

## PARTNERSHIP

### Coordinators:

- Germany - Federal Ministry of the Interior, Building and Community
- Italy - National Governmental Agency for the Territorial Cohesion jointly with Ministry of Cultural Heritage, Cultural Activities and Tourism

### Official Members

- Cyprus - Ministry of Interior
- France - Ministry of Culture
- Spain - Ministry of Development and Public Works
- Regional Development Agency of the Ljubljana Urban Region (SI)
- Intermunicipal Community of the Coimbra Region (PT)
- Kazanlak Municipality (BG)
- Flanders Heritage, Flemish Region (BE)
- Dutch Federation of Cultural Heritage Cities (NL)
- Katowice City Hall (PL)
- Alba Iulia Municipality (RO)
- Municipality of Nagykanizsa (HU)
- Marshal's Office of the Silesian Voivodeship (PL)
- City of Berlin (DE)
- Canary Island Government, Ministry of Tourism, Culture and Sport (ES)
- Bordeaux Metropole (FR)
- City of Espoo (FI)
- Jurmala City Council (LV)
- Úbeda City Council (ES)
- City of Florence (IT)
- European Commission (DGs REGIO, EAC, RTD, DEVCO, AGRI, CLIMA, JRC, SG, EASME)
- European Committee of the Regions
- European Investment Bank
- ICLEI Local Governments for Sustainability
- Joint Programming Initiative on Cultural Heritage
- Eurocities
- URBACT

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## URBAN AGENDA FOR THE EU PARTNERSHIP ON CULTURE & CULTURAL HERITAGE

Overview, May 2019

**Cultural heritage is a resource and an opportunity for urban development**

**Promoting culture and preserving the quality of urban landscape and heritage is not an objective in itself, but it is a powerful tool aimed at achieving social, ecological and economic goals**

This awareness brings to the knowledge that high quality of natural and built heritage contributes to the formation of more sustainable and inclusive societies, respectful of cultural diversity, social equity and cohesion, individual and community well-being and - last but not least - stronger economic performance and higher quality of life. Awareness of cultural heritage in human settlements is to be considered as a priority at local and European level in order to develop new ways to protect and promote our common cultural values and identities.



*Agenzia per la  
Coesione Territoriale*



Federal Ministry  
of the Interior, Building  
and Community



MINISTERO  
PER I BENI E  
LE ATTIVITÀ  
CULTURALI

### Cultural heritage as an ecological resource

Experiences of ecological requalification of urban spaces recreating natural urban ecological areas are experimental and fragmented. Promoting green/brown reconversion of urban sites (without creating mechanism of gentrification), the appropriate rehabilitation of run-down neighbourhoods, the appropriate relationship between the urban areas and their peri-rural surroundings and a new social pact for civil cohabitation with the objective of fostering or creating the identities of the urban milieu are experiences to be better structured.

### Cultural heritage as an economic resource

Creativity & smart specialisation based on the enhancement of the local know how (the local way of producing, building, living) increase collaborative approaches to develop products, to accelerate markets and to identify synergies, expand industrial interest and private investments and support open, inclusive and pluralistic societies. The role of the Urban Cultural Heritage as an economic resource for local development is to be acquired as an essential element for civil cohabitation and for the processes of economic growth of a community.

### Cultural heritage as a social resource

Over the course of history, urban cultural heritage has been relevant for social processes. Public cultural heritage management and its quality affect citizen' sense of belonging to a place and their respect of public spaces as well as their attitude towards public authorities and the state. It is more and more important to enable inclusive and innovative processes to define and manage cultural heritage places (i.e. the common goods).

### Cultural heritage as a governance and planning resource

Planning is not just a technical tool, but rather a political issue. Integrated, inclusive and holistic approaches that bring together actors from all levels and relevant fields are recognized being required for embedding culture and cultural heritage dimensions in urban development processes whilst ensuring the promotion and preservation of cultural heritage.

### Tourism

The key objective is to promote sustainable tourism that brings benefits to communities and cities, while respecting the needs of the local population and ensuring the sustainability of the heritage. As a result, one of the main challenge is working on methods and tools "to balance touristic flows between major touristic hubs and less visited sites and cities".

### Creative and cultural industries

Creative and cultural industries offer interesting opportunities for the preservation of cultural heritage and existing building stock to create jobs and support culture and innovation. Among the main challenges to be tackled: i) how to attract talents, create jobs and start-ups; ii) create spaces for non- economically driven artists and cultural activities; iii) how to preserve and promote local know how and (traditional) craftsmanship.

### Transformation, adaptive reuse and urban reconversion

This topic includes all the various aspects of transformation, vitalisation and reconversion of urban spaces, especially of the urban fringes and marginalised peripheral areas as well as the post- industrial areas. Challenges are linked to several factors notably: i) how to reuse, adapt and transform existing cultural heritage sites and buildings for cultural and social purposes; ii) how to facilitate, delegate and manage investment in cultural heritage sites and buildings in a commercially feasible, environmentally and socially responsible way.

### Financial sustainability

It is difficult for (slow) cities to initiate the process of rehabilitating and maintaining restored buildings or urban areas if they are meant to become social and cultural centers. Main challenges are how to attract funding for the rehabilitation of spaces in case of initiatives with no or low generating revenues, but also how the cultural sector (investments linked to culture and inclusion) may enable the increment of the urban economic status.

### Resilience of cultural and natural heritage

Challenges related to this topic are mostly linked to climate changes and man-made factors, which can threaten the preservation of the tangible and intangible heritage. The challenge for urban areas is three-fold: i) there is a need to safeguard the heritage from possible damage; ii) to improve the quality of cultural heritage and open/green spaces, and iii) to contribute to urban resilience by supporting new quality areas and projects that do not add pressures or constitute potential threats to the environment.

### Integrated & interdisciplinary approaches for governance

Integrated and participatory approaches to bring together actors from all levels of governance and relevant fields are recognised as requirements for embedding the culture and cultural heritage dimensions since the early stages of the urban planning and development programmes. Participatory and bottom-up processes are believed to be the activities needed to enable local stakeholders in bringing out the identities of urban places. Main challenge is "bridging the gap" between urban planning processes and culture and cultural heritage approaches and initiatives.