



# Heritage Management in Historic Urban Landscapes

Potential strategies for the project  
HerO - Heritage as Opportunity

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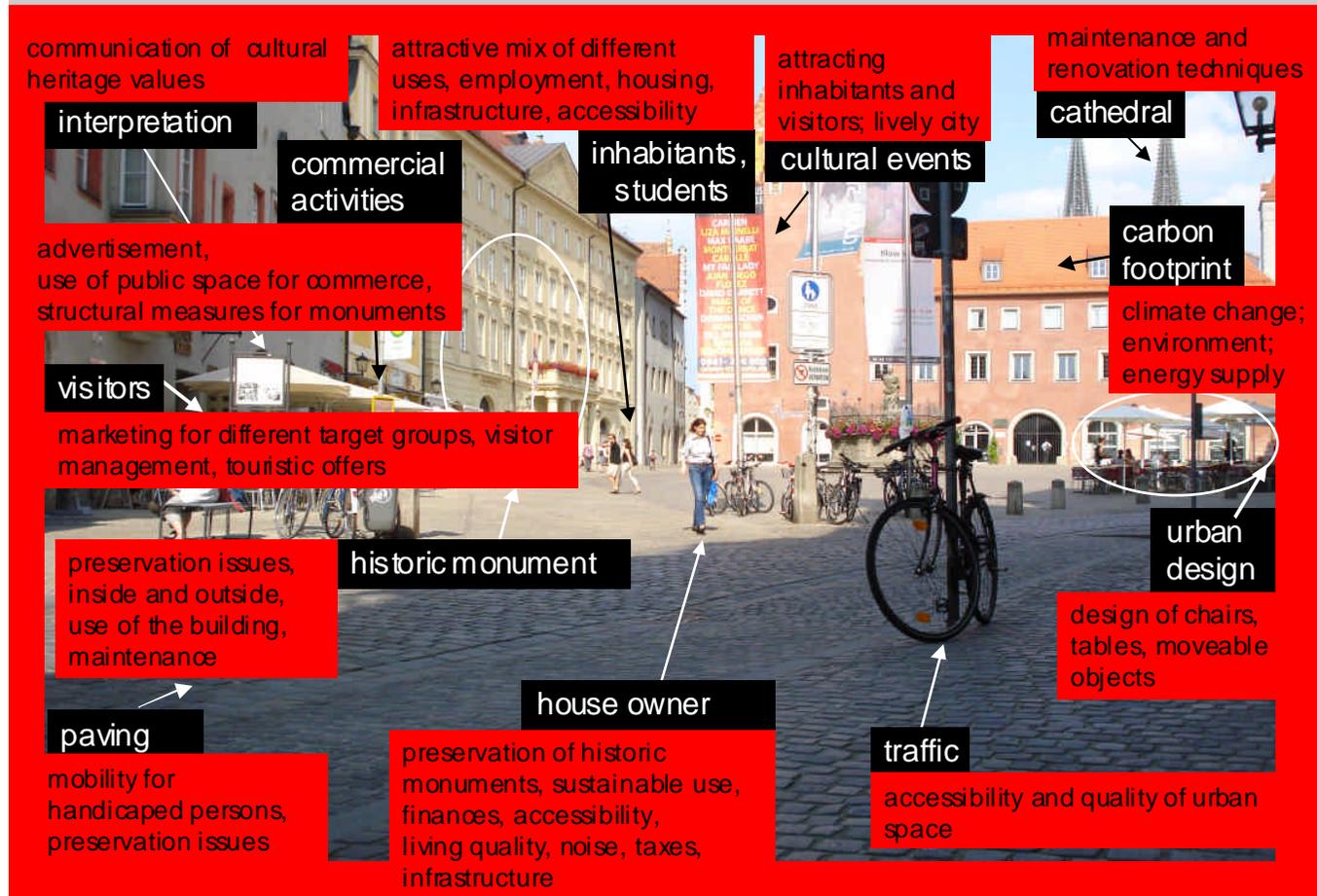


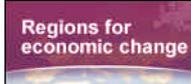
Regions for economic change

URBACT II Thematic Network with Fast Track Label  
HerO – Heritage as Opportunity



Project is cofinanced by the EUROPEAN UNION  
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## DEFINITIONS: Integrated Cultural Heritage Management Plan

*What could be subject to an **integrated** cultural heritage management system?*

1. Description of the site (statement of significance, cultural heritage values, area concerned, instruments of protection, statutes and treaties, etc.)

source: "Management Plans for World Heritage Sites - A practical guide" by Dr. Birgitta Ringbeck



*What could be subject to an **integrated** cultural heritage management system?*

2. Management structures

Authorities and processes

Ownership structure and funding

Bases for planning and action

Master plan and catalogue of measures

Dangers and preventative protection

Development pressure

Climate change, natural disasters

Tourism pressure

Overpopulation

Building protection

Monitoring and quality assurance

Boards and commissions

Conflict management

Education and information

Tourism and visitor guidance

Networks and international  
cooperation

etc...

source: "Management Plans for World Heritage Sites - A practical guide" by Dr. Birgitta Ringbeck

## DEFINITIONS





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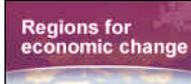


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### Main Objective

A Road Map for the development / implementation / adaptation of a “Integrated cultural heritage management plan” as an innovative tool to balance and coordinate the different demands and interests on historic urban landscapes to support a sustainable, future-oriented urban development.



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### Subgoals

1. Ensuring project coordination and management
2. Taking part to the implementation of the Capitalization process at program level
3. Developing and implementing communication and dissemination strategies of the project's activities and outputs
4. Developing and implementing exchange and learning activities on sustainable urban policies with a focus on method, approaches and sustainable management strategies for vital historic urban landscapes
5. Fostering the impact of project activities on local policies.
6. Elaboration of guidelines for the development and implementation of integrated cultural heritage management plans as main network output
7. Involvement of the Managing Authorities



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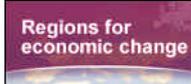
### Results and Outputs

SUBGOAL 4. Developing and implementing exchange and learning activities on sustainable urban policies with a focus on method, approaches and sustainable management strategies for vital historic urban landscapes

**Results:** Increased capacity to balance different demands on historic urban landscapes to facilitate sustainable, urban development;  
awareness raising for the need of an integrated development approach based on cultural heritage.

**Outputs:**

- training sessions for cultural heritage site managers with the focus on integrated management strategies
- thematic conferences and workshops addressing the selected themes
- sites visits on selected themes
- presentation of case studies and thematic reports
- seminar on key factors for integrated urban planning (1 for the administrative level and 1 for policy makers)
- flying experts



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### Results and Outputs

#### SUBGOAL 5. Fostering the impact of project activities on local policies.

**Results:** Involvement of relevant stakeholders to support the development and implementation of integrated cultural heritage management plans and to balance the different demands and interests on historic urban landscapes;  
Facilitating a sustainable, future-oriented urban development (combining preservation of historic urban landscapes with the socio-economic development);  
Efficient working body to reflect on (cultural heritage) policies in support of their improvement/ development.

#### **Outputs:**

- Local Support Groups
- Local Action Plans (Road Map to adapt / set up / implement an integrated cultural heritage management plan)
- Implementation of the management plan as far as possible
- Expert responsible for the implementation of the management plan in each partner city



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### Results and Outputs

SUBGOAL 6. Elaboration of guidelines for the development and implementation of integrated cultural heritage management plans as main network output

**Results:** Balanced and coordinated demands and interests on historic urban landscapes to facilitate the integrated, sustainable, future-oriented urban development;

**Outputs:**

- Guideline for the elaboration of a road map for an integrated cultural heritage management plan as its implementation in the different partner cities
- Database of experts
- Web portal on integrated cultural heritage management plans
- Strategy paper for discussion on European structural funds#
- Policy recommendations



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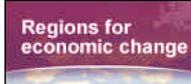
### Results and Outputs

#### SUBGOAL 7. Involvement of the Managing Authorities

**Results:** Improvement of the implementation of operational funding programmes related to urban cultural heritage

**Outputs:**

- meetings of all Managing Authorities to exchange on common approaches and strategies for the implementation of operational programmes on urban cultural heritage (could be parallel to other meetings)
- conjoint agreement and definition of the expected local activities by the partner cities and their respective Managing Authorities
- one meeting of all Managing Authorities with the European Commission to exchange experiences



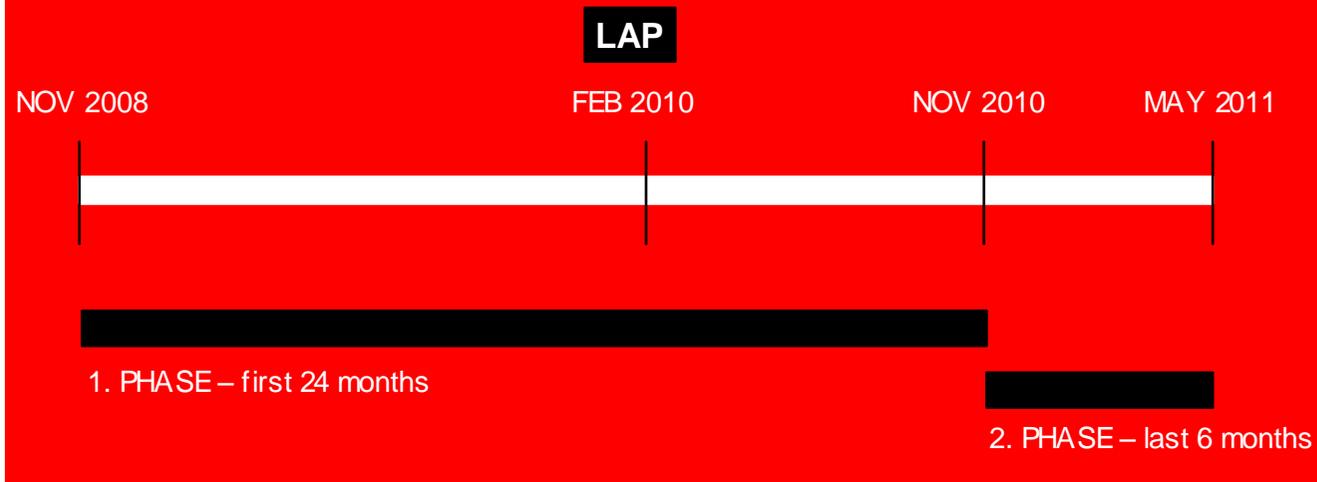
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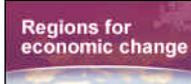
## HerO – Heritage as Opportunity Working Structure: Implementation Phase

1. PHASE – first 24 months
2. PHASE – last 6 months









## 1. PHASE – first 24 months

Each partner starts at the point (A-C) he currently is.

### C. Implementation of the integrated cultural heritage management plan

Exchange and learning activities on:

- Implementation of an integrated cultural heritage management plan
- Success factors/ preconditions for a successful Integrated cultural heritage management plan









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**Thank you very much for your attention.**

