



HerO - Heritage as Opportunity

Sustainable Management Strategies
for Vital Historic Urban Landscapes

» *Introduction of the project*

Barbara Bühler, City of Regensburg


HerO Heritage as
Opportunity



URBACT II
Thematic Network
(TN11)
with Fast Track Label

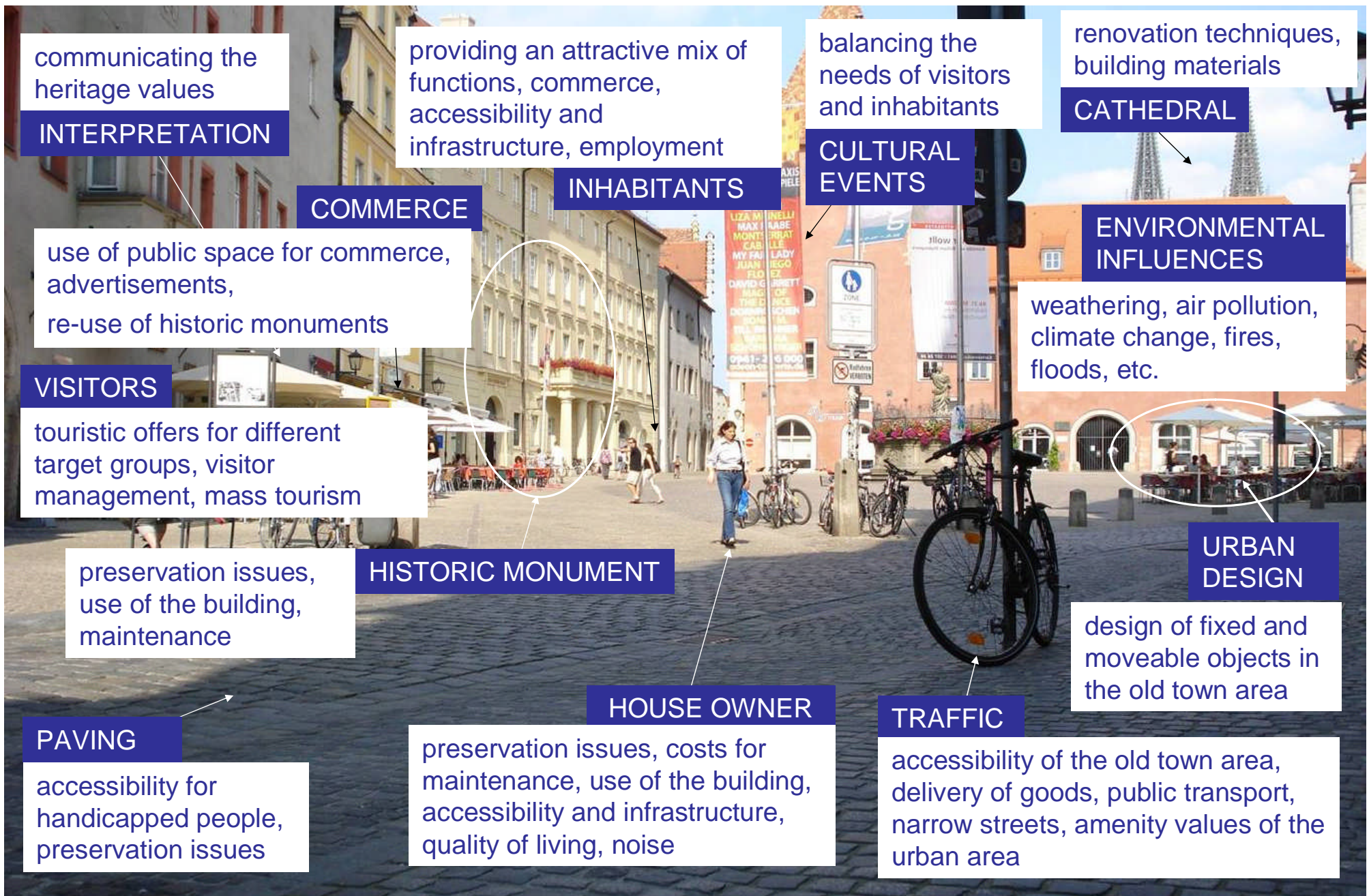

Regions for
economic change

★ The historic urban landscape

„The historic urban landscape acquires its exceptional and universal significance from a gradual evolutionary, as well as planned territorial development over a relevant period of time through process of urbanization, incorporating environmental and topographic conditions and expressing economic and socio-cultural values pertaining to societies.”

Quote from the Vienna Memorandum on “World Heritage and Contemporary Architecture - Managing the Historic Urban Landscape” (UNESCO World Heritage Centre, 2005)

- ➔ The historic urban landscape cannot be merely seen as an accumulation of significant monuments,
- ➔ it rather needs to be considered as a living organism and vital living space for its inhabitants.



★ **Balancing different functions in a historic urban landscape**

★ Management of historic urban areas – a big challenge

CHALLENGES HISTORIC URBAN LANDSCAPES FACE

- economic pressure
- decay of cultural heritage because of lack of investments or even pressure of investments
- reduced commercial activities due to lack of extension possibilities for expanding businesses

- tight restrictions on architectural changes
- inappropriate new development
- lack of recreational and green areas
- out-dated infrastructure

- natural hazards (floods, fires, earthquakes etc.)
- climate change

- demographic change
- depopulation
- ageing society

- mass tourism, congestion of the city centres
- conflicts between the needs of tourists and inhabitants

★ Management of historic urban areas – a big challenge



★ The project HerO's main objectives

- Development of integrated and innovative management strategies and urban policies
- Facilitating the right balance
 - between the preservation of the built cultural heritage as an element of identity and integral part of European history
 - and the sustainable, future-proof socio-economic development of historic urban landscapes
- Managing conflicting usage interests and balancing the different demands of “users”: local economy, citizens, tourists, property owners, conservators, etc.
- Capitalising on the potential of cultural heritage assets for economic, social and cultural activities ('Heritage as Opportunity')
- Strengthening the attractiveness and competitiveness of old town areas
- Upgrading the urban environment by integrating cultural and natural heritage in sustainable urban development strategies

★ The project HerO's main expected outputs

On project level:

- Conjoint development of innovative and integrated management plans for the sustainable development of historic urban landscapes
- Compilation of good practice examples on sustainable urban management applied in the partner cities
- Strategy paper “Support of historic urban landscapes via EU structural funds”
- Policy recommendations for historic urban landscapes
- Guidebook on the development and implementation of integrated management strategies for historic urban areas

On local level:

- Establishment of Local Support Groups and development of Local Action Plans: implementing sustainable and integrated management strategies in each partner city

★ HerO Partnership

Regensburg (DE)

Graz (AT)

Naples (IT)

Vilnius (LT)

Sighisoara (RO)

Liverpool (UK)

Poitiers (FR)

Lublin (PL)

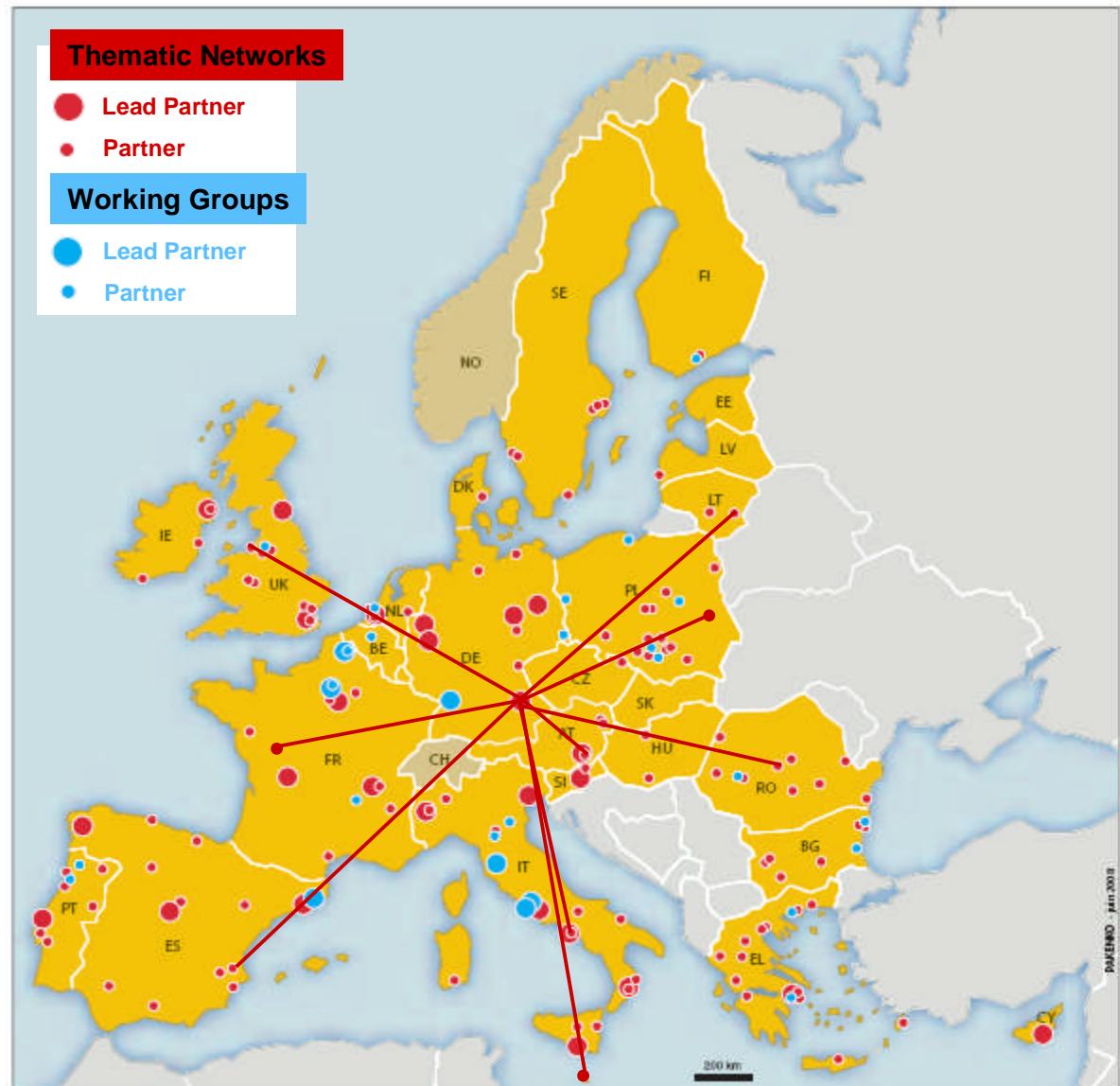
Valletta (MAL)

Valencia (ES)

+URBACT thematic experts

+The European Association of
Historic Towns and Regions

+European Commission,
DG REGIO, DG ENV, DG EAC



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★ Partnership composition

- we received more than 50 applications from cities all over Europe asking for inclusion in the network
- careful selection process under consideration of the requirements 50/50% competitiveness/convergence, broad geographical coverage and commitment of the partners
- final decision: network of 10 European cities (together with their associated Managing Authorities)
 - all cities are faced with the challenge to protect their built cultural heritage within the frame of the requirements of our changing society and economy
 - broad spectrum of different strategies and experiences in regards to the management of historic urban areas – guarantees mutual learning and benefit
 - potential for a wide dissemination of the project's results within Europe (involvement of EAHTR)
 - partner cities with a strong experience can support less advanced partners in the design and elaboration of their programmes and policies

★ HerO project - key data

HerO Network		TN with Fast Track label
Partnership		
Lead partner		City of Regensburg
Number of partners (including Lead Partner)	of which 5 are core partners	10
Number of Member and Partner States		10
Partner status		Cities
Duration (months)		
Maximum total		36
Phase I - Development	21 April – 21 October 2008	6
Phase II - Implementation	21 November 2008 – 21 May 2011	30
Budget		
Total network budget	phase I + II	€ 710 000
ERDF co financing	phase I + II	€ 517 050
Local co financing	phase I + II	€ 192 950
ERDF co financing rate	non convergence regions	70%
	convergence regions	80%
Expertise		
Expertise to project	Lead expert + further experts	€ 125 000
Expert assistance from the Commission		X

★ Opportunities and benefits from the Fast Track Label

- Developing collaborative dynamics between the cities and the Managing Authorities of the regional Operational Programmes
- European networking to result in concrete local impacts - appreciation of the 'two-way-bridge'
- Transferring knowledge up from the local to the regional level, contributing to regional policies (structural funds 2014 – 2020)
- Establishing a lively dialogue between city representatives and EC experts on urban issues - EC as active partner in the network
- Enhanced communication and Europe-wide recognition – visibility of the project results
- Not to forget: increased efforts by the lead partner in order to satisfy the expectations of the EC

★ The HerO project team at the City of Regensburg



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Project Management
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★ The HerO Lead Expert



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Lead Expert
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★ The HerO Partners



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Regensburg

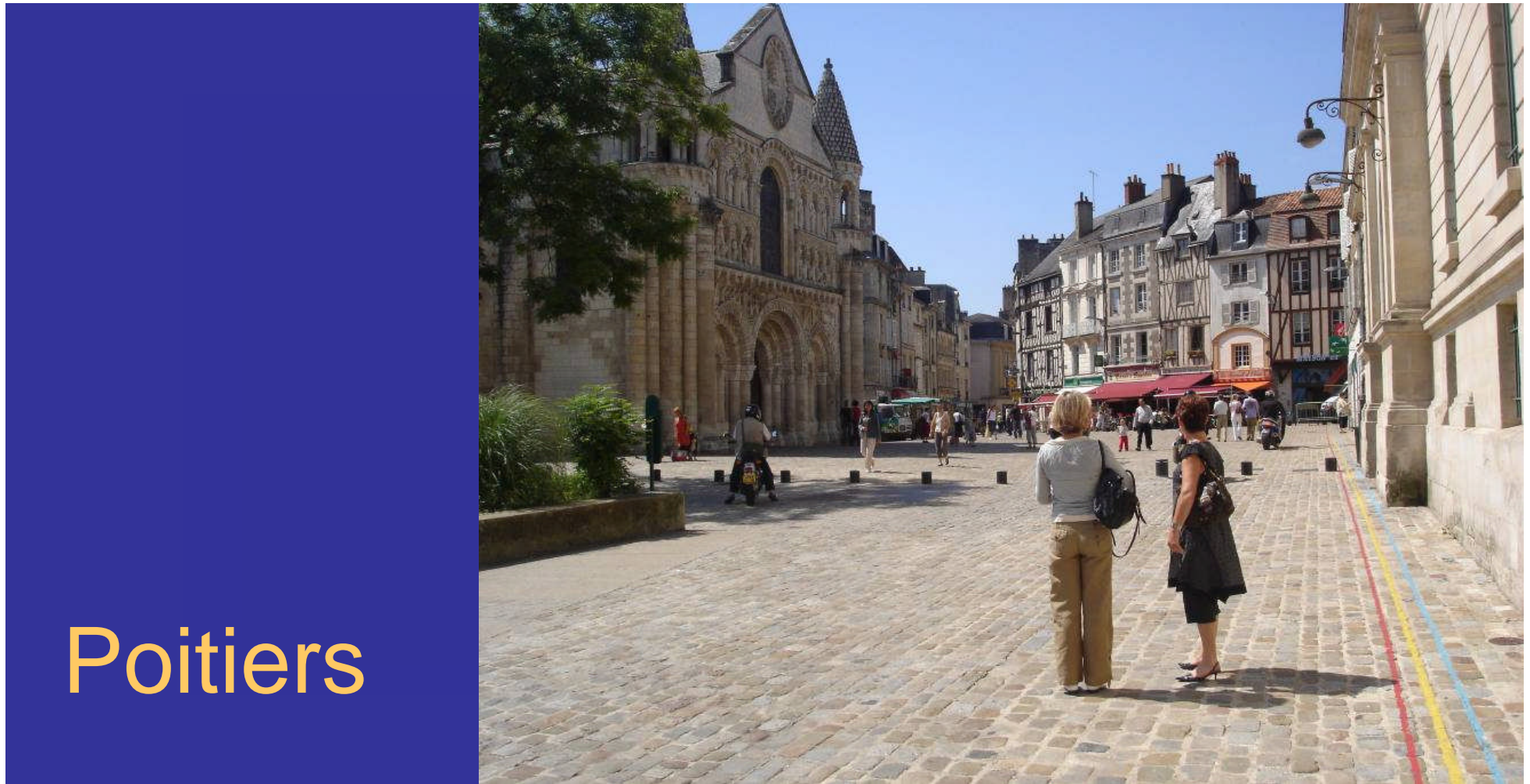


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Graz



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Naples



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Vilnius



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Sighisoara



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Liverpool



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Lublin



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Valletta



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Valencia



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Looking forward to a fruitful and enriching Phase II

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