



Regions for
economic change

URBACT II
HerO – Heritage as Opportunity



Project is co-financed by the
EUROPEAN UNION - ERDF

HerO – Heritage Opportunity

Workshop

Kick-off meeting, Regensburg
Moderation: Nils Scheffler
30.6.2008



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Workshop Program

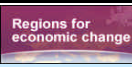
14.30 – 14.35 Objective and course of the workshop

14.35 – 15.15 Definition of the network objectives,
results, outputs and working structure

15.15 – 16.15 Definition of topics for the exchange
and learning activities

Break

16.45 – 18.00 Discussion about network activities for the
work plan



Objective

“ Integrated cultural heritage management plans”

as innovative tool to balance and coordinate the different demands and interests on historic urban landscapes

to support a sustainable, future-oriented urban development

(cultural heritage led urban development).



Subgoals

Results/Activities

<p>Development and implementation of <u>exchange and learning activities</u> about methods/ approaches/ sustainable management strategies for vital historic urban landscapes</p>	<p><u>Results:</u> a) Increased capacity to balance different demands on historic urban landscapes to facilitate sustainable, urban development; b) awareness raising about need for integrated development approach based on cultural heritage. <u>Activities:</u> thematic conferences, workshops, site visits, seminars, trainings, flying experts, case studies/ thematic reports</p>
<p>Elaboration of <u>guideline</u> for the development and implementation of integrated cultural heritage management plans</p>	<p><u>Results:</u> Balanced demands on historic urban landscapes to facilitate the integrated, sustainable urban development <u>Activities:</u> Guideline for development and implementation of integrated cultural heritage management plans; database of experts, web portal, strategy paper/ policy recommendations</p>

Working Structure (exchange and learning activities)

- a. Development of the concept for the elaboration of the *integrated* cultural heritage management plan
- b. Elaboration/adaptation of *integrated* cultural heritage management plan and process for its implementation
- c. Implementation and management of the *integrated* cultural heritage management plan
- d. Exchange and learning activities about 3 further topics
- e. Elaboration and dissemination of guidebook about development and implementation of *integrated* cultural heritage management plans

Working Program: Topics for exchange and learning activities

- Integrated revitalisation approaches for historic urban landscapes
- Community involvement; Participatory procedures
- Incentives for private property owners of heritage buildings to adequately rehabilitate them
- Conservation programmes
- Stimulation of tourism
- Design approaches; rehabilitation qualities; integration of new architecture
- Improvement of urban planning methodologies
- Public transport
- Co-operation with academic institutions
- Identity
- Use of new energies
- Optimising public investments
- Balancing the use of the historic fabric through different stakeholders, especially tourists and inhabitants
- Communication of cultural heritage values to different target groups
- PPP