

Summary of Actions

During its first year, the Partnership on Culture and Cultural Heritage identified its main topics and most relevant areas of concentration. In the following process, 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 this basis, the Partnership developed 11 Actions to be implemented in 2021 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 Sharing Economy

Action Leader: URBACT

Contact: Dr. Laura Colini (laura@tesserae.eu)

This Action acts as a tool for regulating the new spread 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), Mercedes Hernández Martínez (mercedes.hernandez@ayto-murcia.es)

This Action foresees spreading initiatives distributed in the cities in time and space in a way 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 culture and cultural sectors in times of crisis (be it an economic or a sanitary 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), Mercedes Hernández Martínez (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.



Summary of Actions



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

Action Leader: Agency for the Territorial Cohesion, Italy

Contact: Sandra Gizdulich (sandra.gizdulich.esp@agenziacoesione.gov.it), Giovanni Pineschi (giovanni.pineschi.esp@agenziacoesione.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 strictly linked to the circular economy, the green infrastructure and the social inclusion. The idea here is to develop an open source guideline to foster collaborative management practices in cities of all different sizes. Main challenges to overcome are direct assignments to the third sector and sustaining local NGOs and communities.



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

Action Leader: City of Berlin, Germany

Contact: Daniel Deppe (daniel.deppe@kultur.berlin.de)

The Action tackles the functional decline of public libraries enhancing their importance for digital transition, social inclusion and all other possible functions based on innovative ways to modernize these spaces and making them the third place.



Action 6: Strategic Plan for the Culture Enhancement in Urban Framework

Action Leader: Agency for the Territorial Cohesion, Italy

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

The objective of this Action is to recompose the entire urban and territorial framework relating to the 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), Alessandra Barbieri (alessandra.barbieri@comune.fi.it)

This Action proposes a support tool that uses data from different sources of technologies and information systems for a prudent policy to redistribute tourist flows and to promote tourist sites. In the end, this will lead to more balanced tourist flows and a better quality of life for the local population, and it will also help to protect heritage sites.



Summary of Actions



Action n.08: Guiding Principles for Resilience and Integrated Approaches in Risk and Heritage Management in European Cities

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

Contact: Lena Hatzelhoffer (lena.hatzelhoffer@bbr.bund.de)

The overall objective of this Action is to foster the integration of urban built heritage into Disaster Risk Management (DRM), 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 for Cultural Heritage and Cultural Activities and for Tourism, Italy

Contact: Giuliana de Francesco (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 the 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)

This Action focuses on how to strengthen the “Dissonant” (or controversial) cultural heritage by integrating it in regional planning and tourism concepts as a fundamental mean 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), Laura Colini (laura@tesseracte.eu)

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

