

# Kick-off meeting HerO

Regensburg, 30<sup>th</sup> June – 01<sup>st</sup> July 2008

Venue: Salzstadel (Historic Salt Barn), Weiße-Lamm-Gasse 1, 93047 Regensburg

## Welcome Address

by Anton Sedlmeier  
Executive Director of the Department of Urban Development  
Deputy Head of the Planning and Building Division  
City of Regensburg

Good morning

It is a great honour for me to host this first meeting of our Thematic Network HerO here in Regensburg and I would like to welcome all of you to our beautiful city.

Most notably, I would like to welcome

- Mr. Aldo Torre from the European Commission
- Mr. Jean-Loup Drubigny, the Head of the URBACT Secretariat in Paris
- Ms. Brigitte Helff from the German Federal Ministry of Transport, Building and Urban Affairs

as well as

- Dr. Hans-Peter Kraußer and Dr. Armin Rudolph from our Managing Authority, the Bavarian Ministry of Economics.

Furthermore, I would like to warmly welcome all representatives of our HerO partner cities Graz, Sighisoara, Vilnius, Naples, Valletta, Lublin, Poitiers and Liverpool as well as our HerO Lead Expert, Mr. Nils Scheffler.

I am very glad that all of you could manage to be here today.

The City of Valencia apologises for not being represented at this first meeting, but they are highly interested in participating in our network and they sent a presentation, which we will show on their behalf.

I would like to start today's session with a quote from the "Leipzig Charter on Sustainable European Cities" which has been adopted by the European ministers responsible for urban policy in May 2007:

*„Integrated urban development policy means simultaneous and fair consideration of the concerns and interests which are relevant to urban development. Integrated urban development policy is a process in which the spatial, sectoral and temporal aspects of key areas of urban policy are co-ordinated.“*



In historic urban landscapes, one major challenge for integrated urban development is finding the right balance between the preservation of cultural heritage assets and the necessary economic development.

Thereby, seeing our cultural heritage assets not as a barrier but as an “opportunity” and as a key element for integrated urban planning will help us to develop new strategies, methodologies, concepts and policies within the course of our project “HerO - Heritage as Opportunity”.

To exchange on the relevant aspects of integrated cultural heritage management will be a major task of our Thematic Network during the next three years.

The great interest in our network shows that our selected topic is vitally important to a large number of historic towns. Altogether, more than 50 cities from all over Europe applied to become partner to our network.

Taking into account a balanced geographical coverage, we have selected your cities as being the most promising in terms of a vital exchange on integrated urban development strategies.

We look forward to mutual learning and benefit, enriching discussions and a fruitful and successful co-operation with you during the next three years.

Now I wish you a productive workshop and an enjoyable first get-together.

Tomorrow morning you will do a guided walking tour of the historic town, so I hope you will receive an impression of our city and its cultural heritage values during your stay.

Regensburg is a unique example of a central-European medieval trading town and it bears exceptional testimony to the cultural traditions especially in the Holy Roman Empire. The well-preserved ensemble of the “Old Town of Regensburg with Stadtamhof” has therefore been inscribed on the UNESCO World Heritage List in 2006.

Tonight, our Lord Mayor Mr. Hans Schaidinger will give a Reception in the Old Town Hall.

Afterwards, we will have dinner at the “Fürstliches Brauhaus”, a restaurant nicely located in the “Thurn und Taxis Palace”.

This dinner is kindly sponsored by the “Stadtbau GmbH”, our local redevelopment agency.

So, welcome once again, have a successful meeting and enjoy your stay in Regensburg!

Thank you very much.

