Documentation of the Expert Workshop
13+14 February 2019
Welcome to the Workshop

CITIES FACING DEVELOPMENT AND PRESERVATION

February 13th 2019 - Vienna
WORKSHOP PROGRAM

SITE VISIT – IMPRESSIONS

CITIES FACING DEVELOPMENT AND PRESERVATION: EXPLORING DIFFERENCES AND SIMILARITIES

PRESENTATIONS OF CITIES

AMSTERDAM
ARANJUEZ
BAKU
BORDEAUX
BRUSSELS
BUDAPEST
DUBROVNIK
ISTANBUL
KRAKOW
MEXICO CITY/ MEXICAN HERITAGE CITIES
MOSCOW
PRAHVE
PUEBLA
RIGA
ST. PETERSBURG
SUZHOU
TEL AVIV

WORKING GROUPS ON MAIN TOPICS OF THE VIENNA DECLARATION

A. HOW TO FIND THE RIGHT BALANCE BETWEEN PRESERVATION AND DEVELOPMENT?
B. WHAT IS TO BE CONSIDERED FOR AN ADEQUATE STAKEHOLDER INVOLVEMENT PROCESS?
C. HOW TO FOSTER AN APPRECIATIVE PUBLIC PERCEPTION?
D. HOW TO CONSTRUCTIVELY DEAL WITH INTERDEPENDENCIES WITH OTHER FACTORS, E.G. TOURISM, SCIENCE, EDUCATION?
E. WHAT CAN BE GAINED FROM ACTIVE NATIONAL AND INTERNATIONAL RELATIONSHIPS? HOW CAN THIS BE BROUGHT ABOUT?

CITIES FACING DEVELOPMENT AND PRESERVATION – THE NETWORK PERSPECTIVE

THANK YOU FOR JOINING THE WORKSHOP AND SUPPORTING THE VIENNA DECLARATION!
## Workshop Program

### Wednesday, 13 February 2019

<table>
<thead>
<tr>
<th>TIME</th>
<th>WHAT</th>
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<tbody>
<tr>
<td>13:00</td>
<td>Welcome Meeting with Regina Wiala-Zimm in Hotel Josefshof</td>
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<td>13:15</td>
<td>Guided walk with Rudolf Zunke: Vienna World Heritage Area</td>
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<td>Coffee &amp; cake at Vienna Coffee House</td>
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<td>16:15</td>
<td>Walk to workshop venue „Dach“</td>
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<td>17:00</td>
<td>Introduction of participants</td>
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<td>Cities facing development and preservation:</td>
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<td>EXPLORING DIFFERENCES AND SIMILARITIES</td>
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<td></td>
<td>• Main challenges concerning development and preservation at our heritage site</td>
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<td>• With the Vienna Declaration we hope to...</td>
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<td>• Therefore, my expectations to this workshop are...</td>
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<td>19:30</td>
<td>Dinner</td>
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### Thursday, 14 February 2019

<table>
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<th>TIME</th>
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<tr>
<td>09:00</td>
<td>Reception and words of welcome</td>
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<tr>
<td>9:15</td>
<td>Gallery Walk – marketplace and informal introduction with posters and elevator pitches on every city and their respective heritage sites</td>
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<td>Working groups on main topics of declaration:</td>
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<td>• How to find the right balance between preservation and development?</td>
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<td>• What is to be considered for an adequate stakeholder involvement process?</td>
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<td>• How to foster an appreciative public perception?</td>
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<td>• How to constructively deal with interdependencies with other factors, e.g. tourism, science, education?</td>
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<td>• What can be gained from active national and international relationships? How can this be brought about?</td>
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<td>Plenary discussion – Skimming the results for the conference</td>
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<td>13:00</td>
<td>Joint Lunch</td>
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<td>14:30</td>
<td>Cities facing development and preservation – the network perspective</td>
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<td>• What do the results of the workshop so far mean for the OWHC and its member cities?</td>
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<td>• What would help the member cities of OWHC when facing development and preservation?</td>
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<td>Round-up and future perspectives</td>
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<td>17:00</td>
<td>End of Workshop</td>
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Site Visit – Impressions

Ernst Woller, First President, Government of Province of Vienna, and Rudolf Zunke, Site Manager, explain the context of the Unesco World Heritage Site "City Centre of Vienna".

At Heroe’s Square, in front of the Imperial Palace

In the very heart of the Unesco World Heritage Site

Discussing the Heumarkt-project
Cities facing development and preservation: EXPLORING DIFFERENCES AND SIMILARITIES

The beginning of the workshop was dedicated to discussing the following questions and getting an overview on differences and similarities between the participating cities.
The main challenges concerning development and preservation at our heritage sites are...

- involvement of citizens, local community
- money – financing, funding, investment
- tourism
- pollution
- demographic dynamics
- mobility

With the Vienna Declaration we hope to to...

- find a basis for further development
- develop a common spirit
- foster the dialogue with UNESCO and ICOMOS
- strengthen communication and cooperation

Therefore, our expectations to this workshop are...

- to discuss stakeholder involvement
- share and discuss experiences, good practice, ...
- strengthen communication and cooperation
Presentations of Cities

Amsterdam

Aranjuez
Baku

Bordeaux
Dubrovnik

Istanbul
Krakow

Mexico City/ Mexican Heritage Cities
Moscow
Prague

Puebla
Interactive Workshop for Experts of OWHC Member Cities, Vienna, 13-14 February 2019

Riga

St. Petersburg
Suzhou

Tel Aviv
Working groups on main topics of the Vienna Declaration

In order to fill the words of the Vienna Declaration with life, five topics were chosen and further elaborated in working groups:

A. How to find the right balance between preservation and development?
B. What is to be considered for an adequate stakeholder involvement process?
C. How to foster an appreciative public perception?
D. How to constructively deal with interdependencies with other factors, e.g. tourism, science, education?
E. What can be gained from active national and international relationships? How can this be brought about?

A. How to find the right balance between preservation and development?
B. What is to be considered for an adequate stakeholder involvement process?

- Identify stakeholders
- Identify and define goals and expectations about the stakeholders involvement process.
- Strong leadership and guidance for the whole process
- Engagement of stakeholders: HOW?
  - What are their interests?
  - What benefits can they get from their participation?
  - Foster proactivity
  - Consult them in the decision making process on a permanent basis
- Create a participation body within the management body
C. How to foster an appreciative public perception?

- Educational programmes for school and general public
- Financial incentives for restorations
- New functions for historic buildings bringing them into the mainstream of local life
- Connecting various sectors of the population in order to achieve a common medium of informing
- Need for city heritage experts to present the city as a vibrant city, not as a museum, create a more dynamic interaction between citizens & their heritage
- Involve owners of restored properties in the education & promotion of their restoration projects to their fellow citizens in their communities.
D. How to constructively deal with interdependencies with other factors, e.g. tourism, science, education?
E. What can be gained from active national and international relationships? How can this be brought about?
Cities facing development and preservation – the network perspective

In the afternoon, the discussion was dedicated to talking about the future perspectives of collaboration and communication within the network of the OWHC cities.
Interactive Workshop for Experts of OWHC Member Cities, Vienna, 13-14 February 2019

- Blog/Website/Platform for exchange & understanding (i.e. "city 2 city expert exchange") against cultural amnesia

- June 2nd-5th 2019 @ Krakow
  OWHC Congress Don’t miss it!
  → mutual learning process/visits/funding

- Spread minutes of the Vienna-WS

- Use the i-nat potential proactively & use the OWHC (as a member)

- Involve mayors & spread knowledge on WH issues/questions

- Face-to-face communication and meetings are essential, generate change
  → use new media e.g. internet chats periodically

- Document problem/solutions and resources
  OWHC Resources
  - English, French, Spanish
  - 79 Study Cases
✓ Case studies etc. can be published → OWHC translates

✓ Key words for better orientation (mobility/transportation, housing... specific focus of interest

✓ Participatory democracy vs. bureaucratic structures

✓ Mexico questionnaire out now related to topic in Krakow → results will be presented there

✓ OWHC newsletter? Monthly? Could generate more involvement of cities - in order to spread update on website, upcoming events, issue of the month

✓ Common achievements & common projects, paths generate trust between cities? between people

✓ Trust takes time

✓ IComos receives too much power from cities themselves - it's an advisory board don't let us be driven by it
Thank you for joining the workshop and supporting the Vienna Declaration!