

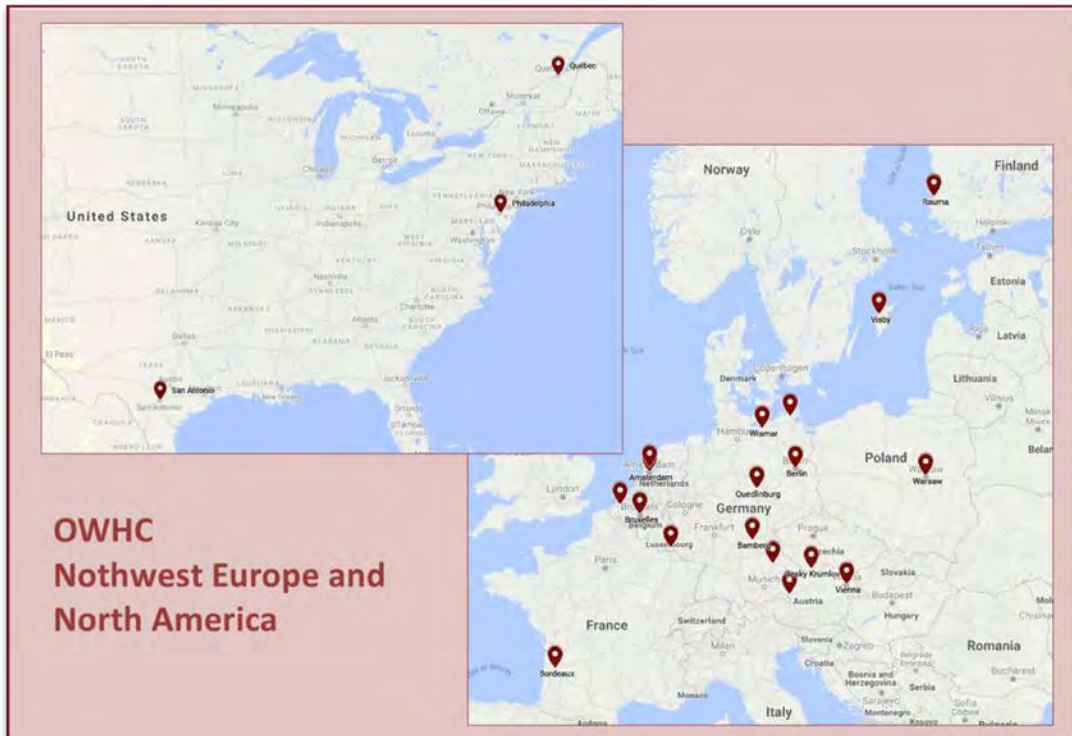


Organisation des villes du patrimoine mondial  
 Organization of World Heritage Cities  
 Organización de las Ciudades del Patrimonio Mundial  
 Organização das Cidades do Patrimônio Mundial  
 منظمة مدن التراث العالمي



# Activity Report 2017-2018

## OWHC Northwest Europe and North America





## Our Region

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 2011.

With now 21 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.

Apart from regular services and a strong cooperation with the General Secretariat in Québec, several projects and activities for the benefit of the OWHC as well as the member cities of our region were launched also in 2017 and 2018. With this report, we would like to present you a summary of our work within the past two years.

Matthias Ripp, Regional Coordinator

Monika Göttler, Project Manager

## Projects & Activities



photo © Marcos Falcone  
Photo Competition 2017 winner

### Photo Competition 2017 “Young Heritage”

A successful concept was repeated according to the wishes of the regional member cities: also in 2017, the Regional Secretariat organized the already 4<sup>th</sup> Photo Competition, this time focussing on “Young Heritage”. Nine participating OWHC member cities joined the competition, being supplied with PR material and templates for posters and the internet.

The motto especially invited young people to show that historical monuments, old buildings, protected heritage sites – our World Heritage Cities – contain a lot of young life, that old and young goes together well. After each city had selected its own local winning photo, an international jury was established to choose the overall winner photo of the Region Northwest Europe and North America: Mr. Marcos Falcone from Berlin was the lucky winner of 700 Euros for his shot.

[www.ovpm.org/2018/09/27/owhc-photo-competition-2017-all-local-winners-awarded-2/](http://www.ovpm.org/2018/09/27/owhc-photo-competition-2017-all-local-winners-awarded-2/)



## Projects & Activities

### ■ Young Travelling Scholarship 2018

The main initiative of the Regional Secretariat in 2018 was the newly launched “Young Travelling Scholarship”. Granted with a total budget of 10.000 Euros by the members (as decided at the delegates meeting in Gyeongju), this project was targeting especially young adults. The idea of the program is to send out six young travellers/teams of travellers with a travel budget support (scholarship of 1.000 Euro per traveller) and have them report on all social media channels about their WH experiences.



The member cities were asked to spread the call for applications – especially here the universities turned out to be important multipliers. In total, 44 applications were handed in, coming from all over Europe and the US. In a local jury, the six travellers who had handed in the best concept and showed social media experience were chosen. Their duty then was to visit at least four World Heritage cities on their freely chosen route, and one of the cities had to be a member of our Regional Secretariat. Their experiences had to be documented and shared on as many social media channels as possible. For the output, a new website with a travel blog was created: [www.owhc-youngtravelling.com](http://www.owhc-youngtravelling.com) This page was the regularly updated travel diary for our travellers and reached more than 2000 readers.



Apart from publishing on Social Media, the travellers were asked to document the results of their travelling experience through a poster as well as a presentation which were presented at the Regional Conference 2018 to all member cities.

For more details, have a look at the article on the OWHC website under [www.ovpm.org/program/owhc-young-travelling-scholarship/](http://www.ovpm.org/program/owhc-young-travelling-scholarship/) The feedback from all members was very positive so that a re-launch of the program is already planned for 2019.

## Projects & Activities

### ■ Recipe Booklet and Image Brochure

First steps have been taken in 2018 to prepare a new image brochure for our region – by integrating the aspect of “Intangible Heritage” in the form of food. Local specialities from each of our member cities shall be presented and tell about a traditional dish, at the same time there is space for presentation of the world heritage site in each city. The Regional Secretariat wants to promote the cohesion of the region but also underline the individuality of each member.

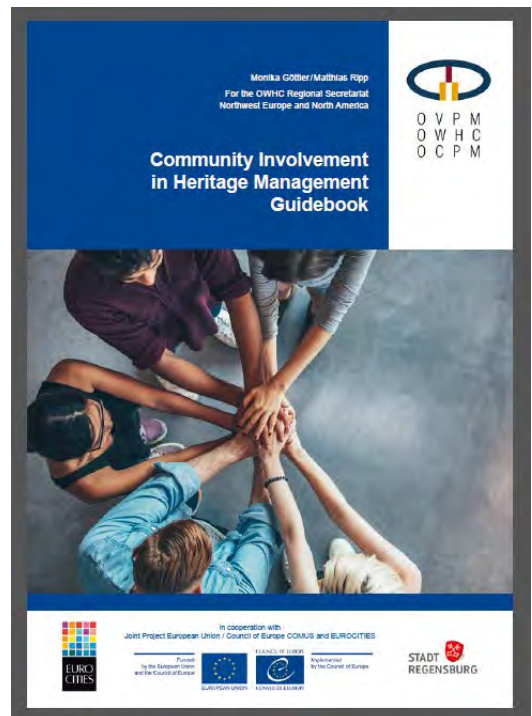
A benefit of the concept might also be the re-use of photo material from our previous competitions, as it is a pity that only one winning photo is promoted, but other beautiful photos stay unpublished.

The Recipe Booklet will be produced in 2019 first for the World Congress and will be available as an online PDF and Print-on-Demand version for all our OWHC member cities afterwards.

### ■ Guidebook “Community Involvement” 2017

In cooperation with the joint European Union/Council of Europe Project COMUS (Community-Led Urban Strategies for Historic Towns) and EURO CITIES, the OWHC Regional Secretariat Northwest Europe and North America published a Guidebook on Community Involvement in Urban Heritage. It was intended to prepare especially members of the OWHC network for the Gyeongju World Congress topic. But all professionals and experts in the field of cultural heritage are the target audience for the paper. In order to achieve a wider scope of HERITAGE, the approach of the OWHC Guidebook also integrates project examples from COMUS as well as the EURO CITIES network. The publication on ResearchGate has already had more than 1.900 reads.

You can download the complete book [here](#):



### ■ Internal Survey 2017

The aim of this scientific work (Master Thesis for University Deggendorf) was the conception of an evaluation of the "Organization of World Heritage Cities". The subjects of the study are the General Secretariat and the Regional Secretariat Northwest Europe and North America, based in Regensburg. One objective was to gain insight into the overall satisfaction of the members with the work of the secretariats. In addition, it was to be determined whether the projects and programs correspond to the needs of the target group. The results served the further improvement and adaption of programs to the needs of the member cities and were shared with the members also at the Regional Meeting in Gyeongju. If you would like to read the complete results, please click here: <https://www.ovpm.org/wp-content/uploads/2019/02/final-reportsurvey2017.pdf>



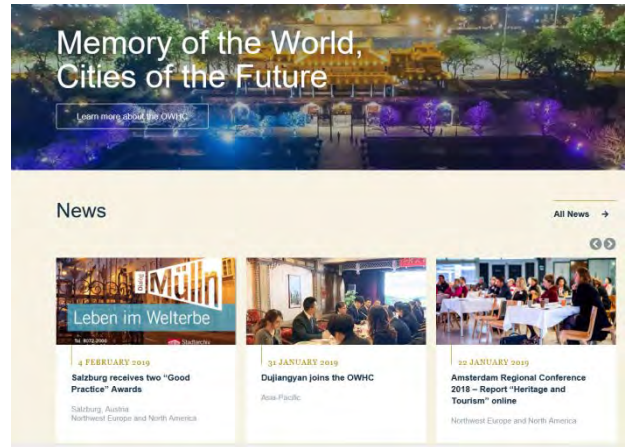
## Communication & Social Media

### Website of the OWHC

Our region is well represented on the official OWHC website with regular news from our cities as well as all regional activities. In the past two years, we posted a total of 25 news articles for our region and the member cities. The platform is open for all members to hand in their local World Heritage activities and promote their work. The regional secretariat translates if necessary and edits the article with photos.

### Social Media

A new focus has been put on the strengthening and use of Instagram as well as Facebook. Especially for the Young Travelling project, it was essential to spread all news and share articles quickly on all social media channels. Together with the General Secretariat, a new Instagram account was created, and many news on the already existing Facebook page of the organization were delivered and published.



[www.facebook.com/OrganizationofWorldHeritageCities/](https://www.facebook.com/OrganizationofWorldHeritageCities/)



[www.instagram.com/ovpm\\_owhc\\_ocpm/](https://www.instagram.com/ovpm_owhc_ocpm/)

## Solidarity & Expertise



photo© City of Vienna  
Training Course in Vienna Feb 2017

### Training Course 2017 in Vienna

The first OWHC Cross-Regional Training Course on “Heritage Management and Communication” for professionals in World Heritage from OWHC member cities was held in cooperation with the hosting city Vienna. A first idea of a training course for our region was extended to also be offered for participants from the Southern and Eastern Europe secretariats upon being granted support from the General Secretariat for a cross-regional cooperation. As Vienna is member in all three secretariats, and at the crossroads of our regions, the location was a perfect chance for intercultural encounter. With a high-quality team of trainers, 17 participants from 13 member cities profited from intense workshops.



## Solidarity & Expertise

### ■ Regional Meeting in Gyeongju/South Korea, November 2017

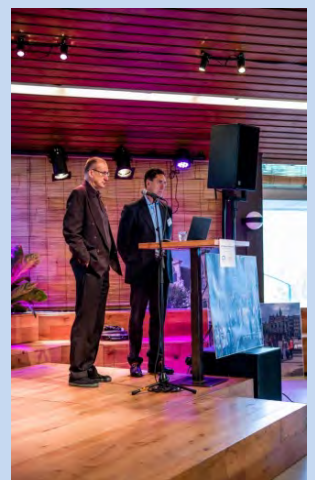
The 2017 Regional Meeting was held during the XIV. World Congress of the OWHC, taking place in Gyeongju/South Korea. Eight member cities in good standing were represented in the delegates' session: Brussels, Luxembourg, Québec, Philadelphia, Regensburg, Vienna, Warsaw and Visby. Observer city was San Antonio/USA. The Regional Coordinator Matthias Ripp as well as the City of Regensburg were unanimously confirmed to continue the work for the OWHC Regional Secretariat.



photo © city of Regensburg  
Delegates Meeting in Gyeongju/South Korea

### ■ Regional Conference in Amsterdam, November 2018

The Regional Secretariat Northwest Europe and North America of the OWHC held its Regional Conference 2018 in Amsterdam/Netherlands from Nov. 27 – 29. The main topic was “Heritage & Tourism” in preparation for the Krakow OWHC World Congress in 2019. With 45 participants from 20 World Heritage cities as well as experts from other institutions, the conference offered a dense working program.



photos © city of Amsterdam and Matthias Ripp  
Regional Conference Amsterdam 2018



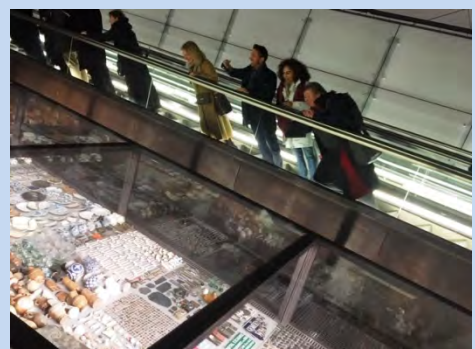
## Solidarity & Expertise

With the extra support from the General Secretariat, a Scientific Day on the topic was planned: moderator and expert Prof. Kurt Luger from Salzburg University led through the day and encouraged the participants to share their ideas. Keynote speaker Prof. Greg Richards from Tilburg University in the Netherlands inspired with his thoughts on the concept of “Placemaking” and latest figures on surveys and statistics when it comes to tourism in World Heritage.

Presentations of special practice examples, also from tourism experts from our member cities, did highlight the problems and challenges, but also benefits of tourism in World Heritage sites. And the contributions of all conference participants were asked for when holding three thematic workshops which led to recommendations and principles which have to be respected or can be a guideline for future development in tourism.

A very informative program with lectures on archaeological issues and preservation and the topic of a healthy development for Amsterdam as a tourist destination and a liveable city for locals was organized by the hosting city Amsterdam. The local experts gave insights on Amsterdam’s plan to achieve a sustainable city and offered inspiration for all conference participants.

The complete conference report is available on the OWHC website under [www.ovpm.org/2019/01/22/amsterdam-regional-conference-2018-report-heritage-tourism-online/](http://www.ovpm.org/2019/01/22/amsterdam-regional-conference-2018-report-heritage-tourism-online/)



## Representation & Cooperation

### ■ European Cultural Heritage Year 2018

The aim of the European Year of Cultural Heritage is to encourage more people to discover and engage with Europe's cultural heritage, and to reinforce a sense of belonging to a common European space. Regensburg's World Heritage Coordination team was invited by the German Commission of UNESCO to join the planning team for Germany also in its function as OWHC secretariat and thus stakeholder for World Heritage in Europe.

The Year was full of activities in many European countries and also OWHC cities.

Read more here:

<https://sharingheritage.de/en/projects/>



Editorial Work:

Monika Göttler, Matthias Ripp

City of Regensburg, Cultural Department, World Heritage Coordination

OWHC Regional Secretariat Northwest Europe and North America

+49-941-507 4616

[goettler.monika@regensburg.de](mailto:goettler.monika@regensburg.de)

[ripp.matthias@regensburg.de](mailto:ripp.matthias@regensburg.de)