

AN URBACT II PROJECT

The Old Town of Regensburg (© Hajo Dietz, Luftbild Nürnberg)



HERO FINAL CONFERENCE

LAST APRIL THE HERO PARTNERS MET IN REGENSBURG TO PRESENT THE NETWORK'S FINDINGS TO A WIDER INTERNATIONAL AUDIENCE

Regensburg, Germany (© Hajo Dietz, Luftbild Nürnberg)

The HerO Final Conference took place in the Historic Salt Barn, the big building adjacent to the famous Stone Bridge

On 13th and 14th April 2011 the Fast Track network 'HerO - Heritage as Opportunity' held its Final Conference in the German Lead Partner city Regensburg. More than 80 participants from more than ten European countries took part in the event, among them political representatives of Regensburg's eight partner cities Graz (AT), Naples (IT), Sighisoara (RO), Vilnius (LT), Liverpool (UK), Lublin (PL), Poitiers (FR) and Valletta (MT), representatives of the European Commission and the URBACT Programme, the Secretary General of 'Heritage Europe' (the network's co-operation partner during the three-year project period) as well as international heritage experts and professionals. The conference took place in one of Regensburg's most remarkable buildings, the historic Salt Barn, which is located close to the river Danube and the famous Stone Bridge. It aimed to present and discuss the results of three years of inspiring and successful project work - both on project level and on local level in the partner cities. Further, it aimed to promote the network's final publications, which are:

- a **Guidebook** entitled 'The Road to Success - Integrated Management of Historic Towns', which provides assistance and guidance in a step-by-step approach for city administration and practitioners, who strive to elaborate a 'Cultural Heritage Integrated Management Plan' for their old town area. It summarises the key points relating to the reasons why a management plan should be elaborated and gives recommendations on the best way possible to prepare and implement such an instrument as clear steps that practitioners within European historic towns should aim to follow.

- and a **Policy Recommendation Paper**, which addresses politicians and decision-makers and which promotes the methodology developed by the HerO network.

Since 2008 the HerO network focused on developing integrated and innovative management strategies for historic urban landscapes. Its objectives included facilitating the right balance between the preservation of the built cultural heritage and the sustainable, future-proof, socio-economic development of old town areas in order to strengthen their attractiveness and competitiveness. Emphasis was placed on managing conflicting usage interests and on capitalising the potential of cultural heritage assets for economic, social and cultural activities.

All project documents as well as further information on the HerO Final Conference (e.g. the conference programme) are available for download at www.urbact.eu/hero.



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Gerhard Weber, Mayor of Regensburg, welcomed the conference participants (© City of Regensburg, Peter



Dr Władysław Piskorz, Head of Unit Urban Development and Territorial Cohesion at the European Commission's Directorate General for Regional Policy, gave a keynote speech on the 'Future of Cohesion Policy and its Urban Dimension' (© City of Regensburg, Peter Ferstl)



Panel discussion 'What can Cohesion Policy do for historic cities'; from left to right: Brian Smith, Secretary General of Heritage Europe (moderator), Dr Christian Haslbeck from the Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology, Gerhard Weber, Mayor of Regensburg and Dr Władysław Piskorz from the European Commission (© City of Regensburg,



Jean-Loup Drubigny, Head of the URBACT Secretariat, introduced URBACT, the European programme for urban sustainable development, to the conference participants (© City of Regensburg, Peter Ferstl)



Brian Smith, Secretary General of Heritage Europe (former 'European Association of Historic Towns and Regions') moderated the panel discussions (© City of Regensburg, Peter Ferstl)



Regensburg's Lord Mayor Hans Schaidinger invited the international guests to a reception in the Old Town Hall (© City of Regensburg, Peter Ferstl)



Dr Christian Haslbeck from the Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology during the panel discussion 'What can Cohesion Policy do for historic cities' (© City of



The conference venue 'Brücksaal' in Regensburg's Historic Salt Barn (© City of Regensburg, Peter Ferstl)



Cristina Gutiérrez-Cortines, Member of the European Parliament and the Urban Intergroup spoke about the challenges of historic towns in Europe (© Khrystyna Shakhmatova)



Matthias Ripp, World Heritage Coordinator of the City of Regensburg and HerO Project Coordinator introduced the network's main points of focus to the audience (© City of Regensburg, Peter Ferstl)



The Fast Track network HerO - Benefits of the "two-way bridge", panel discussion with representatives of the HerO cities and their associated Managing Authorities of the ERDF Operational Programmes; from left to right: Ewa Kipta, City of Lublin, Marek Kowalski, Marshal's Office of the Lubelskie Voivodship (MA Lublin), Agne Stalernaite, Ministry of Finance of the Republic of Lithuania (MA Vilnius), Dr Alexander Ferstl, DG Regional Policy, European Commission (moderator), Hubert Ulber, Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology (MA Regensburg), Carmen Necşescu, Ministry of Regional Development and Tourism, Romania (MA Sighişoara) and Sebastiano Zilli, Regione Campania (MA Naples) (© City of Regensburg, Barbara Bühler)



Walking tours through the World Heritage site offered the conference participants insight into urban planning and preservation of monuments in Regensburg's Old Town (© City of Regensburg, Barbara Bühler)



During guided tours the attendees could discover Regensburg's unique cultural heritage: the ERDF-funded museum 'document Schnupftabakfabrik' is a former snuff tobacco factory in a Patrician Palace (see photograph), the museum 'document Neupfarrplatz' is an underground excavation site showing three layers of history: Roman remains, medieval cellars and a bunker from World War II (© City of Regensburg, Peter Ferstl)



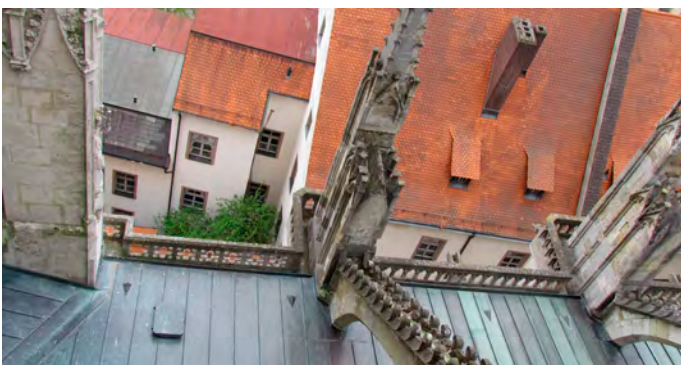
The exhibition on the HerO network and the Bavarian ERDF programme (see Newsletter Christmas 2010) has been presented during the coffee breaks (© City of Regensburg, Barbara Bühler)



Group photograph of conference participants in front of the Salt Barn (© City of Regensburg, Peter Ferstl)



The visit of St. Peter's Cathedral and Stone Mason's Lodge was quite spectacular: Regensburg's State Building Authority enabled the conference participants to climb up the roof and spires (© City of Regensburg,





PRESENTATION OF THE HERO PARTNERS' LOCAL ACTION PLANS

DURING THE HERO FINAL CONFERENCE THE HERO PARTNER CITIES HAD THE CHANCE TO OFFICIALLY HAND OVER THEIR LOCAL ACTION PLANS TO THE EUROPEAN COMMISSION

© City of Regensburg, Peter Ferstl

At the beginning of the HerO network activities, the European Commission has awarded HerO the 'Fast Track Label', a specific instrument of the 'Regions for Economic Change' initiative which aims to get the cities and the Managing Authorities of the European Cohesion Policy's Operational Programmes working together to enhance the impact exchange activities have on local level. The early launch of the HerO partner's Local Action Plans before the end of the project period facilitates the implementation of concrete measures in the HerO cities.

In May 2010 already, the partners of the Fast Track network HerO were invited to present their Local Action Plans to the European Commission at the 'Regions for Economic Change' Conference. Political representatives of the HerO cities Sighisoara, Lublin and Regensburg as well as representatives of their associated Managing Authorities came to Brussels to introduce their approaches on local level to Commissioner Johannes Hahn and to Dirk Ahner, Director-General for Regional Policy.



From left to right: Regensburg's Lord Mayor Hans Schaidinger, Marek Kowalski from the Marshal's Office of the Lubelskie Voicodship and Sorin Virgil Savu, Vice Mayor of Sighisoara hand over the LAPs to Director-General Dirk Ahner during the 'Regions for Economic Change' Conference 2010 in Brussels

The other HerO cities Graz, Naples, Vilnius, Liverpool, Poitiers and Valletta had the chance to present their LAPs during the network's Final Conference in Regensburg in April 2011 to Władysław Piskorz, Head of Unit Urban Development and Territorial Cohesion at the European Commission's Directorate General for Regional Policy.

The HerO partners' LAPs are all available for download on the HerO project website www.urbact.eu/hero (see 'Our Outputs').



Malcolm Kennedy, Councillor for Regeneration at Liverpool City Council, hands over the Local Action Plan to Władysław Piskorz



John Hinchliffe, World Heritage Officer of Liverpool, presents Liverpool's rich cultural heritage to the conference participants



The delegation of Naples presents their approaches on local level to the audience



Left: Pasquale Belfiore, Councillor of Naples, hands over the Local Action Plan to Władysław Piskorz

Right: Gerhard Ablasser, Head of Unit for EU-Programmes and International Cooperation of the City of Graz, presents the Local Action Plan to Władysław Piskorz

Gerhard Ablasser and architect Christian Andexer from Graz talk about their local challenges and projects





Vilnius' delegation from left to right: Gediminas Rutkauskas, Director of Vilnius Old Town Renewal Agency, Arturas Blotnys, Director of the Urban Development Department at Vilnius City Municipality, Agne Stalernaite, Representative of the Ministry of Finance of the Republic of Lithuania and Ruta Matoniene, Head of Development and Planning Division at the City of Vilnius



Left: Arturas Blotnys presents Vilnius' Local Action Plan to Władysław Piskorz



Right: Caroline Meriaud (left), European Officer of Poitiers and Anne Pignon, Director at the Municipality of Poitiers present Poitiers' Local Action Plan to the audience

The Deputy Mayor of Poitiers, Jean-Marie Compte, hands over Poitiers' documents to Władysław Piskorz from the European Commission





HERO POLICY RECOMMENDATIONS SIGNING CEREMONY

DECLARATION TO SUPPORT THE HERO POLICY RECOMMENDATION PAPER SIGNED BY
POLITICAL REPRESENTATIVES OF THE HERO PARTNER CITIES

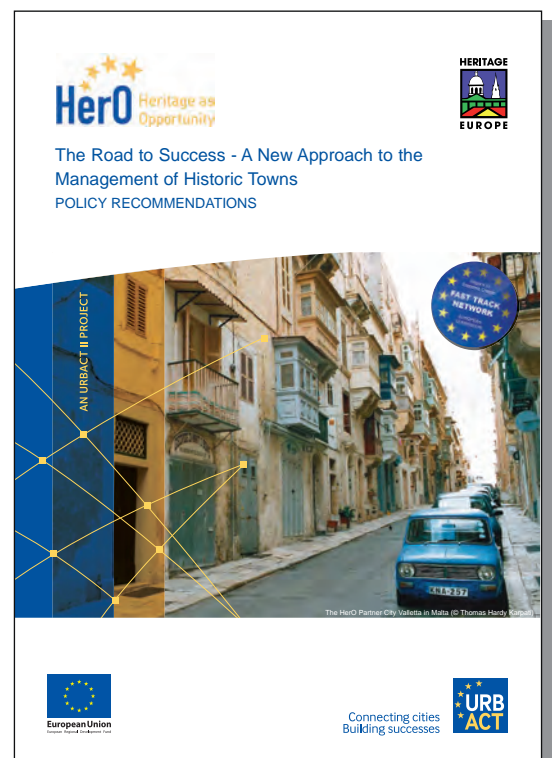
© City of Regensburg, Peter Ferstl

Apart from the HerO Guidebook on Management Plans ('The Road to Success - Integrated Management of Historic Towns'), the HerO Policy Recommendation Paper has been published (see Newsletter March 2011) and presented at the network's Final Conference in Regensburg. Both documents are available for download on the HerO project website www.urbact.eu/hero in the section 'Our Outputs'.

During the HerO Final Conference political representatives of all HerO partner cities signed the following declaration in a ceremony:

"Herewith we declare our support of the HerO Policy Recommendations Paper published in April 2011. We commend the new HerO management approach to all Europe's Mayors of historic towns and encourage them to use cultural heritage as an opportunity and build on the lessons learned from the HerO project."

The declaration has been signed by: Hans Schaidinger (Lord Mayor of Regensburg), Gaetano Mollura (City of Naples), Arturas Blotnys (Director of the Urban Development Department, City of Vilnius), Malcolm Kennedy (Councillor for Regeneration at Liverpool City Council), Jean-Marie Compte (Deputy Mayor of Poitiers), Sorin Virgil Savu (Vice Mayor of Sighisoara), Gerhard Ablasser (City of Graz) and Ewa Kipta (City of Lublin).





Hans Schaidinger, Lord Mayor of Regensburg



Gerhard Ablasser, City of Graz



Ewa Kipta, City of Lublin



Jean-Marie Compte, Deputy Mayor of Poitiers



Sorin Virgil Savu, Vice Mayor of Sighisoara



Malcolm Kennedy, Councillor of Liverpool



Arturas Blotnys, City of Vilnius



Gaetano Mollura, City of Naples



THE HERO GUIDEBOOK

AS THE KEY OUTPUT OF THE THREE-YEAR HERO PROJECT WORK, THE GUIDEBOOK 'THE ROAD TO SUCCESS' - INTEGRATED MANAGEMENT OF HISTORIC TOWNS' HAS BEEN PRESENTED AT THE HERO FINAL CONFERENCE IN REGENSBURG

The citadel of Sighisoara (© City of Sighisoara)

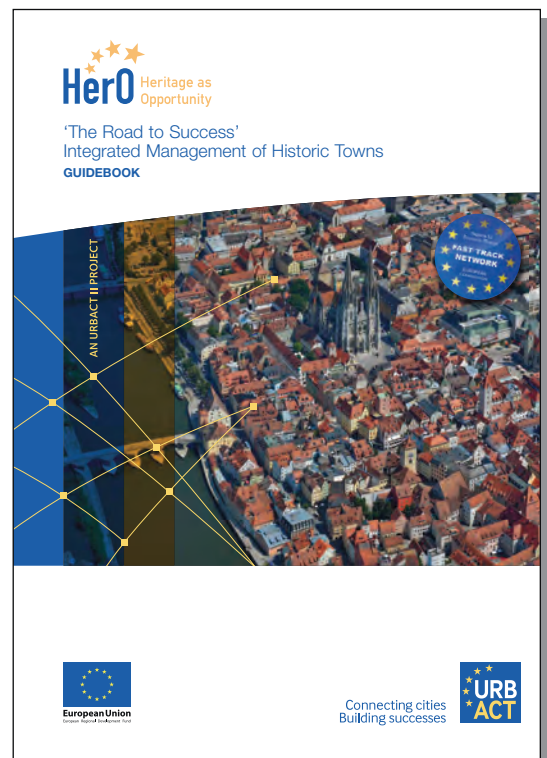
During the Final Conference the HerO Guidebook 'The Road to Success - Integrated Management of Historic Towns' was presented by the network's Lead Expert Nils Scheffler.

The Guidebook is the key output of the three-year project work and describes the main steps of developing and implementing a strategy for the safeguarding and development of historic urban areas.

The Guidebook targets at city administrations and practitioners, providing guidance on how to apply this new approach by producing Integrated Cultural Heritage Management Plans. It gives recommendations on the best way possible to prepare and implement such a management plan as clear steps that practitioners within historic towns can aim to follow in support of safeguarding and capitalising cultural heritage for a sustainable urban development.

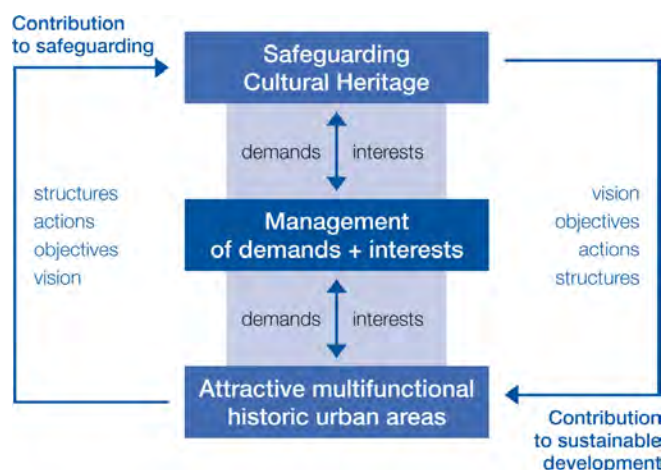
The main characteristics of Integrated Cultural Heritage Management Plans are:

- combining the safeguarding with the economic, social and environmental development of cultural heritage sites, seeking to achieve an appropriate and equitable balance between the safeguarding and the development, defining concrete objectives, actions and management structures;



- coordinating and managing the demands and conflicting interests placed on historic urban areas to ensure that the place is attractive for “all” stakeholders, that they all gain from the safeguarding of the cultural heritage, because then they will provide the resources for the safeguarding of the cultural heritage;

- recognising within the strategy cultural heritage as a unique asset and a cross-cutting theme for the development of the historic site.



Therefore, within the development of Integrated Cultural Heritage Management Plans four main approaches are applied:

- The integrated approach linking and coordinating the safeguarding of the cultural heritage with related sectoral fields for the development of the site, working out which input the cultural heritage can provide for the development of the other sectoral fields and which input these sectoral fields can provide for the cultural heritage (integrated, coherent and comprehensive strategy for the area);

- The participative approach involving the relevant stakeholders in the development of the strategy, promoting a “cultural heritage for all”, ensuring that they feel the ownership about the strategy, which will be helpful and support the implementation and compliance of the management plan (strategy based on the needs of the users of the area and its cultural heritage) ;

- The management approach establishing procedures and structures for the day-to day business to ensure a coordination of new demands and projects, a decision-making in line with the strategy put up in the management plan and a monitoring to control the safeguarding of the cultural heritage values and the development of the site (strategy for the continual improvement of the area);

- The target and implementation oriented approach developing concrete and commonly agreed objectives and actions, representing the framework for action to follow by the municipality and the stakeholders for a balanced development of the cultural heritage site (strategy for action for the enhancement of the area).

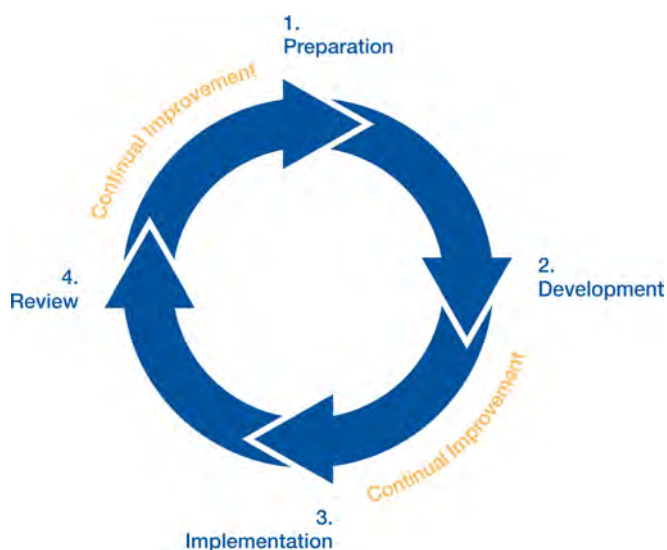
Integral part of Integrated Cultural Heritage management plans are to understand that they have a “life cycle” consisting of four main steps which are to be planned, prepared and implemented:

1. Plan: Plan the safeguarding, management, use and development of the heritage site by preparing and developing the management plan.

2. Do: Put into operation the corresponding actions, procedures and structures by implementing and complying with the Integrated Cultural Heritage Management Plan.

3. Check: Review the effectiveness and results of the actions, procedures and structures by monitoring them.

4. Act: Take corrective and supplementary actions, adapting the management plan.



Applying the approaches and life cycle Integrated Cultural Heritage Management Plans will present an innovative instrument to effectively manage the sustainable safeguarding and development of historic urban areas with the intention to have attractive, competitive and multifunctional places.

The HerO Guidebook 'The Road to Success - Integrated Management of Historic Towns' can be downloaded from the HerO project website www.urbact.eu/hero (see 'Our Outputs').

Should you wish to receive a paper copy, please send an email to: hero@regensburg.de.



THE HERO NETWORK

THE URBACT II THEMATIC NETWORK 'HERO - HERITAGE AS OPPORTUNITY': STRENGTHENING THE ATTRACTIVENESS AND COMPETITIVENESS OF HISTORIC URBAN LANDSCAPES

The historic city centre of Graz (© City of Graz)

The rapidly changing basic conditions of modern times pose a big challenge on the management of historic towns in Europe. The imbalance of progress and the preservation of the historic urban fabric often result in either economic stagnancy or the loss of cultural heritage values and with it the loss of identity.

In this context, the network HerO aims to develop integrated and innovative management strategies for historic urban landscapes. The main objective is facilitating the right balance between the preservation of built cultural heritage and the sustainable, future-proof socio-economic development of historic towns in order to strengthen their attractiveness and competitiveness. Emphasis is placed on managing conflicting usage interests and capitalizing the potential of cultural heritage assets for economic, social and cultural activities ('Heritage as Opportunity').

The HerO Partners are:

Regensburg (Germany), Lead Partner
Graz (Austria)
Naples (Italy)
Vilnius (Lithuania)
Sighisoara (Romania)
Liverpool (United Kingdom)
Lublin (Poland)
Poitiers (France)
Valletta (Malta)

To capitalize on the experiences of other historic towns in Europe and to widely disseminate the network's results, the HerO network cooperates closely with the 'European Association of Historic Towns and Regions' (now: Heritage Europe), an organization formed by the Council of Europe in 1999 that represents almost one thousand historic towns in Europe. Further information at www.historic-towns.org.





IMPRINT

Published: May 2011

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With a background in historical geography and tourism, Matthias officiates as Regensburg's World Heritage Manager since 2007. As Project Coordinator of the HerO network he accounts for the topics chosen for our exchange activities.



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With degrees in architecture and world heritage studies Barbara works for Regensburg's world heritage office. Being the HerO Project Manager, Barbara is responsible for our network's overall management, for communication activities and financial reporting.



Klaus Grepmeier

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Klaus graduated in mechanical engineering and has got 12 years of experience in managing EU-funded projects. Since 2006 Klaus is European Officer of the City of Regensburg. He initiated Regensburg's Lead Partnership for the HerO network and provides advice on project management issues.

The HerO Lead Expert



Nils Scheffler

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With a degree in spatial planning Nils works independently as an urban planner in Berlin. Nils is skilled in integrated management processes and he has worked as consultant for several EU-funded projects. Nils is the Lead Expert of the HerO network.

AN URBACT II PROJECT

URBACT is a European exchange and learning programme promoting sustainable urban development.

It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 300 cities, 29 countries, and 5,000 active participants.

URBACT is co-financed by the ERDF Funds and the Member States.

www.urbact.eu/hero