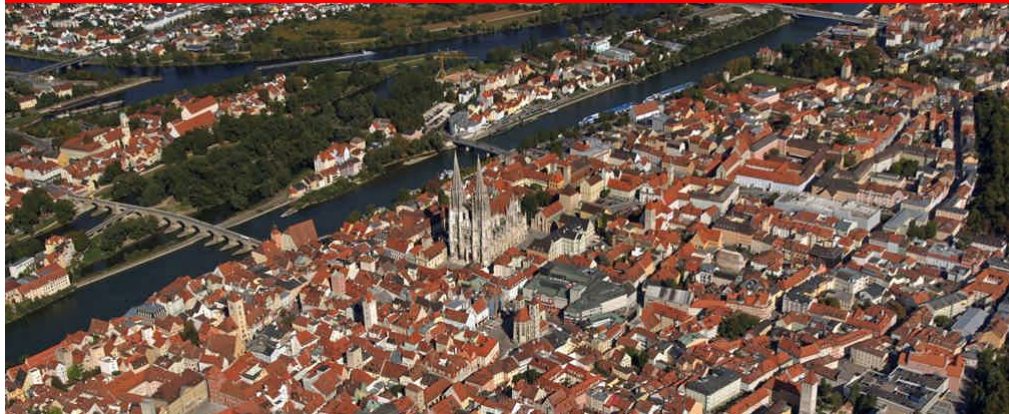


30 June 2008
Regensburg, Kick-off Meeting



URBACT II
Thematic Network
(TN11)
with Fast Track Label



HerO - Heritage as Opportunity

» *Introduction to the project*

Klaus Grepmeier, City of Regensburg
HerO Project Manager at Lead Partner



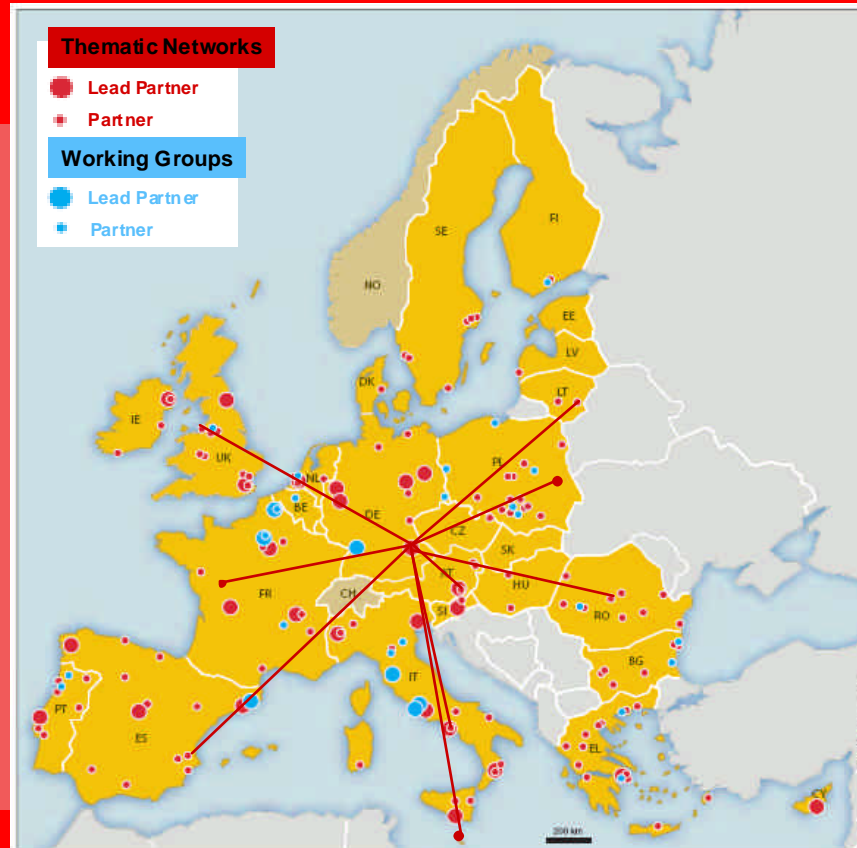
Main objectives of HerO

- Development of integrated and innovative management strategies and urban policies
 - facilitating the right balance between
 - the preservation of built cultural heritage
 - and the sustainable, future-proof socio-economic development of historic urban landscapes
 - managing conflicting usage interests
 - capitalising the potential of cultural heritage assets for economic, social and cultural activities (→ Heritage as Opportunity)
- strengthening the attractiveness and competitiveness of the old town areas and historic city centres
- upgrading the urban environment by integrating cultural and natural heritage in sustainable urban development policies



HerO Partnership

- Regensburg (DE)
- Graz (AT)
- Naples (IT)
- Vilnius (LT)
- Sighisoara (RO)
- Liverpool (UK)
- Poitiers (FR)
- Lublin (PL)
- Valletta (MAL)
- Valencia (ES)





Partnership composition

- more than 50 applications from cities all over Europe asking for inclusion in the network received
- 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 of the protection of their built cultural heritage within the frame of the requirements of our changing society and economy
 - broad spectrum of different strategies on how to handle these problems
 - as wide as possible replication potential out of the network for a broad range of other cities all over Europe is expected
 - partner cities with a strong experience can support less advanced partners in the design and elaboration of their programmes/policies



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HerO – Heritage as Opportunity



Project is co-financed
 by the EUROPEAN UNION
 European Regional Development Fund

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	end of 2008 – mid 2011	30
Budget		
Maximum total budget	phase I and II	€710 000
Network co-ordination	Lead partner responsibility	2 full time positions
Max ERDF co financing	non convergence regions	70%
	convergence regions	80%
Min local co financing	non convergence regions	30%
	convergence regions	20%
Expertise		
Expertise to project	Lead expert + further experts	€125 000
Expert assistance from the Commission		X



Opportunities and benefits from the Fast Track Label

- European networking to result in concrete local impacts - two-way-bridge between thematic networking activities and the mainstream programmes of the Structural Funds (Operational Programmes)
- development of collaborative dynamics between the cities and the Managing Authorities of the regional Operational Programmes
- transferring knowledge up from the local to the regional level
- defining and creating links between the local action plans to be produced and the Operational Programmes
- jointly develop projects that could receive Operational Programme funding
- contributing to regional policies (structural funding period 2014 – 2020)
- benefitting from active support of the European Commission (dialogue of network representatives with EC experts)
- enhanced communication efforts and Europe-wide recognition



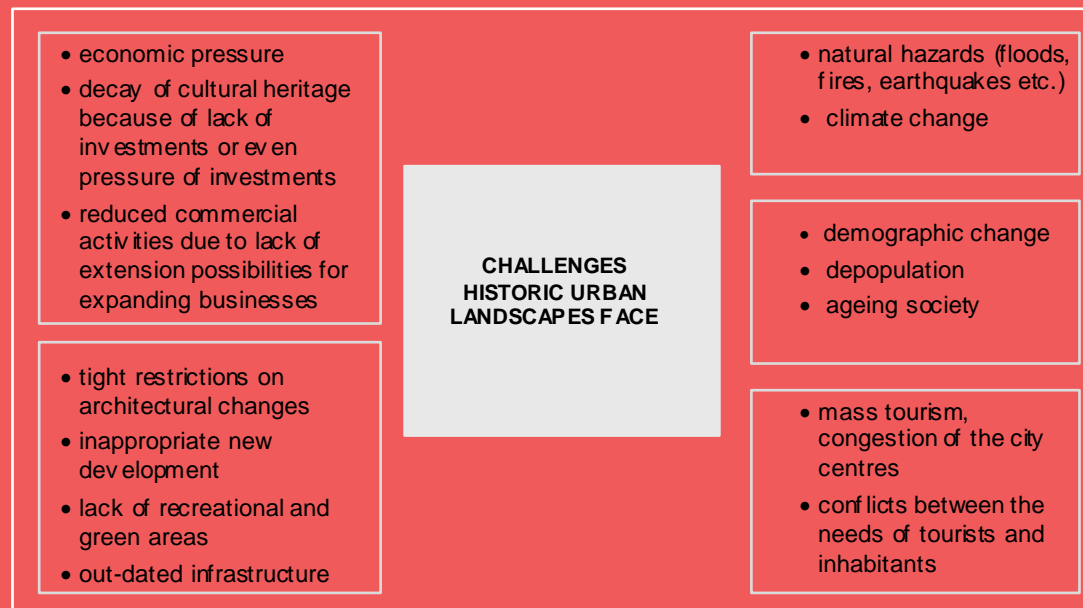
Starting situation and main challenges partner cities face

„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.”

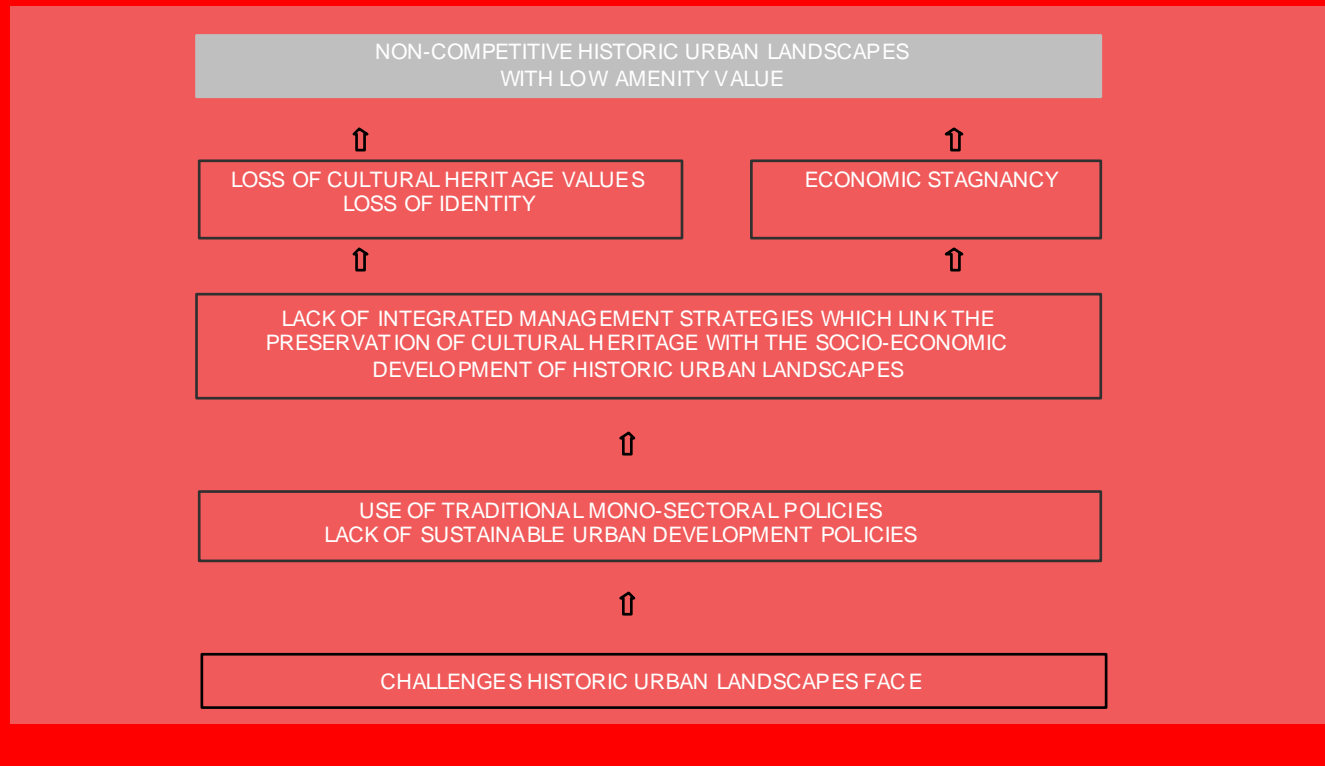
Quote from the Vienna Memorandum on “World Heritage and Contemporary Architecture - Managing the Historic Urban Landscape” (UNESCO World Heritage Centre, 2005)

- ➔ 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.

Management of historic urban areas – a big challenge



Management of historic urban areas – a big challenge





Main expected outputs

- **Innovative methodologies, management strategies and urban development policies** for an integrated approach which aims to balance heritage protection and urban development
- **Local action plans** to support the sustainable protection and rehabilitation of historic urban landscapes associated with socio-economic urban development of old town areas to strengthen their attractiveness and competitiveness
- Establishment of **Local Support Groups** for an enriching exchange and discussion among the relevant key stakeholders in order to achieve sustainable solutions which meet the needs of all parties concerned (particular emphasis will be placed on the multi-level exchange with the responsible Managing Authority Institutions)
- Capacity building by the partners through the **Europe-wide exchange of experience** on good-practice solutions concerning the sustainable management of historic urban landscapes
- **Adoption of proven management strategies of World Heritage cities** to serve as effective tools for the sustainable management of non-World Heritage cities alike (exchange and mutual benefit between European heritage cities of different size and structure, some of them inscribed on the UNESCO World Heritage List, others not)



HerO project team at lead partner

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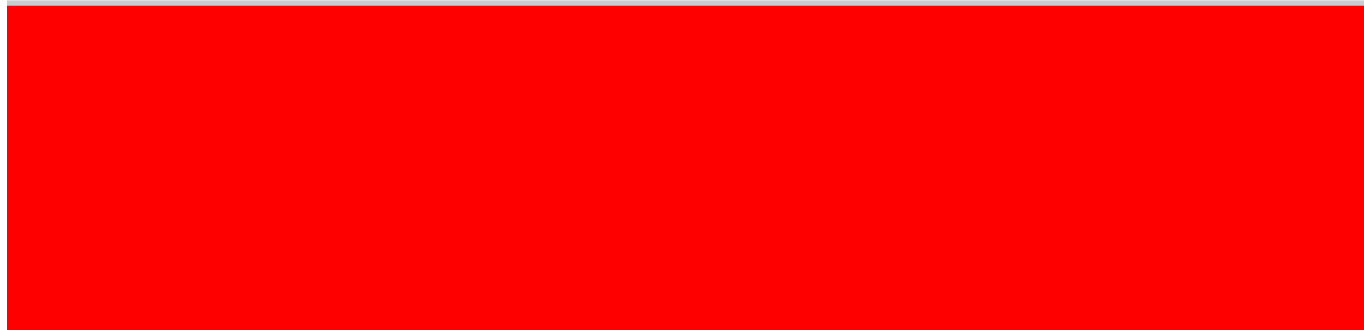




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Looking forward to a fruitful co-operation!



Thank you for your attention!