.

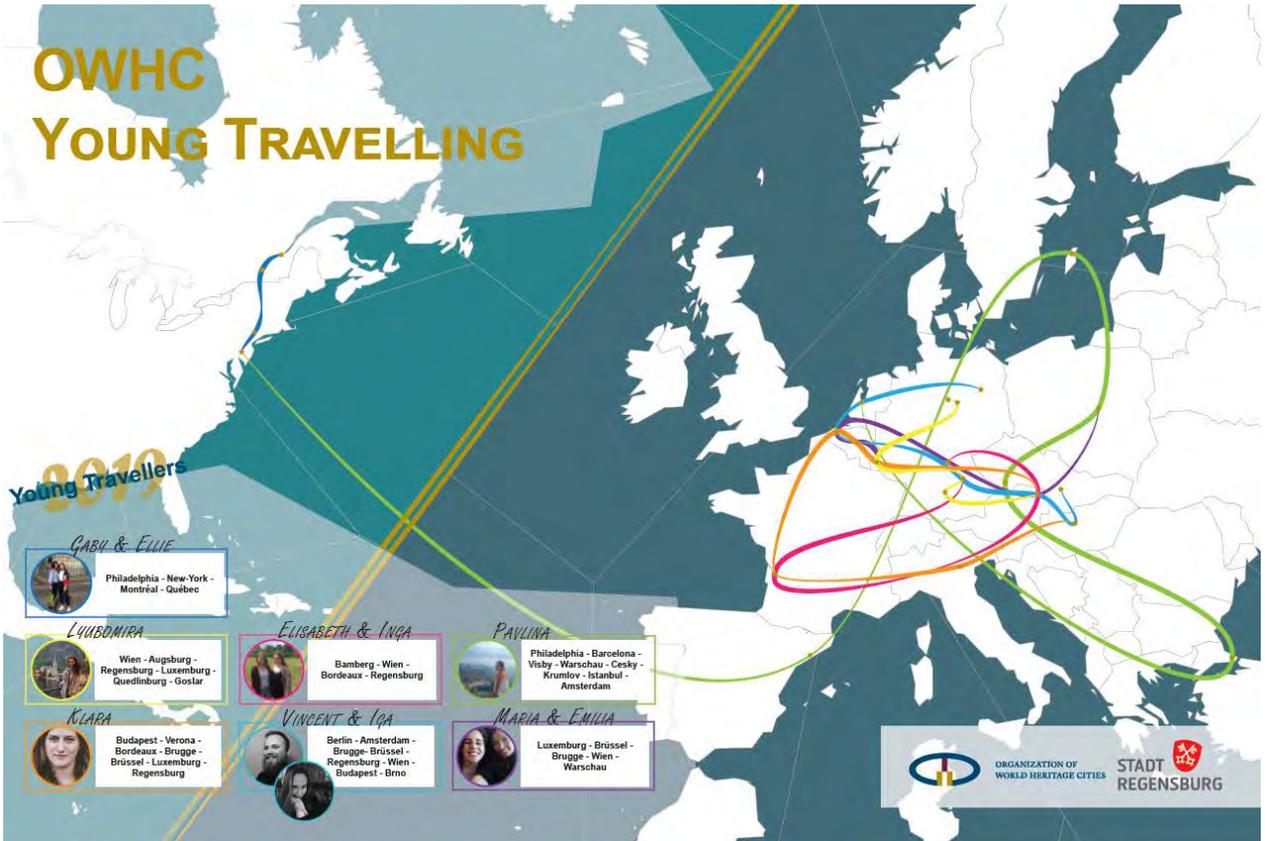
Until end of December 2019, all scholars were asked to submit their “final output” which can be artistic, video reports, photo booklets etc. The Regensburg World Heritage Coordination plans to create an exhibition in the World Heritage Visitor Center from February to March 2020 – presenting the project and the experiences of our Young Travellers.





Young Travelling

We would like to give you an idea of the routes and encounters of our Young Travellers 2019 with a “sneak preview” on the exhibition:



Klara | 23 | Student and Story Teller

Her motto for the travels was “Myths and Legends around Europe”. By interviewing locals, she collected in all visited WH cities traditional stories and legends. With her colorful drawings, even terrible dragons come to life in our exhibition.





Young Travelling



Iga from Poland & Vincent from Norway

They met in Glasgow when studying there. Travelling European Heritage Cities, they focused on architecture and its influence on culture and society. Vincent as an artist delivered wonderful drawings for our exhibition, whereas Iga produced a presentation of black and white photographs.



Gabrielle and Ellie

Studying in Philadelphia at Penn University, both girls originally come from Asia. Their trip focused on World Heritage sites in North America and especially on the cultural melting pot Philadelphia. They were chasing down differences and similarities in all cultures they encountered.



Young Travelling



Inga & Elisabeth

The two have started their Master studies in the field of Collections/Provenance and Cultural Heritage in Würzburg/Germany. From the four visited OWHC cities (Bamberg, Vienna, Bordeaux and Regensburg), they brought back small collectables and distinctive features of each city and present them in little type cases.



Lyubomira

As travel enthusiast and journalism student, Lyubomira is successful on social media and with her own travel blog, where she posted as output. Born in Bulgaria and studying in OWHC city Vienna, she focused on German-speaking WH sites.





Young Travelling



María Fernanda & Emilia

A Heritage Crime Trail was the title of this excursion through World Heritage Cities. Both are mastering in World Heritage Studies in Cottbus/Germany and real globetrotters. Their output is a travel magazine.



Pavlna

Born in the Czech Republic, Pavlna went to Philadelphia at the age of 20 to study journalism. Inspired by her own experiences when moving into a foreign country, she focused on cultural identity when visiting World Heritage cities on her trip.



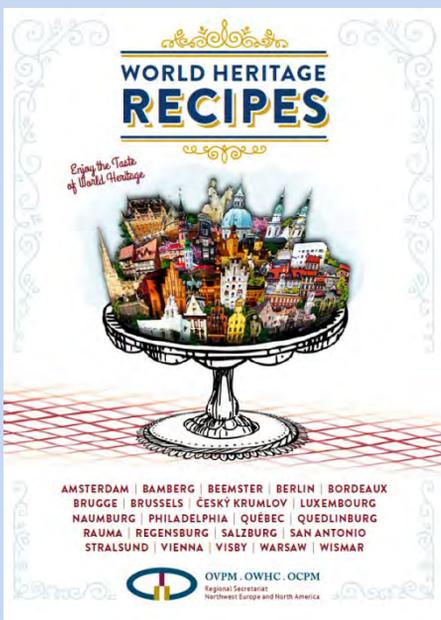


Projects & Activities

■ World Heritage Recipes

The main initiative on our regional level in 2018/2019 was the editing of a new brochure in the form of a specialty cookbook with reference to our World Heritage sites. On 88 pages, our member cities are presented with recipes and also a double page of information and photos – a perfect combination of their tangible and intangible heritage. The book has been finished just on time for the Krakow World Congress and presented in a printed version to all participants of the Regional Meeting and all other participants.

All member cities are very happy with the design and outcome of the brochure. An online version of the book is available for being downloaded and used by all members on a local level. Philadelphia has offered to use one of their ISBN numbers and bring the Recipe Book into the Library of Congress catalogue. The City of Philadelphia with the Global Philadelphia Association also plans to print a high-quality edition and would like to sell the book. A German version is under work and planned to be printed as hard cover book for sale or as gift – costs for the translation etc. are financed through Regensburg.



A further distribution through all social media channels on local and regional level must be the goal and all cities are asked for support. The Regional Secretariat will work on further publishing of the recipes on Pinterest and gaining attention on Instagram for the book and the OWHC cities in 2020. A small media campaign is budgeted in our project plans 2020.

For your online version, please visit our OWHC [website](#)

Solidarity & Expertise

■ Training Course in Warsaw

After the successful first OWHC training course held in Vienna in February 2017, a new training course for professionals in World Heritage Cities in our region was scheduled for November 2019. In cooperation with the colleagues from Warsaw as hosting city and newly announced seat of the Regional Secretariat for Central and Eastern Europe, the topic was suggested to be “Heritage Interpretation”. This was confirmed through the member cities in good standing at the Regional Meeting on occasion of the World Congress in Krakow in June 2019. Trainers were found from the Malopolska Institute Krakow, having extensive experience in teaching the concept of Heritage Interpretation.

The concept of a cross-regional training group was highly appreciated already in the feedback for the first training, so it was clear that the cooperation with our neighbouring secretariat would be beneficial again. The hosting city Warsaw together with us as main organizing secretariat invited all member cities in good standing to participate in the training. The registrations from 11 OWHC cities and a total of 13 participants (two short-term cancellations from Riga) resulted in a very successful workshop: for two full days, the program was dense with input and very practical sessions on the topic.

A best-practice tour through Warsaw and its special World Heritage plus a facultative program at the end of the workshop resulted in a well-balanced but intense training course. A feedback survey gave best evaluation and the urgent request from all participants to continue with these trainings within the OWHC organizational structures. Especially the working atmosphere and the intense chance for personal exchange plus the reflection on our own heritage sites were mentioned.



Representation & Cooperation



photo © City of Regensburg

■ Visit of Denis Ricard in Regensburg

In February 2019, Secretary General of the OWHC Mr. Denis Ricard visited the Regional Secretariat in Regensburg.

A meeting with Mayor Ms. Gertrud Maltz-Schwarzfischer and Counselor for Culture, Mr. Klemens Unger, was organized by Regional Coordinator Matthias Ripp and his team. The City of Regensburg confirmed its willingness to offer also in the future financial and structural support for the seat of the Regional Secretariat for Northwest Europe and North America. Denis Ricard thanked Regensburg for its exceptional commitment for the benefit of the OWHC.

■ Regional Meeting Krakow 2019

On occasion of the XV. OWHC World Congress in Krakow/Poland, we held our regular Regional Meeting for member cities in good standing on June 4th. With 23 attendants from 15 member cities, we were happy to discuss our work in the Secretariat and the organization.

The project plan for 2020 and 2021 as well as new activities have been decided. Based on a sound financial standing of our Regional Secretariat, successful projects like the Young Travelling as well as the Recipe Book shall be continued.

The city of Regensburg was unanimously confirmed by all attending members to hold the seat of the Regional Secretariat for another two years.



photo © M. Göttler

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