



URBACT II
HerO – Heritage as Opportunity



Project is co-financed by the
EUROPEAN UNION - ERDF

Baseline Study

HerO – Heritage Opportunity

Kick-off meeting, Regensburg
Lead Expert: Nils Scheffler
01.07.2008



URBACT II
HerO – Heritage as Opportunity



Project is co-financed by the
EUROPEAN UNION - ERDF

Content

- 1) What is the baseline study about?
What is your and the network benefit?
- 2) What is the content of the baseline study?
- 3) How can you support the baseline study?



What is the baseline study? What is your and the network benefit?

- 1) BLS is a URBACT requirement ...
- 1) BLS is much more ...

Objectives and Benefits

- Explore and define your local needs and expectations
- Build up a working program corresponding to your needs
- Gain up-to-date overview about our starting position
- To know more about each others situation and experience



What is the content of the baseline study?

- 1) “State of the art paper”
about the HerO issue at European level
- 2) Status-quo overview
about situation in partner towns
- 3) Synthesis paper / Summary
drawing out the topics to address



How can you support the baseline study?

Next steps

- Complementing 2nd questionnaire
- [City visits](#)
- Feedback to draft version of Baseline Study



Draft program for city visit (1)

Welcome

- 09:00 **Briefing with local organiser/ contact person**
- Final discussion of the program (possible chances)
 - Explication of participants (name and their local role)

On-site visit

- 09:30 **Information/ Introduction about the concerned area (of the LAP) and the cultural heritage**
- Specialist guided tour (*not from the tourist point of view, from the HerO point of view*)



Draft program for city visit (2)

Meeting (Participants: Local contact person; City representatives of relevant departments; Managing Authority; Potential members of Local Support Group)

- 11⁰⁰ **Complementing/ more detailed presentation with discussion about**
(if possible this can also be done during the guided tour)
- Urban, cultural, economic, social and ecologic problems and challenges concerning the topic of HerO
 - Actions taken so far: your experiences
(stress in particular which actions/projects you identify as good-practice and give a more detailed explanation on it: what has been successful; what has been barriers; how have they been overcome)
- 12⁰⁰ Lunch break
- continuation of meeting*
- 13⁰⁰ **Discussion/Workshop**
- Local expectations, needs and experiences (what remains to be done)
 - Local Action Plan
 - Local Support Group
 - Involvement of Managing Authority
 - Any other Issue of Interest of the local partner
- 15⁰⁰ **Debriefing with local organizer/ contact person**
- Results of the meeting
- 16⁰⁰ Departure to airport