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URBAN AGENDA  
FOR THE EU

CULTURE AND CULTURAL HERITAGE

# Conference Documentation





## **Imprint**

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Further Information:

<https://futurium.ec.europa.eu/en/urban-agenda/culturecultural-heritage?language=en>



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*Agenzia per la  
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# Introductory Greetings

## From the Partnership Coordinators

Dear Readers,

We would like to thank all contributors for a very successful **conference on 24/25 November 2020**. We were pleased with the resonance and active participation of about 160 stakeholders from all over Europe – and beyond. Even though we could not meet in person at the former Tempelhof Airport building as planned, we had an in-depth exchange and valuable reflections on Europe's culture and cultural heritage.

The conference yielded various valuable insights: Firstly, there is a renewed interest in – and a new strategic framework for – European cities. The **New Leipzig Charter** is just one example of how European cooperation at all levels of government will empower European cities to shape their transformation. Secondly, the CCH Partnership hit a nerve with its topics and actions and has achieved something truly valuable: On the one hand, its actions address some of the key challenges of our time, among them resilience in facing climate change and pandemics. On the other hand, the actions greatly benefit from a wide discussion and exchange and can only succeed as joint efforts, combining skills and resources on the local, regional, national and EU levels.

At the conference, we were able to discuss and adopt **conclusions of the Digital Forum and on the Partnership's Action Plan**. This document contains the essence of our activities over the past two years as well as our discussions during the conference, and it will be a key strategic document for our further work: It highlights which particularly

important aspects in our European culture and cultural heritage we need to pay attention to and that we need to develop further in the future. In addition, it highlights approaches and strategies that can be relevant in the future 2021-2027 ESI (European structural and investment) Funds programming period where it is evident how culture and cultural heritage are key for local development and for cities in particular.

Our main goal now is to ensure that the insights gained in the Partnership and in the conference are carried on. We plan to do this in various ways:

We will implement the eleven Actions; we will share our results with a wide European audience; and we will submit our recommendations for improved policies to the European Commission by the end of the year 2021. In addition, many CCH members have already indicated that they would like to stay connected even after the Partnership officially ends, thus extending the productive networks that have been established. Moreover, the Partnership has recently contributed to the **New European Bauhaus**, thus ensuring that its key findings are incorporated into this new initiative, which promises to shape how we look at and how we shape our cities in years to come.

We sincerely hope that our discussions on culture and cultural heritage will not end with this conference, but that it is merely one of many opportunities for exchange. We invite you to stay part of this process and to raise your voice in the discussions to come.

*Gaby Kautz, Federal Ministry of the Interior, Building and Community, Germany*

*Giorgio Martini, National Governmental Agency for Territorial Cohesion, Italy*



## About the Conference

### Reflections on Culture and Cultural Heritage in the European City

After having drafted the Action Plan and before starting the implementation of the Actions, this conference will not only provide the Partnership the opportunity to discuss the Actions with a broad public audience considering possible stumbling stones or additional aspects to consider during implementation. The conference will also give the possibility to look back on what has been done, to put the Actions into a wider context and most importantly to reflect on what has to be done for the further development and promotion of Culture and Cultural Heritage in Europe and European cities.

There is the need of fostering a broader understanding of culture and cultural heritage across cities across Europe. The European City and its heritage are not to be reduced to the medieval historic city centre or other periods. It is also important to not just focus on the officially protected heritage but also to protect and develop other buildings or urban fabrics, landscapes, public and open spaces, immaterial and intangible heritage as well as “uncomfortable” heritage, as culture and cultural

heritage that is damaged will be lost for future generations. That is why it is necessary to raise awareness for culture and cultural heritage in a broader understanding and develop long-term integrated strategies to identify and develop culture and cultural heritage in all its diversity.

Culture and cultural heritage can make fundamental contributions to protect values and democracy on various levels. The joint history with its connecting events is the cornerstone for European democratic values and has manifested itself in the built but also the intangible heritage. This holds particularly true for public spaces where democracy is lived and strengthened. This quality is a characteristic of the European City and is deeply rooted in culture and cultural heritage. Dealing with the different forms and layers of cultural heritage is not only a compulsory task for political, cultural and historical education. It also contributes to educational work in the service of our European dialogue and integration. →



Culture and cultural heritage as key drivers for urban development (pictured here: Florence, Italy).





## About the Conference

Culture and cultural heritage can also be seen as a resource in increasing the resilience of the European city. Besides developing the built environment, this does include the strengthening of the local identity of citizens. Moreover, as an adaptive and responsive system, culture and cultural heritage have adjusted to changing conditions over time. Consequently, our heritage has proven to be resilient, with traditional skills, knowledge and crafts making considerable contributions to it. Increasing resilience does not only constitute a self-purpose, as culture and cultural heritage may also improve the overall attractiveness of urban areas.

Integrated approaches in urban development have to be strengthened. Taking culture and cultural heritage as the starting point for further urban development should be the guiding principle in all planning practice in European cities. Moreover, funding programmes focusing on integrated and

long-term approaches should be promoted at the European level.

Multi-sectorial and integrated territorial policies that include culture and cultural heritage are important driving forces for social cohesion and long-lasting developments. Fostering sound and integrated sustainable urban regeneration requires connecting the place-based and the people-based approaches – paying particular attention to local knowledge and the identities of places and people as part of the intangible heritage.

Culture and cultural heritage are not a purpose in themselves, but can be drivers to build better cities. They can be a cornerstone for sustainable urban development especially in times where the resilience and attractiveness of cities is tested - and where centrifugal (“rural” and “suburban”) forces and lifestyles are gaining ground. •

### **The aims of the conference were the following:**

- 1. Present and discuss the Partnership’s Action Plan**
- 2. Build momentum for the Action’s implementation in 2021**
- 3. Reflect on European culture and cultural heritage with an international audience**





# Agenda Digital Forum

## Agenda Day 1 (24 November 2020)

### Morning Session: Setting the Political and European Stage

9:30 Beginning of Conference

- › Welcome Talk: Culture and Cultural Heritage as a Key for Urban and Regional Development
- › Urban Agenda's Partnership on Culture and Cultural Heritage in the Context of the New Leipzig Charter
- › Reflections on European Culture and Cultural Heritage from an International Perspective

12:00 Lunch Break

### Afternoon Session: Implementing Actions for Culture and Cultural Heritage

13:00 Interactive Presentation of Partnership's Actions

- › Commentary, Discussion and Conclusion
- › 4 parallel interactive Workshops on Actions (2 rounds at 40 min.):

circa  
16:00 End of Day 1

## Agenda Day 2 (25 November 2020)

### Declaration on the Action Plan and Looking Ahead

9:30 Beginning of Conference

- › Report on Results of Workshops and Discussion
- › Presentation and Discussion of Conclusions of the Digital Forum and on the Action Plan
- › Visionary Keynote: Disruptive Times, Balanced City
- › Closing Remarks

12:00 End of Conference





# Brief Introduction to the Urban Agenda for the EU and the Pact of Amsterdam

During the Dutch EU Council Presidency in the first half of 2016, the Pact of Amsterdam was adopted by EU ministers responsible for urban development and endorsed by the EU Council. The Pact of Amsterdam states that European cities will be more involved in the development of EU legislation, EU funding and knowledge-sharing activities. The relevance and importance of involving cities is highlighted by the fact that, according to United Nations estimates, cities and urban areas today are home to around 76% of all Europeans.

This makes cities drivers of innovation and economic development in Europe, but at the same time also creates a battleground for some of the struggles of twenty-first-century society. The Urban Agenda for the EU was established to ensure that this is reflected in EU legislation, EU funding and knowledge-sharing. Initially, the Urban Agenda for the EU focused on twelve priority themes essential to the development of urban areas. Today, the Urban Agenda comprises 14 partnerships in the following areas:

Air Quality, Climate Adaption, Circular Economy, Culture/Cultural Heritage, Digital Transition, Energy Transition, Housing, Inclusion of Migrants and Refugees, Jobs and Skills in the Local Economy, Public Procurement, Security in Public Spaces, Sustainable Land Use, Urban Mobility, and Urban Poverty.

Each theme is explored and elaborated by a dedicated partnership. The Partnership on Culture and Cultural Heritage belongs to the newest generation of partnerships: along with the Partnership on Public Security, it was endorsed during the Austrian EU Council Presidency in 2018.

The partnerships employ the Urban Agenda's new multi-level governance working method in the same way as they promote cooperation between cities, member states, the European Commission and other stakeholders. Together, they aim at implementing the Urban Agenda by finding workable ideas – known as Actions – focusing on EU legislation, EU funding and knowledge-sharing. These Actions respect the principle of subsidiarity and existing competences. •

## Pillars of the Urban Agenda for the EU

Development of proposals and contributions to:





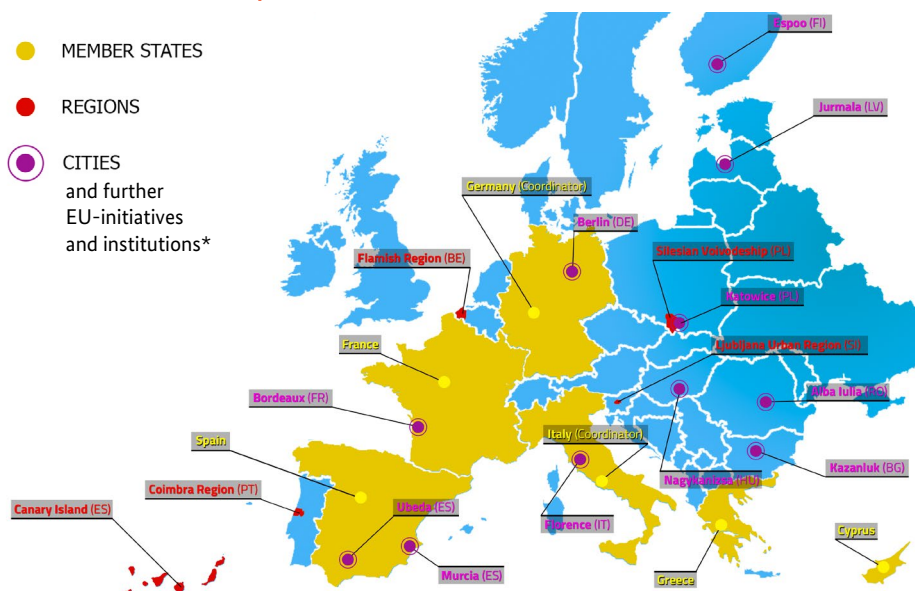
# The Partnership on Culture and Cultural Heritage

The Partnership on Culture and Cultural Heritage of the Urban Agenda for the EU is based on milestones for the protection and development of European culture and cultural heritage.

Culture and cultural heritage – which in the partnership’s understanding also includes Baukultur – are important cornerstones for the preservation of our living environment. They make essential contributions to the quality of life in our cities. As part of the Urban Agenda for the EU, the Partnership on Culture and Cultural Heritage offers stakeholders at various levels the opportunity to have a stake and participate in the development of this important European task. The partnership, which the BMI and the BBSR are spearheading jointly with the Italian National Governmental Agency for Territorial Cohesion and the Italian Ministry of Culture, has developed a series of pilot projects or Actions. These Actions will be implemented in 2021 and, according to the Pact of Amsterdam, are intended to

contribute significantly to better regulation, better funding and better knowledge in the EU, and thus to strengthen its urban dimension. Some of the Actions aim to develop manuals or guidelines for local practice or to establish networks and knowledge centres for specific subject areas. Through the Actions, the partnership intends to find answers to manifold questions. Among them are: how can tourism be organised so that well-known spots are not overrun and lesser-known places can attract more tourists and generate profit accordingly? What possibilities exist for dealing with the uncomfortable heritage of the 20th century that is connected to war, persecution and dictatorship? How can libraries as places of education and “third places” where people meet and engage in an exchange receive more visibility and support? How can cities use their culture and cultural heritage to better prepare themselves for pandemics, and how can the resilience of places and urban areas be fostered? →

## Members of the Partnership



\*European Commission (DG REGIO, DG EAC, DG DEVCO, DG AGRI, DG RTD, DG EASME, DG CLIMA, SecGen, JRC), European Committee of the Regions, European Investment Bank (EIB), Dutch Federation of Cultural Heritage Cities (NL), Eurocities, ICLEI, JPI, URBACT





# The Partnership on Culture and Cultural Heritage

The partnership began its work in early 2019 with an orientation phase to identify key topics and an initial stocktaking of ideas. The partnership identified its main topics and most relevant areas of focus. In the process that followed, partnership members, with the support of external experts, further developed these topics in the following five working groups:

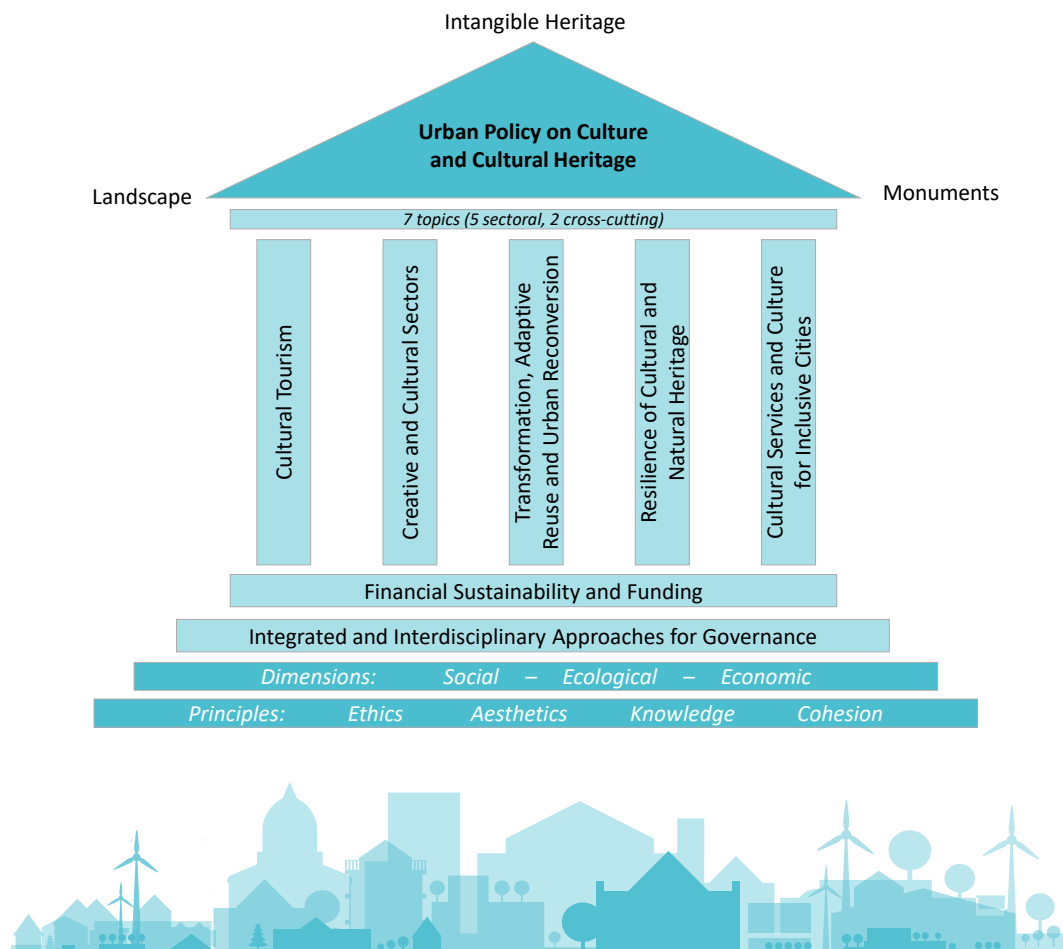
1. Cultural tourism
2. Creative and cultural services
3. Transformation, adaptive reuse and urban reconversion
4. Resilience of cultural and natural heritage
5. Cultural services and culture for inclusive cities

On the basis of these topics, 11 Actions were drafted during 2020 and published online in summer 2020 on the Futurium website of the European Com-

mission as part of the public consultation process. During the consultation, the partnership received more than 100 comments and proposals on its Actions from the public. In addition, the partnership consulted the relevant departments of the European Commission as well as the member states and presented its Action Plan during the European Week of Regions and Cities.

The work on the final version of the [Action Plan](#) was completed in autumn 2020 and adopted as part of the German EU Council Presidency. On the occasion of this conference, the Action Plan was presented and discussed with a broad audience once more. The conference also constituted the starting point for the implementation of the Actions in 2021 to foster, develop and protect culture and cultural heritage in Europe. •

## The Architecture of the Partnership on Culture and Cultural Heritage



# Welcome Talk

## Culture and Cultural Heritage as a Key for Urban and Regional Development

### Panelists

- > **Anne Katrin Bohle** - State Secretary at the Federal Ministry of the Interior, Building and Community, Germany
- > **Gerry Woop** - Permanent Secretary for Europe at the Berlin Senate Department for Culture and Europe
- > **Anna Laura Orrico** - Anna Laura Orrico - Undersecretary of State, Ministry for Cultural Heritage and Cultural Activities and Tourism, Italy
- > **Normunds Popenis** - Deputy Director General in the Directorate General for Regional and Urban Policy, European Commission

### Anne Katrin Bohle



*During the second half of 2020, Germany holds the presidency of the European Council. What are the main priorities for urban matters during the German Presidency? Which role do urban development and the UAEU play during this period?*

For all of us the Leipzig Charter has been the strategic framework for urban development across Europe already for 13 years. The New Leipzig Charter follows those years of joint urban development policy in Europe. The main strategic direction of the new document is close cooperation among all government levels to ensure the common good and to empower European cities to shape that transformation. The common good is the New Leipzig Charter's main principle; it is about providing equal living conditions in their many different forms to all citizens. This is where the

UAEU a success in implementing Europe's urban strategy

UAEU comes into play – it helps to translate goals into joint actions. And the UAEU has proven successful in strengthening all of us and especially in bolstering the urban dimension. It has led to more urban-friendly policies and brought stakeholders from different government levels together. The second new document we developed together, the Implementation Document, will help to help ensure continued success for the UAEU.

*As you mentioned before, the 2007 Leipzig Charter has been updated. The new charter underlines, again, the importance of good quality public spaces and the preservation and revitalisation of built cultural heritage (Baukultur). How do you assess the importance of Baukultur in the European city, especially in the context of the current COVID pandemic?*

Since Baukultur is so important for European cities, it became one of the main topics of the New Leipzig Charter. Our unique Baukultur embodies the complexity and diversity of the European city with its natural environment and with a built environment made up of various layers of time. For instance, if public spaces are well designed, with all stakeholders in mind, if people identify with these places and feel safe and healthy, they make them their own and take care of them. During the pandemic, we have learned how important public spaces are – people can meet there at a safe distance. This is why the Old and New Leipzig Charter both stress the importance of integrated urban development processes that acknowledge that cities are complex systems that constantly need to respond to changing realities. Culture and cultural heritage play a crucial role here, since they have proven to be very adaptive and have made cities resilient against all forms of crises. →

CCH play a central role in integrated urban development and increase cities' resilience





# Welcome Talk

## *How can European cities in these extremely difficult times remain attractive and resilient?*

Since I am forced to stay where I am, like everybody else, I have started walking through the different neighbourhoods of Berlin. I have realised that I live

in a culturally very rich and diverse city, and I have learned to value this city more than ever before. Therefore, I encourage everybody to walk around, keeping a safe distance of course, and to look carefully what you have and enjoy it!

### Gerry Woop



*The city of Berlin wrote in its motivation letter for the partnership that the city wants to provide impetus and learn from others. After two years of cooperation in this partnership, what makes cooperation within the framework of the UAEU unique, especially for a city?*

As a city in the middle of the EU, we have collaborations with several other cities and are part of three UAEU partnerships. The CCH partnership is particularly interesting for my department: First there is the concrete scope of the UAEU on the dimension of policy-making. Second is the diversity of the network, from the European to the national to the city level. The third point is the structural process to achieve the goals that have been set. The scope of policymaking has helped the partnership to achieve notable results. Importantly, it connects us to the EU level. We were specifically interested in getting to know the perspectives of other institutions, cities and networks like Eurocities and URBACT, with vastly different population sizes and starting points but all focusing on similar questions. The UAEU provides a fitting framework that makes it easy to exchange ideas and to learn from each other.

UAEU valuable framework for European policymaking and exchange

## *Why did the city of Berlin focus its action on the development of public libraries in the context of urban development?*

For us, the UAEU offers the opportunity to raise awareness of public libraries and other decentralised cultural institutions, such as music schools, youth artist schools and municipal museums and galleries – services that are very close to the public. Libraries are not only places where you can get and read books, but very importantly where you have access to digital information and can meet with other citizens. Libraries are public spaces, spaces for the city and its citizens. Hence, libraries play a major societal role: in Berlin, no other cultural institution reaches such a number and diversity of users, and libraries play a major role in lifelong learning, digital education and social cohesion, to name just a few things. Nevertheless, on a European level public libraries often are not taken into account in strategic concepts, so we want to highlight their potential.

Cultural institutions like libraries to play a major –and changing– role in urban society

## *How can European cities in these extremely difficult times remain attractive and resilient?*

From our perspective, the main goal is to support artists – who are mostly freelancers – and cultural institutions financially to get through the crisis. On an institutional level, we have helped museums and theatres create their own health and safety protocols. And of course, we want to reopen libraries as quickly as possible! →





# Welcome Talk

## Anna Laura Orrico



*How do you explain Italy's strong interest in the UAEU in general and in the CCH partnership? In addition, as we are talking about charters, another important meeting this year was the Rome Charter Conference on the development of sustainable cities and communities through participation in culture. What effects can we expect for policymaking and what effects can it have on the implementation of the Actions of the CCH partnership?*

The Italian Ministry for Cultural Heritage and Cultural Activities and Tourism is highly committed to the UAEU, especially to the CCH partnership, as we deeply believe in culture and cultural heritage as a crucial factor and driver to build a more inclusive and sustainable Europe. This is why we are extremely interested in the success of the Action Plan and in the implementation of the New Leipzig Charter: it is truly a milestone in adding to the common good, in safeguarding the liveability of all European

towns and cities, and in ensuring that no one is left behind. This also leads me to another point: our cultural heritage and our lifestyle currently face great challenges in terms of climate change, migration, sustainability and security. I believe that the UAEU helps us to find common answers. I am particularly committed to stretching the bound-

aries of our policies that emphasise the relationship between urban and rural areas. By turning cities into cultural hubs that promote their surroundings, we can expect dramatic changes: cultural policies cannot be limited to metropolitan areas, but must also be a driver in benefitting peripheral areas. In many cities, we are facing unsustainable tourism

that causes enormous anthropic pressure, which affects the quality of experience for both visitors and residents, not to mention problems associated with gentrification, which in turn create downward pressure on low-income residents who are ultimately displaced from their neighbourhoods. For instance, in Italy there is an interesting debate on the renaissance of the little townships known as borghi, with people coming back to these places where they can afford a better life at a cheaper cost. This is a good example of how to foster social regeneration. To make this happen, we need a paradigm shift: we must move towards a new model that is human-centred and just; apart from new digital and physical infrastructure yet to be built, culture is crucial to reach these common goals.

## Normunds Popenis

*Which role do culture and cultural heritage play in recent regional policies and investment programmes of the European Union and in the revitalisation in Europe?*



In cohesion policy, we will continue investing in our member states' regions as well as urban and rural areas. And of course culture and cultural heritage will remain a priority in our policies. Culture is an important driver for real economic development, innovation and social cohesion. Therefore, we are supporting culture and cultural heritage by providing more than six billion euro in the current period. Firstly, we increasingly see culture as a driver in the field of innovation, and it is an integral part of more than 20 smart specialisation strategies. In addition, culture is supported as part of wider socio-economic development strategies, for example sustainable →

Connecting cities and their surroundings in the service of a culture-driven and human-centred approach



## Welcome Talk

urban development strategies. Culture is also at the heart of cross-border cooperation through the INTERREG programmes. This resilience is only possible through cooperation. Finally, culture is one of the topics of the latest call for urban innovative actions.

CCH is an important driver for economic development innovation – and a priority in European regional policies

In the next programming period, the new Policy Objective “Europe closer to citizens” will put culture at the centre of territorial and sustainable urban development strategies. A new specific objective has also been created under the Policy Objective “A more social Europe” specifically to support the resilience of culture and tourism.

Furthermore, I would like to underline what Ms Orrico said – urban-rural linkages become especially relevant in the field of cultural heritage and tourism, particularly in times of crisis.

*The Leipzig Charter and the UAEU are now being revised. What can we expect for the future of the UAEU? And how can awareness – and thus the impact – of the UAEU be raised?*

The Leipzig Charter is the “father” of the UAEU and paved the way for it. Therefore, we very much welcome the fact that it is now renewed and streamlined. The concrete actions developed by the UAEU partnerships add real substance the ideas stressed

UAEU a success with its multi-level-governance approach and its concrete deliverables

in the Leipzig Charter and the UAEU, helping bring them to life. We are very happy that we have the Action Plans from the two Vienna partnerships, and we will continue to support them. This is what cities need: concrete deliverables and concrete improvements in funding, knowledge and regulation. And

the UAEU helps to raise awareness of the major role cities play among all decision-makers at the EU, national and other governance levels.

We hope that we can build on successes, eliminate duplications, increase interlinkages between partnerships, and better prioritise and streamline intergovernmental processes together with the European Commission. While this involvement of stakeholders is a relatively complex setup, thanks to the UAEU we have seen for the first time that this partnership between different levels of governance works and can actually deliver concrete results. We will keep promoting it at the EU level. However, it is a two-way process – it also requires cooperation from the national level.

*How can European cities in these extremely difficult times remain attractive and resilient?*

I believe that following the principles of the Leipzig Charter towards just, green and productive cities through good urban governance is the best way to boost the attractiveness and resilience of cities. The charter also recognises culture as the key answer to cities’ attractiveness. Along the same lines, I would like to draw your attention to a new initiative: the [New European Bauhaus](#).

This initiative connects all the dots: innovation, urban planning, eco-friendly building materials, digitalisation and circular economy. However, it also brings a new and important dimension to the table: culture. If we want to make the European Green Deal a success and transform our cities into sustainable and attractive places, we need to bring our ideas closer to the people. Combining technology and culture. Artists, architects and scientists. Matching sustainability with style. We are now in the design phase of the project and we should all participate in this huge co-creation process. I would like to invite the partnership to contribute actively to this process of co-creation. •



# Panel Discussion

## Reflections on European Culture and Cultural Heritage from an International Perspective

### Panelists

- > Louise Haxthausen (UNESCO)
- > Prof. Dr. Jörg Haspel (President of ICOMOS Germany)
- > Paulius Kulikauskas (UN-Habitat)

### Guiding Questions

- > *How can culture and cultural heritage contribute to social inclusion and more resilient urban areas, as well as to well-being and democracy-building in the European city?*
- > *How can we promote and protect our culture and cultural heritage, and what is it most important to develop?*
- > *How can the built cultural heritage play a role in energy savings, sustainable land use and reducing environmental pollution?*
- > *What can cultural heritage contribute to well-being? Should culture be measured? And if so, how?*

### Louise Haxthausen



We have a lot of experience and good practices regarding interlinkages between democratic participation, social inclusion and how culture is actually a driver for this. However, we really lack a more comprehensive and systematic approach on these issues. We seem to be in a constant pioneering mode, but I propose that we focus on the imple-

mentation of frameworks – and we have several frameworks that enable us to unlock the potential of CCH. At UNESCO, we have the [Recommendation on the Historic Urban Landscape](#), adopted in

2011, which is broader than the World Heritage convention with its strong focus on aspects of cultural heritage management. We seek to make these links between the stones and the people, to strike a balance between the needs for heritage preservation and the acknowledgement that the historical

city is a living and dynamic environment in which people have economic, social and cultural needs to be taken into account. So first of all, we need to use these recommendations more systematically to encourage more participation by all actors, including the cultural and the cultural heritage professions as well as urban planning and development. In addition, we have to document more systematically the dynamic contributions of culture to the various aspects of sustainable development, especially at the city level. In that context, UNESCO has developed – and is now piloting – the “[Culture 2030 indicators](#)” in four thematic areas: 1) environment and resilience, 2) prosperity and livelihood, 3) knowledge and skills and 4) inclusion and participation. This approach helps to better inform urban policies and to better measure the concrete social and economic impact of culture at the national as well as the city level. It is even more important given that no specific goals on culture were included in the 2030 Sustainable Development Goals. The SDGs are very valuable for measuring the sustainability aspects of development and not only the economic aspects.

Let me take a concrete example where cultural heritage has a major impact on a city’s resilience: 80% of the city of Mosul in Iraq, with its very important historical core, was destroyed during the conflict. In

A plea for an accurate and broader perspective on the contributions of culture to sustainable development

city is a living and dynamic environment in which people have economic, social and cultural needs to





## Panel Discussion

many post-conflict environments, culture is placed at the margin and is only addressed when you have dealt with urgent humanitarian issues. For us at UNESCO, rebuilding and conserving what was left of the old city was not only critical from a cultural perspective, but imperative for fostering coexistence and for creating social cohesion in a city with a lot of tensions. It was also an opportunity to engage the young population in particular and turn them into key actors in the city's reconstruction: not only through consultation and a participatory process, but by providing them with jobs and skills in craftsmanship and traditional building techniques. Following this example, it seems that now there is a broader understanding in Europe that culture is not just a technical feat, but that it makes much broader, concrete contributions to social development, livelihoods, job creation and social cohesion. Measuring the contributions of culture is not new, but now shifting the focus away from just immediate indicators to sustainability raises the importance and visibility of culture. It would be a pity to measure only economic output and to overlook other contributions of culture to society.

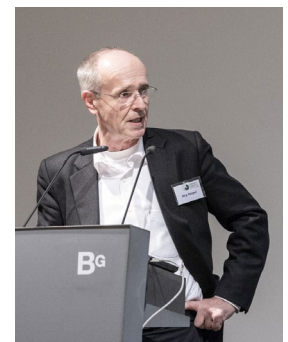
Considering the symbolic dimension of cities' resilience: culture brings hope to people and reconnecting them

I would like to stress the importance of conserving and reconstructing the city – not as an expression of nostalgia, but because it is healing. It is something that has the power to bring hope to people, to reconnect them and to make them proud of their identity. This holds true for cities that have been severely affected by conflict and war in Germany and Poland as well as the Middle East. When we think of what is particular about a city's identity, it is that cities are places of coexistence. Therefore, if it is impossible to reconstruct a city, it becomes impossible to have coexistence. For instance, in Mosul it seemed much easier to destroy what remained of that fantastic old city and to build a "new Dubai" instead, but rebuilding was ultimate-

ly the only option. This shows that there is a lot of emotional charge and a major symbolic dimension to the resilience of cities. At UNESCO, we recommend finding ways of documenting and measuring these less tangible dimensions.

### Jörg Haspel

When we discuss sustainable urban development, cultural heritage is a true learning field, since it is a "renewable resource" and has survived for generations, making it an example for crisis management. It has survived because people take care of it and continuously rebuild rather than replacing it and producing waste. The term "Baukultur" embodies not only a sense of cultural heritage, but also a specific approach of taking care of the environment and the existing building stock, including much more than just listed monuments. For instance, the German pavilion at the 2012 Biennale in Venice focused on reducing, reusing and recycling, which captures this programmatic approach to thinking about how we can deal with our world. I think this is the major role of cultural heritage: not the heritage itself, but our attitude to preserving it and using it as a model to deal with the existing building stock and as a laboratory for sustainable development.



Culture and cultural heritage as a renewable resource - a plea for a shift of paradigms for preservation and Baukultur

Since cultural heritage not only links us to the past but can also play a key role in future development, organisations like ICOMOS and Europa Nostra recommend that it be given a central position in two major European policy initiatives, the European Green Deal and the New European Bauhaus, and that it should be advanced in a European Cultural Heritage Green Paper.

But the impact of our cultural heritage does not stop there: it also makes very valuable contributi-







## Panel Discussion

ons to the development of urban democracy. It is highly complex and diverse, and thus requires an integrative approach that discusses different “cultures”, with community involvement. That is why

Heritage as a cultural good and contributor to urban democracy

we should discuss cultural heritage in the framework of a school of tolerance and multiculturalism – a very important educational role in the service of democratic communities. The Faro Convention adopted by the European

Council in 2005 is important in this context: it defines heritage as a cultural good, emphasises the human rights approach to cultural heritage, and calls for its democratic values to be shared by all communities and social groups. It encourages us to recognise objects and places as important because of the value people attach to them. And it promotes cultural diversity and inclusion as fundamental cornerstones of cultural participation and self-determination. Since only half of the member states have ratified the Faro Convention so far, cities in Europe should jointly promote its recognition and enforcement.

The perspective that there is a human right to cultural heritage, since people and residents own it, is very different as compared to the last 100 or 200 years of cultural heritage preservation. Today, in order to involve communities in decision-making, we have to reorganise the process of adopting, appropriating and conserving cultural heritage – which of course is a challenge for society at large, especially for politicians and the administration. I recommend that we should not wait for governments, but rather take on our own responsibility.

I believe that the UAEU is very well-chosen and well-adapted to support cultural heritage. First of all, we do not need an additional promotional

programme for cultural heritage, but instead we should integrate and mainstream cultural heritage into all existing support programmes and public funding from the beginning. Secondly, we should find an integrated approach to development, in which cultural heritage plays a central part as a driver for development.

Proposal to mainstream cultural heritage in all existing programmes

How to measure what cultural heritage can contribute to well-being? Not an easy task! While it is easy to measure the stays of tourists, their arrivals, etc., other quality-related issues and the important potential of cultural heritage – that it brings people together, promotes collaboration and communication and helps people to recover from destruction or crisis – are more difficult to grasp. However, since cultural heritage is an issue and sector in competition with others, it is necessary to find a measurement of the effort and money that are expended. The

Appeal to empower people to become owners of their cultural heritage

main issue for cultural heritage is to look beyond the monuments to the people who are involved and responsible. Therefore, the impact of cultural heritage is not the best restoration in itself, but rather is about enabling people to be educated and trained in craftsmanship to keep up the monuments themselves – not by UNESCO or the EU, but by the local community. We have to empower people to become owners of their cultural heritage and to make sure that it is continuously passed on to the next generation. The example of Mosul shows that restoration and rebuilding of historic cities is part of recovery and healing of souls and part of recreating communities. →



# Panel Discussion

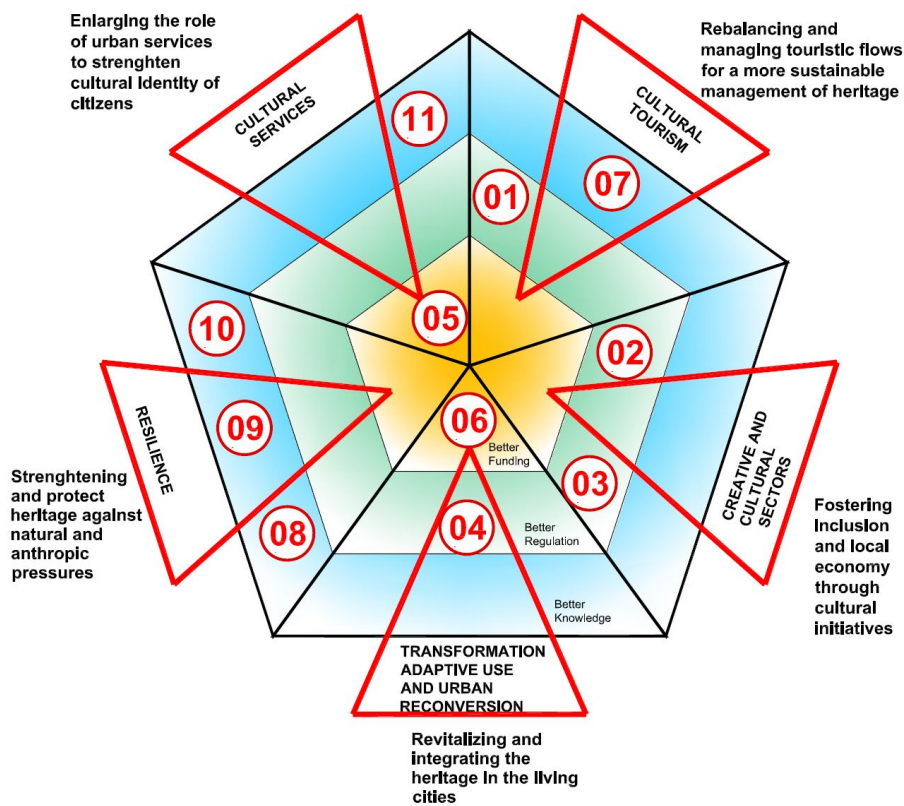
## Paulius Kulikauskas



Why should we measure culture, and how can we measure the unmeasurable? Looking at culture from this perspective, we find ourselves in tension. Yes, we need to be pragmatic and employ culture in delivering concrete, measurable results, as Mr Popens mentioned. But we also need to have a deeper understanding of culture. For instance, when we designate “important” cultural heritage, we should take into consideration the whole entity of relicts of the past, including the underlying dimension of identity. Therefore, from a conceptual perspective, culture is not just a commodity or an artistic expression.

When the Pact of Amsterdam with the overarching goal of improving regulation, funding and knowledge was born, I was a bit worried that the UAEU could be excessively pragmatic and instrumentalist. But to me, the CCH partnership embodies a broad and balanced concept of culture and cultural heritage by integrating policy and action. Let us look at the partnership’s “Pentagon”: it promotes integrated approaches, from social inclusion to territorial cohesion and so on, and it shows the connection between the pragmatism of measuring tangible results and the conceptual approach that will bring the partnership further. →

A plea for the measurement of both tangible and intangible dimensions of CCH



The Partnership’s Action Plan with its eleven Actions (red circles) organizes the main themes into five integrated and mutually interrelated strategies.



## Panel Discussion

For UN-Habitat, we see a direct link here to the New Urban Agenda – heritage as something that is culture-led and culture-based. I recommend we consider the temporal, tangible and intangible dimensions of cultural heritage in our strategic spatial and territorial planning in an integrated, universal manner and not in an isolated way. This approach will help to increase the resilience of development.

To illustrate this point, we can take a look at the world's heritage – for example, in Mosul or in Sri Lanka. In Sri Lanka, cultural heritage as an attractor of tourism can be measured by the number of arrivals or by dollars spent per capita in a given time

period, but does this view consider cultural heritage from a perspective of health and does it take into account the island's multiple cultural identities? No. Therefore, if you only look at culture as something that can generate revenue and jobs, you see a dangerous pragmatism, which falls short of a deeper understanding.

At UN-Habitat, we have observed the following – and feel it is very important: working inclusively and within multi-level governance can best address the complex issues we are discussing. Most importantly, the conclusions of the UAEU could not be achieved solely by experts or politicians. •



Culture and cultural heritage can have a major impact on a city's resilience: UNESCO's rehabilitation works in the Old City of Mosul, Iraq.





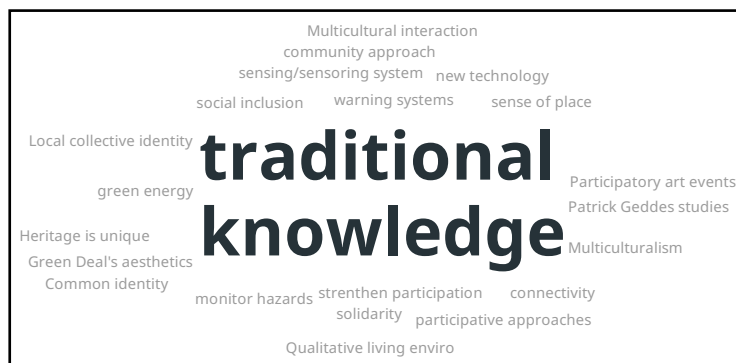
## Exchange with the Audience

At various points during the conference, the participants had the opportunity to use live surveys to share their opinion on different topics related to culture and cultural heritage. Please note that multiple answers lead to larger words. You may find some exemplary polls below.

In your opinion, what are the cultural services and activities that contribute most to strengthening cultural identity and wellbeing?



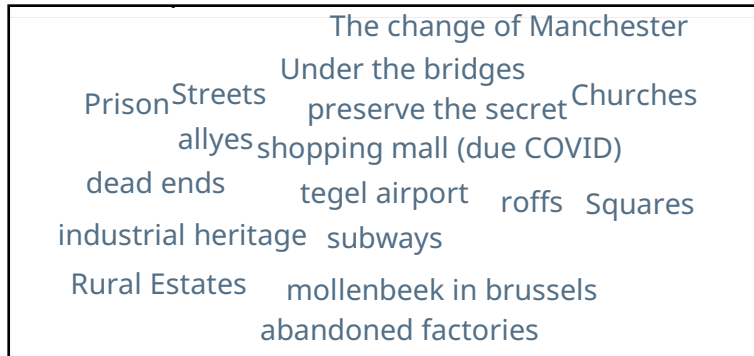
How concretely can urban resilience be strengthened through heritage?



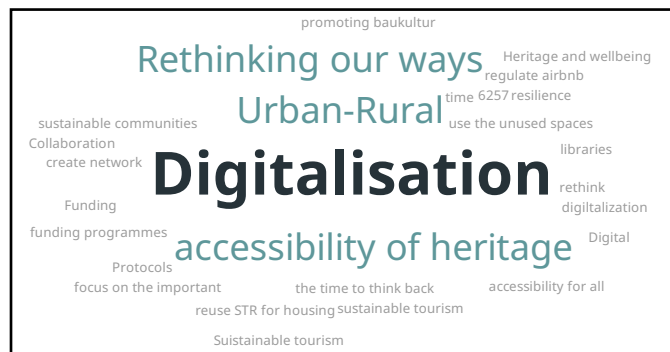


## Feedback from the Audience

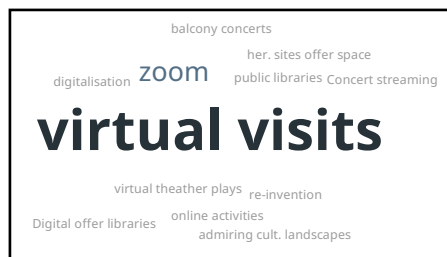
What would be a good example in your city for a place with a hidden potential?



What is the biggest opportunity in today's pandemic to support sustainable cultural tourism and democracy building?



Which new cultural activities or offers have evolved in light of the COVID-19 pandemic?





## Summary of Actions

In 2020, the Partnership developed eleven Actions to be implemented in 2021 in order to foster, develop and protect the culture and cultural heritage in Europe. Please find a short overview below - the full description can be found in the [Action Plan](#).



### Action 1: Regulating Phenomena of the Sharing Economy

Action Leader: URBACT

Contact: Dr. Laura Colini ([laura@tesseracte.eu](mailto:laura@tesseracte.eu))

This Action serves as a tool for regulating the newly widespread phenomena of the sharing economy. The goal is to tackle problems of gentrification and touristification of cities. Since sustainable tourism requires an autonomous, cohesive, and structured framework within the European Commission, the Action will give cities the ability to regulate such platforms in a fair and balanced manner.



### Action 2: Street Invasion, Atomisation and Cultural Reactivation

Action Leader: City of Murcia, Spain

Contact: Kasper van Hout ([internacional@ayto-murcia.es](mailto:internacional@ayto-murcia.es)),

Mercedes Hernández Martínez ([mercedes.hernandez@ayto-murcia.es](mailto:mercedes.hernandez@ayto-murcia.es))

This Action foresees spreading initiatives distributed in the cities in time and space to create a “diffused cultural framework”. The Action will deploy a number of singular cultural activities in the public domain, reconquering public spaces and promoting cultural consumption. In addition, the Action aims to develop a model to re-activate the culture and cultural sectors in times of crisis (be it an economic or a health crisis) by means of structured and planned cultural procurements.



### Action 3: CHIME – Cultural Hubs for Innovation, Modernisation and Enhancement

Action Leader: City of Murcia, Spain

Contact: Kasper van Hout ([internacional@ayto-murcia.es](mailto:internacional@ayto-murcia.es)),

Mercedes Hernández Martínez ([mercedes.hernandez@ayto-murcia.es](mailto:mercedes.hernandez@ayto-murcia.es))

CHIME constitutes a platform to strengthen artistic production and innovation, improving working conditions and promoting a structural framework for self-employed artists, granting them space for cultural productions and promoting participation and transparency in cultural management.



### Action 4: Collaborative Management to Adapt / Reuse Spaces and Buildings for Cultural and Social Development

Action Leader: National Governmental Agency for Territorial Cohesion, Italy

Contact: Sandra Gizdulich ([sandra.gizdulich.esp@agenziacoessione.gov.it](mailto:sandra.gizdulich.esp@agenziacoessione.gov.it)),

Giovanni Pineschi ([giovanni.pineschi.esp@agenziacoessione.gov.it](mailto:giovanni.pineschi.esp@agenziacoessione.gov.it))

The Action is focused on the paradigm of social innovation and fostering integrated rehabilitation of deprived urban areas by offering social and cultural services. The paradigm is closely linked to the circular economy, green infrastructure and social inclusion. The idea here is to develop an open source guideline to foster collaborative management practices in cities of all different sizes. The main challenges to overcome are direct assignments to the third sector and sustaining local NGOs and communities.



## Summary of Actions



### **Action 05: Raise Awareness of Public Libraries and their new Tasks on a European and National Level**

Action Leader: City of Berlin, Germany

Contact: Reiner Schmock-Bathe ([reiner.schmock-bathe@kultur.berlin.de](mailto:reiner.schmock-bathe@kultur.berlin.de)),  
Daniel Deppe ([daniel.deppe@kultur.berlin.de](mailto:daniel.deppe@kultur.berlin.de))

The aim of the Action is to raise awareness of public libraries and their additional tasks as well as their contribution to successful social urban development on the European and national level. The objective is to involve public libraries in European policies, programmes and initiatives and to help them, not only financially, to be places for the entire European society and key institutions for democratic participation.



### **Action 6: Strategic Plan for Culture Enhancement in an Urban Framework**

Action Leader: National Governmental Agency for Territorial Cohesion, Italy

Contact: Sandra Gizdulich ([sandra.gizdulich.esp@agenziacoesione.gov.it](mailto:sandra.gizdulich.esp@agenziacoesione.gov.it)),  
Giovanni Pineschi ([giovanni.pineschi.esp@agenziacoesione.gov.it](mailto:giovanni.pineschi.esp@agenziacoesione.gov.it))

The objective of this Action is to recompose the entire urban and territorial framework relating to urban cultural components through specific dedicated tools and planning systems that combine all urban culture fragments in a coherent and effective strategy of heritage enhancement at the local level to foster holistic integrated approaches.



### **Action 7: Data Collection and Smart Use Applied to the Management of Tourist Flows**

Action Leader: City of Florence, Italy

Contact: Manuela Taverniti ([manuela.taverniti@comune.fi.it](mailto:manuela.taverniti@comune.fi.it)),  
Alessandra Barbieri ([alessandra.barbieri@comune.fi.it](mailto:alessandra.barbieri@comune.fi.it))

Data collection and analysis are key factors for implementing monitoring systems for tourist flows in order to balance overcrowded destinations and less visited sites. This Action proposes an IT tool that has been delivered and tested: "Feel Florence", a new app suggesting unusual itineraries in the city, in the neighbourhoods and in the metropolitan area, to bring people closer to local experiences and to enable them to get to better know the city and its typical features. ICT tools for promoting the Smart Destinations tourist offering can increase the ability of cities to orient/manage visitor flows. In the end, this will lead to more balanced tourist flows, an increased quality of cultural experience and a better quality of life for the local population.





## Summary of Actions



### **Action 8: Guiding Principles for Resilience and Integrated Approaches in Risk and Heritage Management in European Cities**

Action Leader: Federal Institute for Research on Building, Urban Affairs and Spatial Development, Germany

Contact: Bastian Wahler-Žak ([bastian.wahler@bbr.bund.de](mailto:bastian.wahler@bbr.bund.de))

The overall objective of this Action is to foster the integration of urban built heritage into disaster risk management, climate change or environmental plans, and policies at the local level. To achieve this, the Action aims at establishing recommendations and guiding principles for relevant local authorities and other relevant actors, including citizens.



### **Action 9: Observatory on Culture/Cultural Heritage and Climate Change in the Urban Framework**

Action Leader: Ministry of Culture, Italy

Contact: Giuliana de Francesco ([giuliana.defrancesco@beniculturali.it](mailto:giuliana.defrancesco@beniculturali.it))

The European Green Deal fosters an ecological reconversion of urban areas, yet there is no common understanding of what this means and there is a need to prevent the loss of cultural heritage values in the process. Therefore, this Action is a realistic feasibility study on a possible European observatory to be built to avoid fragmented practices in this fundamental field.



### **Action 10: Integrated Approaches to Dissonant Heritage**

Action Leader: Federal Ministry of the Interior, Building and Community, Germany

Contact: Jan Schultheiß ([Jan.Schultheiss@bmi.bund.de](mailto:Jan.Schultheiss@bmi.bund.de))

This Action focuses on how to strengthen “dissonant” (or controversial) cultural heritage by integrating it in regional planning and tourism concepts as a fundamental means to educate, transmit history and nurture democracy building in Europe while – at the same time – enabling those stigmatised neglected areas to use their local economic and touristic potential.



### **Action 11: Local Cultural Services Fostering Social Inclusion: Identification of Cities' Research Needs and Peer Learning**

Action Leaders: EUROCITIES & URBACT

Contact: Julie Hervé ([Julie.Herve@eurocities.eu](mailto:Julie.Herve@eurocities.eu)), Dr. Laura Colini ([laura@tesseræ.eu](mailto:laura@tesseræ.eu))

The Action is aimed at identifying cities' specific research needs (through cultural leaders from city administration) to better plan future EU calls for research proposals, to guarantee that the results of these research projects are used at the local level to improve cultural policies, and to contribute to the overall reinforcement of cultural offerings in European cities.





# The Workshops

## In-depth exchanges on Partnership's Actions

In four parallel workshops (one for each strategy), participants, Action Leaders and moderators discussed the implementation of the Actions and how to ensure that they can have an impact in the UAEU and beyond.

### Strategy A: Strengthening Cultural Identity and Wellbeing

Moderators: Chiara Savina, Elodie Salle (Ecorys)

This strategy deals with overcoming barriers to access cultural and creative services for societal groups, like elderly, migrants and refugees, as well as fostering the local identity and a sense of community. Major cultural institutions like public libraries as well as performing arts centres can offer high-quality leisure activities and contribute to the well-being of the whole community and individual citizens. The following actions are part of this strategy:

- › **ACTION N° 02:** Street Invasion, Atomisation and Cultural Reactivation - Reconquering Public Spaces and Cultural Heritage
- › **ACTION N° 05:** Raise Awareness for Public Libraries and their new Tasks on a European and National Level
- › **ACTION N° 11:** Local Cultural Services Fostering Social Inclusion and Identification of Cities' Research Needs and Peer Learning

### Strategy B: Sustainable Cultural Tourism and Democracy Building

Moderators: Dr. Laura Colini, Josefine Hainsworth (URBACT)

The goal of these actions is to gain a territorial rebalancing, to enhance environmental sustainability and to foster a tourism that fits the needs of the tourists as well as the local communities, e.g. by rebalancing tourist flows in urban and peri-urban areas, thus protecting major hubs and supporting less visited sites. This will also require adjustments in the general management of as well as discussions on the alignment and definitions of certain spaces, their use and their meaning. The following actions are part of this strategy:

- › **ACTION N° 01:** Regulating Phenomina of the Sharing Economy
- › **ACTION N° 07:** Data Collection and Smart Use to Manage Tourist Flows
- › **ACTION N° 10:** Integrated Approaches to Dissonant Heritage



# The Workshops

## Strategy C: Reusing „forgotten“ Spaces and Buildings for Cultural Purposes

Moderators: Dr. Daniela Patti, Bahanur Nasya (Eutropian)

This strategy aims to put urban spaces and cultural activities at the core of city planning and development policies. Cultural activities and cultural services can help reactivate forgotten or underused places, thus offering much-needed spaces for creative sectors. The transformation, reuse and reactivation of those places through cultural offers can help strengthen the local identity and foster a sound and integrated rehabilitation of deprived urban areas. The following actions are part of this strategy:

- › **ACTION N° 03:** CHIME - Cultural Hubs for Innovation, Modernisation and Enhancement
- › **ACTION N° 04:** Collaborative Management to Adapt, Reuse Spaces and Buildings for Cultural and Social Innovative Development

## Strategy D: Strengthening Urban Resilience through Heritage

Moderators: Dr. Pietro Elisei, Miruna Drăghia (URBASOFIA)

This strategy is linked to the enhancement of urban resilience, strategies to cope with climate change and the development of urban spaces and heritage in an integrated and holistic way through the means of spatial planning and participation. The following Actions are part of this Strategy:

- › **ACTION N° 06:** Strategic Plan for Culture Enhancement in Urban Framework
- › **ACTION N° 08:** Guiding Principles for Resilience and Integrated Approaches in Risk and Heritage Management
- › **ACTION N° 09:** Observatory on Culture/Cultural Heritage and Climate Change in the urban framework



## Key Conclusions

The discussions in the four parallel workshops followed these key questions:

1. **What to consider during the Actions' implementation? And how to overcome potential stumbling stones?**
  - › **Keep goals, scope and outcomes feasible** by having an achievable focus and a clear project design with concrete milestones and a realistic yet flexible schedule. The focus should be on those areas where real change can be achieved.
  - › **Develop performance indicators:** For some Actions, it may be beneficial to monitor and analyse their outcomes (both expected and unexpected). However, CCH processes are often complex, non-linear and unpredictable, so indicators alone may not always be sufficient to evaluate progress and success.
  - › **Closely consider the framework in which CCH Actions operate** when developing or activating places or spaces. The ownership structure is often challenging, especially when kick-starting a project. Strategic plans and toolkits with financial, governance, management and ownership models are very important for success (→ e.g. Actions 3 & 4).
  - › **Take advantage of opportunities for online formats and exchanges:** The COVID pandemic has accelerated the digital transition and has introduced new digital formats and tools. While they cannot replace personal interaction, online formats have enabled in-depth exchanges without the associated burdens of travel, and they help to open up the work of the UAEU to a wider audience, beyond its immediate members, to increase awareness and to maximise the Actions' impact. In addition, in local urban cultural projects, digital tools enable users to relate to and interact with public spaces and culture online and remotely in real time (→ e.g. Action 2).
  - › **Provide the necessary political, financial and technical support** to ensure Actions have sufficient staff capacity, become visible and are disseminated. This also includes collaboration with experts: Actions can obtain expertise from the UAEU's Technical Secretariat and other sources (e.g. the Better Regulation initiative of the Dutch government, Europa Decentraal).
  - › **Make use of the limited time to implement the Actions by late 2021:** Organise regular meetings to keep up the momentum and use Partnership meetings to discuss Actions' progress.



# Key Conclusions

## 2. How to ensure that the Actions will have an effect beyond the frame of the UAEU?

- › **Build up long-term structures:** Since the CCH partnership will officially end in late 2021, it is essential to think ahead and to work on permanent structures. Mainstreaming and cooperation with existing initiatives mentioned below can help to build them.
- › **Mainstream Actions:** Connecting the Actions to relevant existing initiatives and integrating them into policies can help secure continuity beyond the partnership’s duration. For instance, linking up to long-term networks may enable a follow-up on policy recommendations.
- › **The CCH community should grow! Actively use possibilities for cooperation and synergies:**

  - among CCH Actions (→ e.g. Actions 8 & 9 when mapping existing technical guidance)
  - with the many initiatives, committed European networks, local stakeholders and national associations with relevant expertise, knowledge and research (→ e.g. for Action 5: the European Bureau of Library Information and Documentation Association & Action 7)
  - with other thematically linked UAEU partnerships, for example on Circular Economy and Sustainable Land Use, e.g. on “forgotten” spaces
  - with communities, practices, cities and entities not directly linked to heritage: Involving other disciplines and skills as well as underrepresented social groups who are not yet at the table can help make heritage relevant for more of our society. Great opportunities can occur, for instance, if Actions engage the circular economy community or create prospects for NEET empowerment (Not in Employment, Education or Training)
- › **Build communities of practice:** The CCH partnership’s basis is relatively narrow. Therefore, it is important to broaden and diversify the community of practitioners, e.g. in other smaller and medium-sized cities, many of whom face similar challenges but may not have the means to collaborate in the partnership itself. This could become a vibrant extended, long-term network and community. Peer learning and exchange can be powerful tools for advancing and extending cooperation, especially in city networks and in actions for Better Regulation. Prior to such an exchange, a pre-assessment of needs and challenges is recommended.
- › **Raise awareness, build capacity and expand knowledge at the local level:** Training activities such as multi-disciplinary workshops help to enhance skills and sensitise mind-sets of urban practitioners and empower them to implement plans and integrated approaches in heritage and sustainable urban development (→ e.g. Action 8 & 10).
- › **Create a critical, visible mass:** An enlarged community that develops new models and eco-systems cannot be overseen by decision-makers. →
- › **Develop a broad vision with adaptable models and transferable results:** CCH can be drivers for sustainable development, societal resilience and social awareness and for enlarging participatory plan-



## Key Conclusions

ning processes, among others. When producing common methodologies for Actions, it is essential to contextualise them in space and time. Taking into account cities of all sizes (small, medium and large), contexts and specificities can help to ensure models' future replicability and to increase their impact and the participation in them (→ e.g. Actions 6, 8 & 9).

- › **Spread the word with a clear message:** Finding appropriate and easy-to-understand language can help to explain the often complex and multi-layered contexts in CCH. This, in turn, helps to engage urban practitioners and decision-makers and ensures that they see the potential of the CCH partnership's contributions and findings for their work (for instance in the context of sustainability goals) and implement them.
- › **Create a common language:** Planning tools often lack the same language at the scale of cities and member states. The [Sustainable Development Goal \(SDGs\)](#) indicators could create such a common language. A glossary at EU level could foster a common understanding of specific terms and terminologies (→ e.g. Action 6).
- › **Increase visibility and accessibility** for people, institutions, organisations and administrations committed to CCH. For instance, one goal of the CCH partnership is to connect to the European Commission's „Renovation Wave“ (→ Actions 8 and 9), designed to help implement the Green Deal, as well as the New European Bauhaus, to link to the ICOMOS Quality Principles and to work on the „European Cultural Heritage Green Paper“.

### 3. How to ensure that action results will be fed into in policies, legislation and funding at national and EU levels?

- › **Promote integrated approaches and knowledge-sharing at national and European levels:** e.g. by reaching out to the Disaster Risk Management (DRM) agencies in the different member states, both to promote the integration of cultural heritage into national DRM plans and to document DRM measures already implemented (→ e.g. Action 8).
- › **Share knowledge through lessons learned, good practices and peer learning activities** to ensure the Actions' sustainability and to strengthen their impact on EU policies (→ e.g. Action 11). In addition, exchanges among experts in the field and the networks built around the Actions should be promoted.
- › **Piloting and replication:** Pilot projects in key cities could experiment with local solutions, leading to the creation of a pool of practices to be used as benchmarks and followed up with a replication phase.
- › **Channel the structural funds** (ERDF, ESF, Cohesion Fund etc.) towards CCH-based initiatives (→ e.g. Actions 6, 8 and 9)
- › **Involve Members of the European Parliament** to promote the proposals of the CCH partnership, e.g. to feed proposals on Better Regulation into law (→ e.g. Action 1).

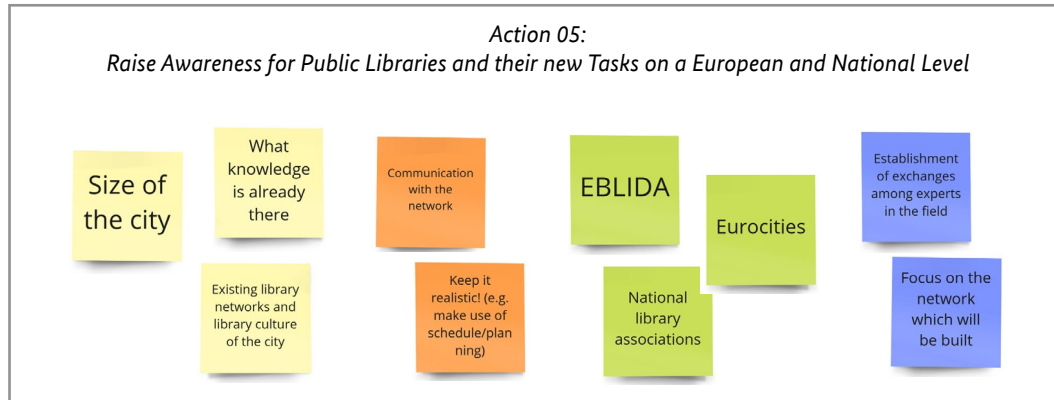
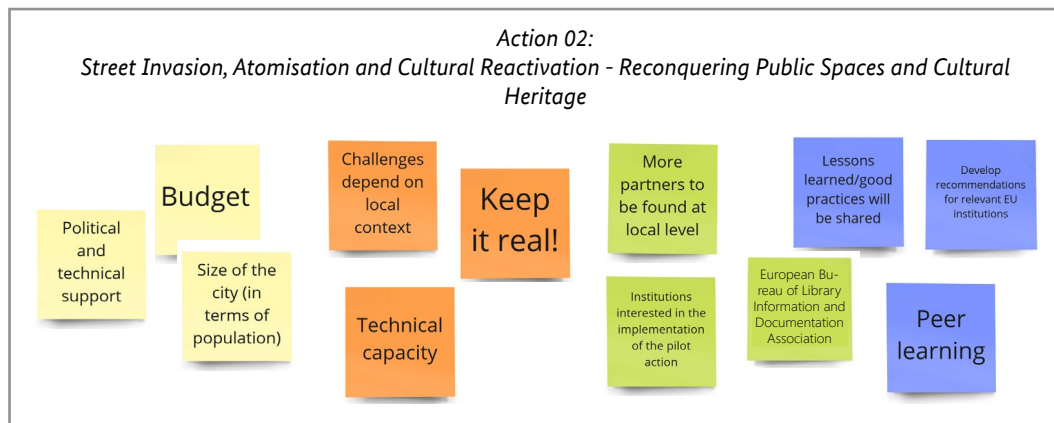


# Key Conclusions

Workshop moderators captured participants' contributions on virtual cards that were color-coded according to the various discussion points. Please find those cards on the following pages.

## Results of Workshop Strategy A - Excerpt from the working session

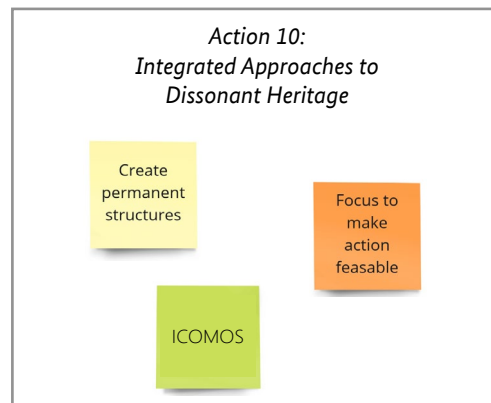
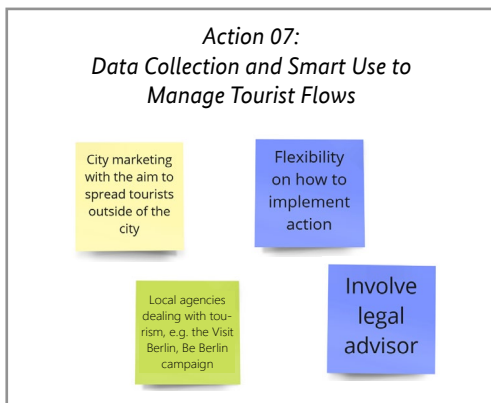
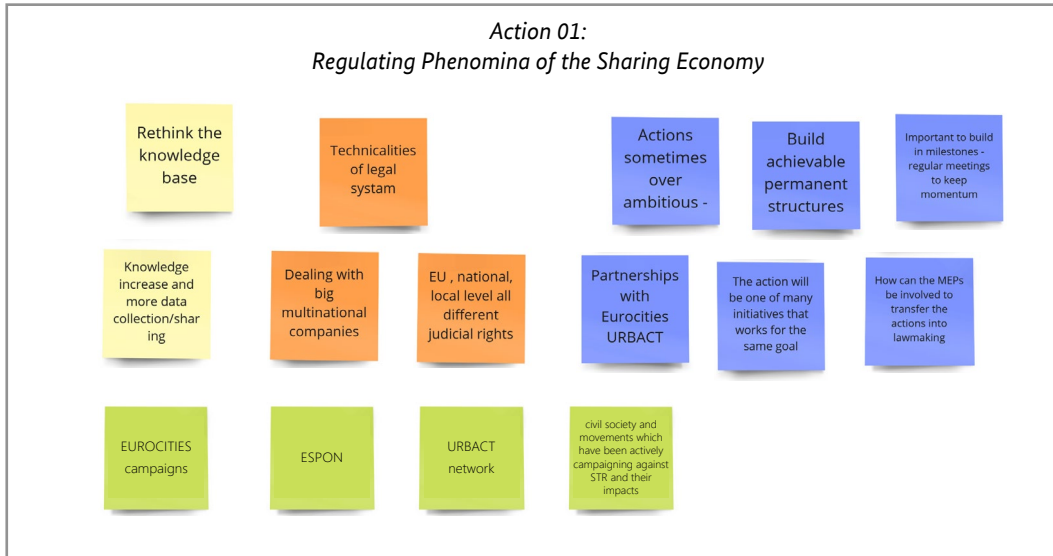
- Things to consider during implementation
- Stumbling stones and ways to overcome them
- Partners/ networks to involve
- Actions's impact on EU-Policies
- Further comments



# Key Conclusions

## Results of Workshop Strategy B - Excerpt from the working session

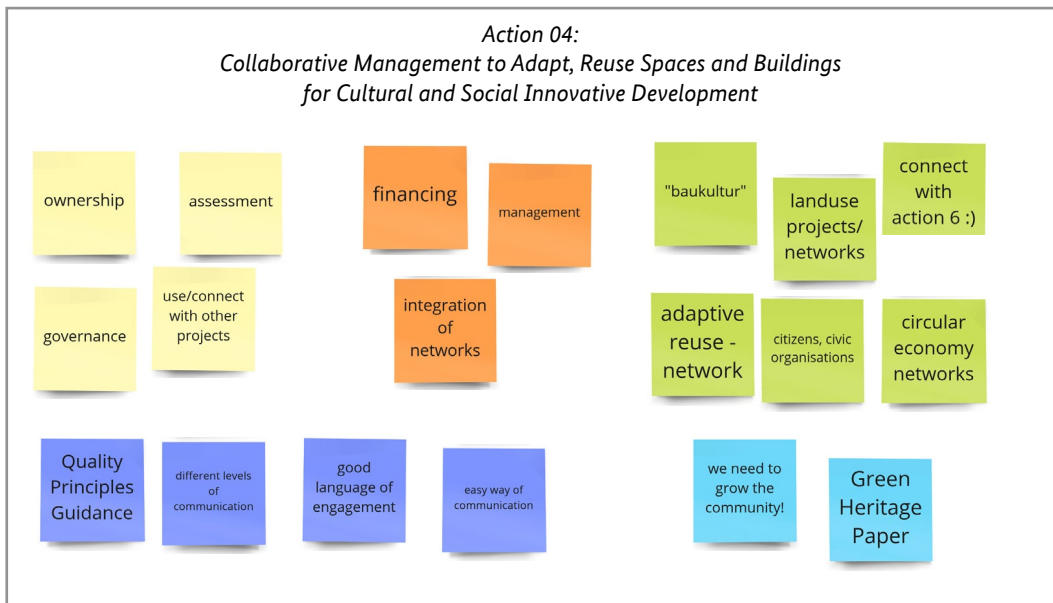
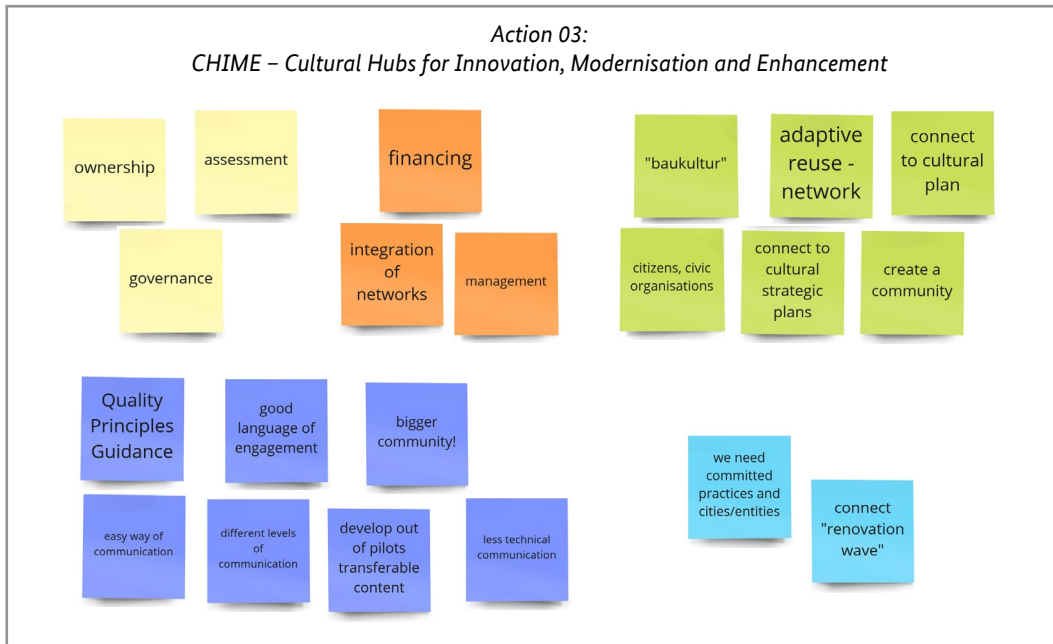
- Things to consider during implementation
- Stumbling stones and ways to overcome them
- Partners/ networks to involve
- Actions's impact on EU-Policies
- Further comments



# Key Conclusions

## Results of Workshop Strategy C - Excerpt from the working session

- Things to consider during implementation
- Stumbling stones and ways to overcome them
- Partners/ networks to involve
- Actions's impact on EU-Policies
- Further comments

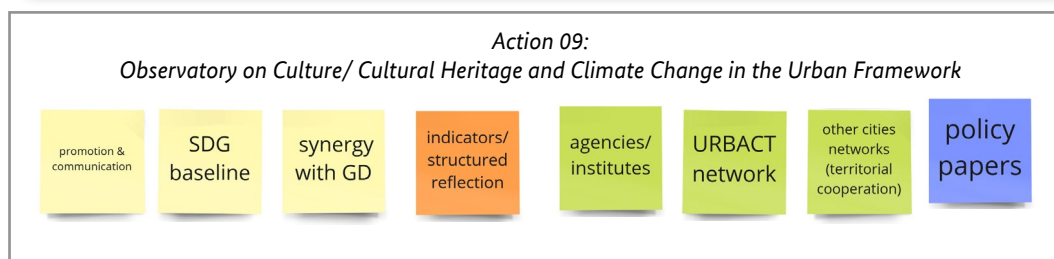
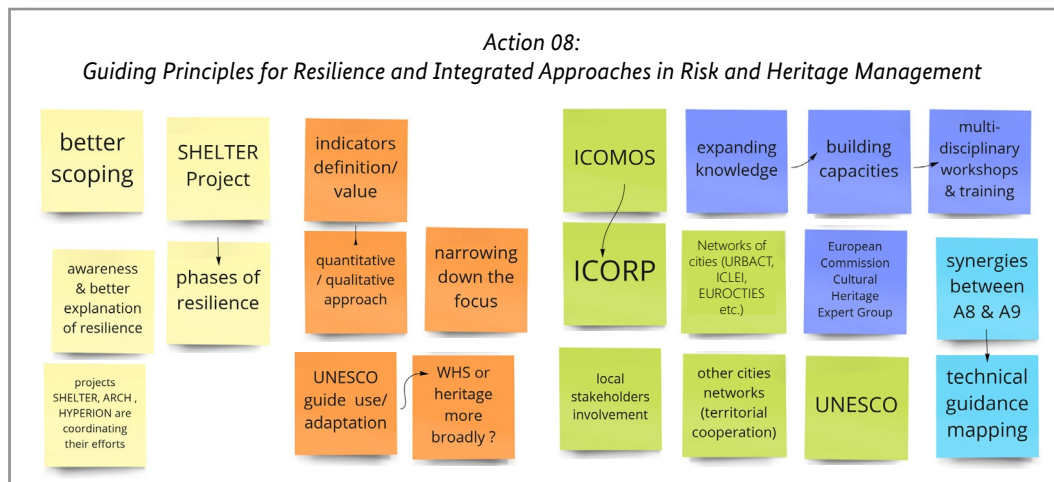
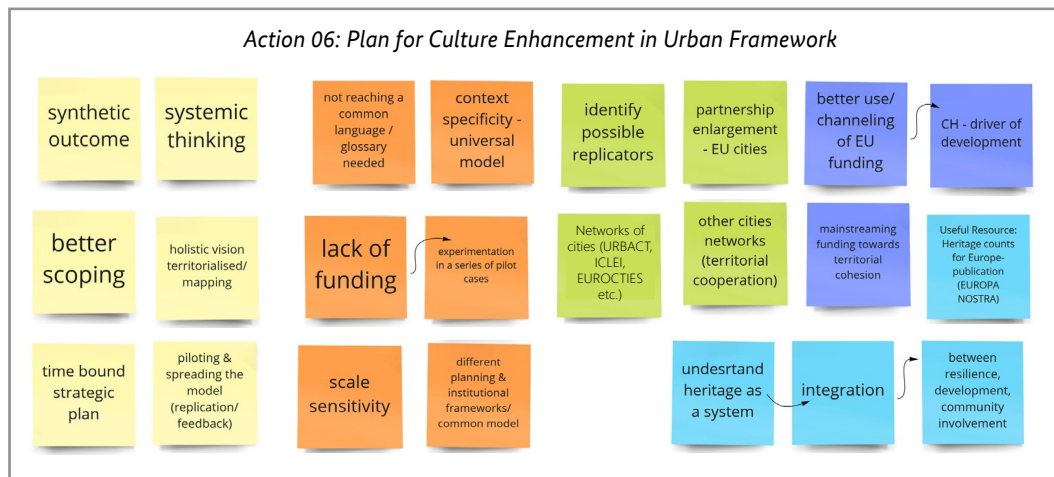




# Key Conclusions

## Results of Workshop Strategy D - Excerpt from the working session

- Things to consider during implementation
- Stumbling stones and ways to overcome them
- Partners/ networks to involve
- Actions's impact on EU-Policies
- Further comments



Further partners/ actions to involve for Actions 08 & 09:  
 UNESCO, ICCROM (International Centre for the Study of the Preservation and Restoration of Cultural Property), ICOMOS, specifically ICORP (International Scientific Committee on Risk Preparedness), ARCH, SHELTER and HYPERION Projects, EU Commission Expert Group on Cultural Heritage



# Keynote: Disruptive Times – Balanced City

**Andreas Reiter, ZTB Zukunftsbüro, Vienna**

(<https://www.ztb-zukunft.com/>)

Cities are currently facing enormous pressure to change: pressure from digital transformation, from the shift to climate neutrality, and from structural change (for example in retail, overtourism, etc.). And now, on top of everything else, COVID-19 has entered the mix, acting less as a game-changer and more as an accelerant for these other trends that are already under way.

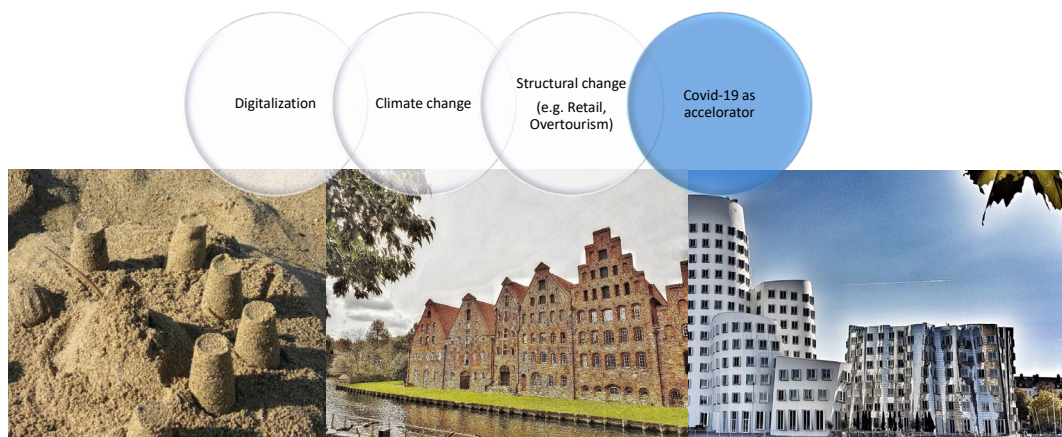
But nothing is changing cities and their visitors more permanently than digital technology.

- › Our economy – trade, services, education, etc. – is becoming increasingly virtual.
- › The primacy of the platform economy is eroding brick-and-mortar formats and fixed notions of spatial use.
- › Blended living – working from multiple locations (from home, in a co-working space or office) is becoming increasingly popular in the 2020s, reducing the need for office space by some 10 per cent in the medium term. And when people work from home, they no longer use the inner-city space during their lunch hour or after work.

Society is less and less bound to specific sites; the fabric of the city is becoming increasingly threadbare; the city is being deconstructed. Digital transformation (currently reinforced by the pandemic) is redefining proximity and distance, virtual and physical reality, third places and third nature. And COVID-19 is making us all more aware of the significance of public space. Outdoors is the new indoors: pocket parks, home zones, play streets and bicycle paths are the green tattoos adorning the post-COVID city focused on the well-being of its residents. The urban operating system is being reinvented: the spaces of tomorrow where people will want to spend time are always seamlessly both analogue and digital.

A city can be defined as a tapestry of interwoven spaces and layers of time, (economic and personal) relationships and organised serendipities. The more urban life moves to the virtual space, however, the less significant physical places become. Virtual spaces can be infinitely scaled up, but physical spaces, especially historical sites, cannot. →

## Cities in transformation





## Keynote: Disruptive Times – Balanced City

The city centre, the emotional epicentre of the city, is one such unique place which is invested with collective significance. City centres are walkable histories. But to keep city centres from becoming living museums or historical theme parks, we must re-imagine them in a more integrative way – beyond the traditional marketplace, as more than places for shopping, eating and entertainment. The city cen-

tre of tomorrow will be a place to live, work, shop and enjoy leisure activities. Less commerce and office space, more housing and a younger population (campus, culture, schools, start-ups ...), smart industry. The future has many faces, not just one, and the future realises its potential most effectively in hybrid places. The fluidity of modern life requires fluid, multi-functional formats.



To be successful, city centres must combine communication, consumption and culture. Ultimately, post-modern urbanites are constantly in search of inspiration and social rituals, of differentiation from, but also connection to, the larger community. Cultural locations and creative milieus, like almost nothing else, promise consumers “aesthetic self-renewal” (Andreas Reckwitz), a highly desirable goal in our economy of attention. As a result,

cultural capital is not only an asset for tourism, but also a key factor for people deciding where to live or where to invest capital. Culture is a provider of vital services for the inner person and an image factor for the outside world.

As visitors seek new and special experiences, attractions and tourist destinations change. The focus increasingly shifts to urban micro-worlds: compact



## Keynote: Disruptive Times – Balanced City

and vibrant neighbourhoods. Daily life becomes a destination; “life-seeing” takes the place of sightseeing. In the future, the “nowhere society”, exhausted by the constant round of Zoom conferences and weary of consumption, will need inspiring places for interaction more than ever before. After the pandemic, we will see a revival of all these third places: hybrid spaces for creativity, concentrated dolce far niente, inspiration and of course consumption too. Covered markets will incorporate libraries, schools will include theatres and climbing

walls, restaurants will pursue urban farming on the roof. This is the start of a new era of social places which combine different living environments into powerful, resonating spaces.

This development reinforces the character of European cities as balanced cities, in contrast to high-velocity Asian urbanism: cities that maintain a delicate balance between iconic sites and pop formats, between physical and virtual reality, history and the future, economic performance and organised serendipities. •



# Conclusions

## of the Digital Forum and on the Action Plan “Urban Agenda for the EU – Culture and Cultural Heritage”

*The German Federal Ministry for the Interior, Building and Community, jointly with the Italian Ministry of Culture and the Italian National Governmental Agency for Territorial Cohesion as coordinators of the Partnership on Culture and Cultural Heritage in the Urban Agenda for the EU, hosted the Digital Forum “Urban Agenda for the EU – Culture and Cultural Heritage in Europe” on 24 and 25 November 2020 in Berlin. The conference was carried out as part of the German EU Presidency. The partnership presented its Action Plan with recommendations for culture and cultural heritage in Europe and reflected with around 160 participants and experts from 30 countries – from the fields of conservation and protection of cultural heritage, architecture, urban development, politics, local authorities and cultural services – on how to strengthen, promote and develop culture and cultural heritage in European cities and how culture and cultural heritage can make positive contributions on various levels.*

In today’s Europe, about 76% of the population lives in urban areas. Cities have become the frontiers in facing current challenges like migration, demographic and climate change, new concepts of mobility, growing tourism and digital innovation. Added to this, the current challenge of the pandemic considerably affects the cultural life of cities. The development of cultural heritage, which preserves culture and the quality of the landscape and the built environment, is not an objective only in itself, but is rather a powerful tool aimed at achieving social, ecological and economic goals. The partnership’s Action Plan is based on these considerations and addresses relevant current challenges in the fields of culture and cultural heritage in Europe.



Integrated approaches in urban development should harness culture and cultural heritage as a starting point and involve all relevant stakeholders (pictured here: Elbe Philharmonic Hall, Hamburg, Germany).



## Conclusions

### Conference participants note that:

- › Culture, cultural services and cultural heritage are key to make cities attractive and dynamic, and play a central role in urban development and regeneration (“culture as renewable energy”);
- › Culture and cultural heritage make fundamental contributions to shaping identity and protecting democratic values in Europe;
- › European identity and memory are based on the European city’s large variety of tangible and intangible heritage, with its different time layers including recent periods; this heritage gains value through local communities and is manifested in local know-how and traditions;
- › Culture and cultural heritage are embedded in the identity of local communities, are crucial driving factors for cohesion policy, and are structural components of urban policy;
- › A high-quality natural and built environment as well as heritage contribute to the formation of more sustainable and inclusive societies that are respectful of cultural diversity, social equity and cohesion, and individual and community well-being;
- › Due to the complexity of urban development, planning processes require integrated and participatory approaches based on cultural heritage;
- › Urban development orientated to the common good and social equity should focus on the existing building stock and on existing territorial structures;
- › Protection and development – bridging the past and the future – are not separate policies but are part of the same process to create civic identities and social growth while respecting the specific environment – the “milieux” – of a given place;
- › The cultural sector as well as the protection and further development of cultural heritage need constant public support, especially at the local level through appropriate integrated urban policies;
- › Cultural services and cultural professionals contribute greatly to social equity, inclusion, cohesion, and education as well as individual and community well-being, and should be considered key drivers of sustainable development processes;
- › Cultural and natural heritage play an important role in strengthening urban resilience; importantly, cultural heritage protection requires integrated disaster risk management and climate change adaptation measures;
- › European conventions on culture and cultural heritage [e.g. Paris 1954, Granada 1985, Valletta 1992, Faro 2005, Davos 2018] play a fundamental role in stimulating heritage-led and people-orientated urban development policy in Europe.



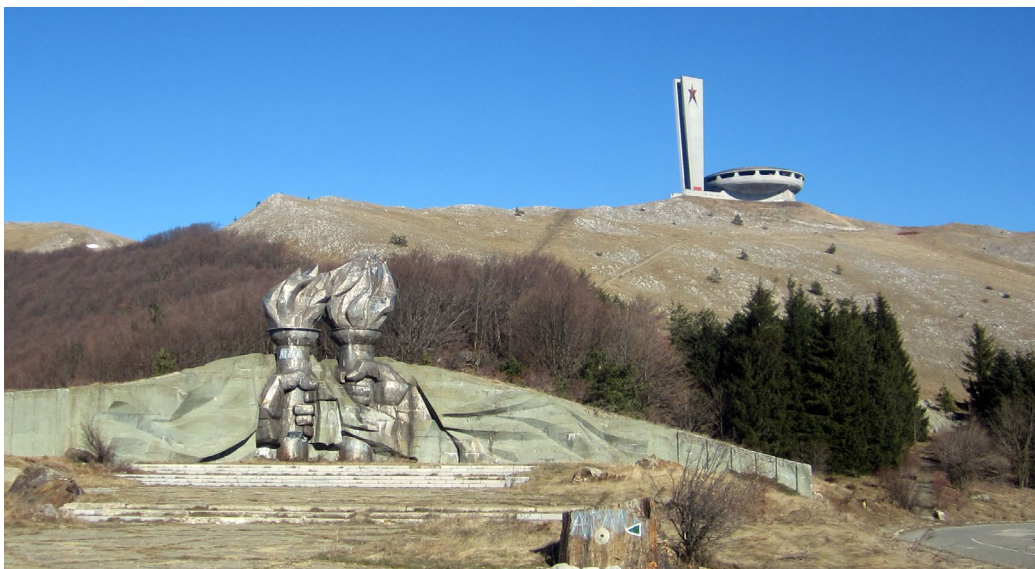
Public spaces as complex, multi-layered areas and as places of social interaction should be protected and further developed (pictured here: Monopoli and Rome, Italy).



## Conclusions

### Conference participants agree:

- › A strong commitment to culture and cultural heritage and an openness for cooperative processes and new solutions is needed on all levels to address current challenges;
- › To ensure inclusive and cohesive urban development based on collaborative processes focusing on the common good, as anchored in the New Leipzig Charter;
- › To guarantee access, use and production of culture and heritage as a common good for all social groups; sustainable territorial and urban regeneration requires connecting place- and people-based approaches, as emphasised and enabled by the Council of Europe Framework Convention on the Value of Cultural Heritage for Society [Faro 2005];
- › To protect and develop public spaces in European cities as complex, multi-layered areas and as places of social interaction where fundamental democratic values can be lived;
- › To foster a broader understanding of culture and cultural heritage, as cultural heritage in Europe includes formally protected heritage as well as buildings particularly worth preserving, “uncomfortable” heritage, landscapes, and public and open spaces, as well as intangible heritage;
- › To focus on integrated approaches in urban development that harness culture and cultural heritage as a starting point and key driver; all relevant stakeholders in the city have to be actively involved;
- › To strengthen culture and cultural heritage against man-made threats, pandemics and natural hazards to increase the European city’s resilience by increasing cooperation, building capacity and strengthening knowledge at the local level. This includes understanding and mitigating the risks that culture and cultural heritage face as well as integrating cultural heritage assets in disaster risk management plans and strategies.



Culture and cultural heritage require a broad understanding that should include, for instance, various time layers, “uncomfortable” heritage, landscapes, and intangible heritage (pictured here: Buzludzha Memorial, Kazanlak, Bulgaria).

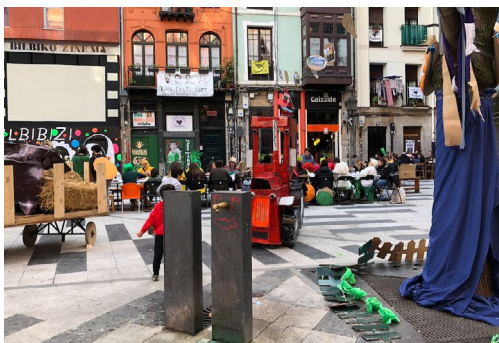


## Conclusions

### Conference participants call for:

- › Funding programmes on the national and EU levels to focus particularly on integrated and long-term approaches that relate to culture, cultural infrastructure and cultural heritage in its social, ecological and economic dimensions;
- › Culture and cultural heritage to be given a central role in the Green Deal and in the development of the New European Bauhaus;
- › Greater support to be provided to cities of all sizes: on the one hand to medium-sized cities and smaller towns as well as remote and peripheral regions in Europe in their efforts to deal with their cultural heritage in a sustainable and future-oriented manner by enhancing the potentialities of their local identities; on the other hand to metropolitan areas in their efforts to revitalise abandoned or dismissed urban buildings and areas and to recover the identities of degraded urban suburbs;
- › Political and financial support to be ensured for local skills which are required to promote culture and cultural heritage in European cities, e.g. knowledge and crafts to use traditional building techniques and building materials, but also skills linked to new technologies and to understanding as well as know-how about culture and cultural heritage;
- › European, national and regional authorities to enable local authorities to permanently support cultural services and cultural professionals because of their crucial role for society;
- › The Actions of the partnership's Action Plan to now be implemented by all levels addressed; a follow-up process should be sought, also by financing pilot projects;
- › The partnership's exchange with international organisations such as UNESCO, ICOMOS and UN-Habitat to be intensified in a more systematic manner;
- › The partnership's network that was extended during the Berlin conference to be further strengthened, in particular to enlarge the community of stakeholders responsible in the fields of culture and cultural heritage, both to maintain momentum and to create synergies that help to ensure that the results are embedded in the next EU programming period implementation.

*Berlin, November 2020*



Cultural and natural heritage play an important role in strengthening urban resilience (pictured here: Budapest, Hungary, and Mosul, Iraq).







## Feedback from the Audience

### What were your key learnings from the conference?

„No new ideas but reinforcing some ones and better addressing the knowledge I have.“

„Cultural Heritage should be put at the centre of the Green Deal and the New European Bauhaus project.“

„Connect the teams with professional networks and initiatives is critical to ensure effective implementation.“

„Great conclusions, serendipity, Baukultur, New Leipzig Charter.“

„Synergies“

„Perspectives of psychology (e.g. resilience) and social and as well ecological items widen the horizon when planning our URBAN FUTURE.“

„Culture as a driver of society and human-centred cities for a better future.“

"I found smart the presentation of Andreas Reiter: le poids des mots et le choc des photos [the weight of words and the shock of photos.]. I totally agree with the idea of cultural heritage as a resource to prepare changes and reinforce resilience. Please also consider the relation between cities and their hinterland as a traditional linkage to renew."

„Multi-municipal and multinational exchange and cooperation of cities should be subsidised.“

„I really appreciate the focus on Baukultur and the reference to the Faro convention. I like the idea that heritage requires an interpretative approach and is a school of tolerance.“

„Small and medium cities in remote rural areas or periphery regions need more attention and support.“



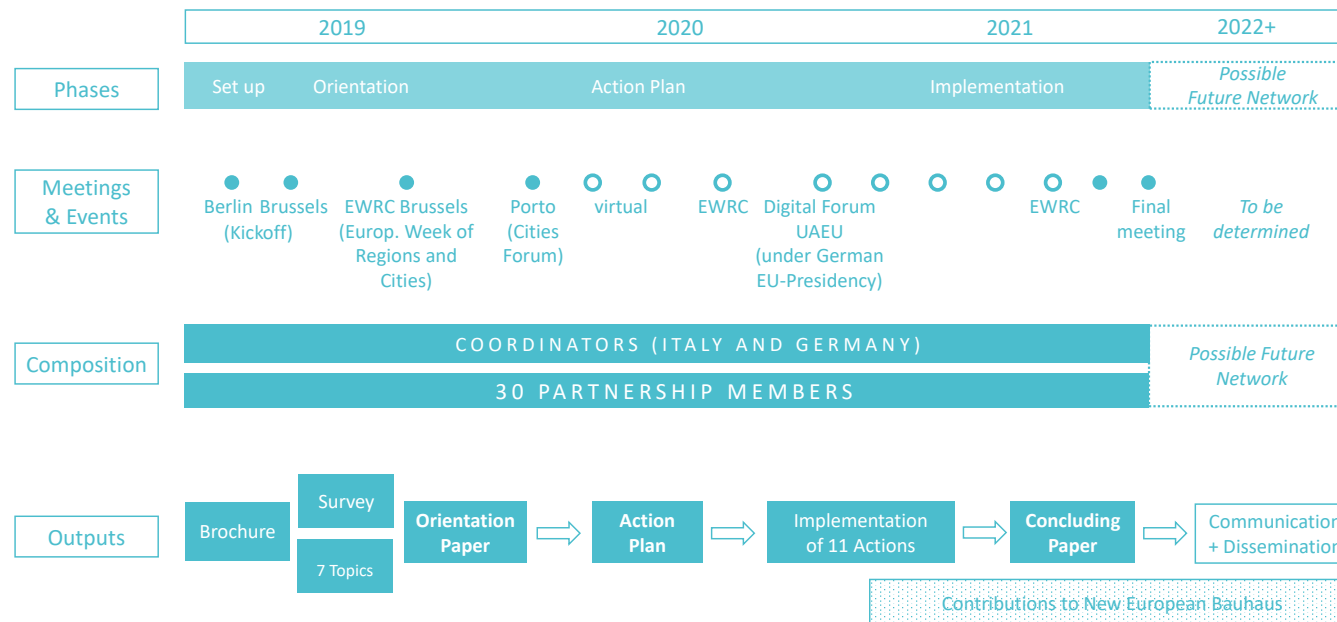


# Looking Ahead

Schedule as of July 2021

In its final year, the CCH Partnership will finalize its eleven Actions and disseminate its outputs. Moreover, it will develop recommendations to cities, member states and the European Commission.

To ensure the continuity and sustainability of the partnership's work, members have stated conversations about a possible future network beyond the UAEU and about potential contributions to the New European Bauhaus.



## Further Reading

During the conference, a lot of the participants shared valuable information regarding related projects, networks and publications. Below you can find a list of the provided links from the chat of the two conference days. Please note that this list is not comprehensive and that the CCH partnership is not responsible for external content.

### Videos from Online-Conference „Forum Urban Agenda for the EU“

[https://www.bmi.bund.de/EN/eu-council-presidency/events/forum-urban-agenda/forum-urban-agenda\\_node.html](https://www.bmi.bund.de/EN/eu-council-presidency/events/forum-urban-agenda/forum-urban-agenda_node.html)

### Action Plan of the CCH Partnership

<https://futurium.ec.europa.eu/de/urban-agenda/culturecultural-heritage/action-plan/final-action-plan-partnership-culturecultural-heritage?language=en>

### Cultural Heritage in Times of the Pandemic

#### COVID-19: Putting People First

<https://www.unwto.org/tourism-covid-19>

#### European Commission: Tourism and Transport Package

[https://ec.europa.eu/commission/presscorner/detail/en/QANDA\\_20\\_870](https://ec.europa.eu/commission/presscorner/detail/en/QANDA_20_870)

#### European Cultural and Creative Cities in COVID-19 Times

<https://publications.jrc.ec.europa.eu/repository/handle/JRC120876>

#### Re-open EU

<https://reopen.europa.eu/en/>

### Projects / Good Practice

#### Helsinki Central Library Oodi

<https://www.oodihelsinki.fi/en/what-is-oodi/>

#### “House by the Mulberry tree”, Landau, Germany - a non-profit cooperative restoring and revitalising an old building

Documentary: <https://www.youtube.com/watch?v=T2rAFT4YoD4>

Link: <https://www.maulbeerbaum-eg.de/>

#### Open Heritage

<https://openheritage.eu/practices/>





## Further Reading

**Rock – Cultural Heritage leading urban futures**

<https://rockproject.eu/>

**Ruritage Project – Heritage for Rural Regeneration**

<https://www.ruritage.eu/>

**State Library Victoria**

<https://www.slv.vic.gov.au/>

**Underground4Value**

<http://underground4value.eu/>

### Platforms / Networks / Initiatives / Events

**Cities engaging in the right to housing**

<https://urbact.eu/cities-engaging-right-housing>

**CLIC Knowledge & Information Hub**

<https://www.clicproject.eu/>

**Climate Heritage Network**

<https://climateheritage.org/>

**Davos Declaration, 2018**

<https://davosdeclaration2018.ch/>

**Davos Baukultur Quality System, 2021**

<https://davosdeclaration2018.ch/quality-system/>

**ESPON project on cultural heritage as a source of societal well-being and indicators**

<https://www.espon.eu/HERIWELL>

**European Federation of Fortified Sites**

[www.efforts-europe.eu](http://www.efforts-europe.eu)

**The European network for historic places of worship**

<https://www.frh-europe.org/>





## Further Reading

### **European Week of Regions and Cities**

<https://europa.eu/regions-and-cities/>

### **Exhibition Living the City**

<https://livingthecity.eu/en/>

<https://www.bbsr.bund.de/BBSR/DE/startseite/topmeldungen/living-the-city-katalog.html>

### **Federal Foundation of Baukultur**

<https://www.bundesstiftung-baukultur.de/en>

### **Leeuwarden Declaration (2018): Preserving and Enhancing the Values of our Built Heritage for Future Generations**

[https://www.ace-cae.eu/services/news/?tx\\_ttnews%5BbackPid%5D=1&tx\\_ttnews%5Btt\\_news%5D=1730&cHash=cc8d4ddb8317071c0554741963f2763b](https://www.ace-cae.eu/services/news/?tx_ttnews%5BbackPid%5D=1&tx_ttnews%5Btt_news%5D=1730&cHash=cc8d4ddb8317071c0554741963f2763b)

### **New European Bauhaus**

[https://europa.eu/new-european-bauhaus/index\\_en](https://europa.eu/new-european-bauhaus/index_en)

### **UNESCO Framework for measuring culture's contribution to sustainable development**

<https://whc.unesco.org/en/culture2030indicators>

### **The Urban Agenda Platform**

<https://www.urbanagendaplatform.org/>

### **Urban Innovative Actions**

<https://www.uia-initiative.eu/en>





## Further Reading

### Publications

**Building Stock of High Conservation Value in Germany and Europe, Federal Ministry of the Interior, Building and Community (BMI), 2020**

[https://www.nationale-stadtentwicklungspolitik.de/StBauF/SharedDocs/Publikationen/StBauF/StaedtDenkmalschutz/beB\\_Broschuere.pdf?\\_\\_blob=publicationFile&v=2](https://www.nationale-stadtentwicklungspolitik.de/StBauF/SharedDocs/Publikationen/StBauF/StaedtDenkmalschutz/beB_Broschuere.pdf?__blob=publicationFile&v=2)

**Cultural Heritage Counts for Europe (CHCFE) - Europa Nostra (coordination), 2016**

<https://www.europanostra.org/our-work/policy/cultural-heritage-counts-europe/>

**European framework for action on cultural heritage, Directorate-General for Education, Youth, Sport and Culture (European Commission), 2019**

<https://op.europa.eu/en/publication-detail/-/publication/5a9c3144-80f1-11e9-9f05-01aa75ed71a1>

**European Quality Principles for EU-funded Interventions with Potential Impact upon Cultural Heritage, ICOMOS, 2019**

<http://openarchive.icomos.org/id/eprint/2083/>

**Funding the Cooperative City: Community Finance and the Economy of Civic Spaces, edited by Daniela Patti & Levente Polyák, 2017**

<https://cooperativecity.org/product/funding-the-cooperative-city/>

**Resilient Cultural Heritage Learning from the Japanese Experience, The World Bank and the Global Facility for Disaster Reduction and Recovery, 2020**

<http://documents1.worldbank.org/curated/en/131211602613832310/pdf/Resilient-Cultural-Heritage-Learning-from-the-Japanese-Experience.pdf>

**UNESCO Global Report on Culture for Sustainable Urban Development, 2016**

<https://unesdoc.unesco.org/ark:/48223/pf0000245999>

**UNESCO Manual Managing Disaster Risks for World Heritage, 2010**

<https://whc.unesco.org/en/managing-disaster-risks/>

