

# Culture/Cultural Heritage Partnership

## Interactive presentation of Action Plan

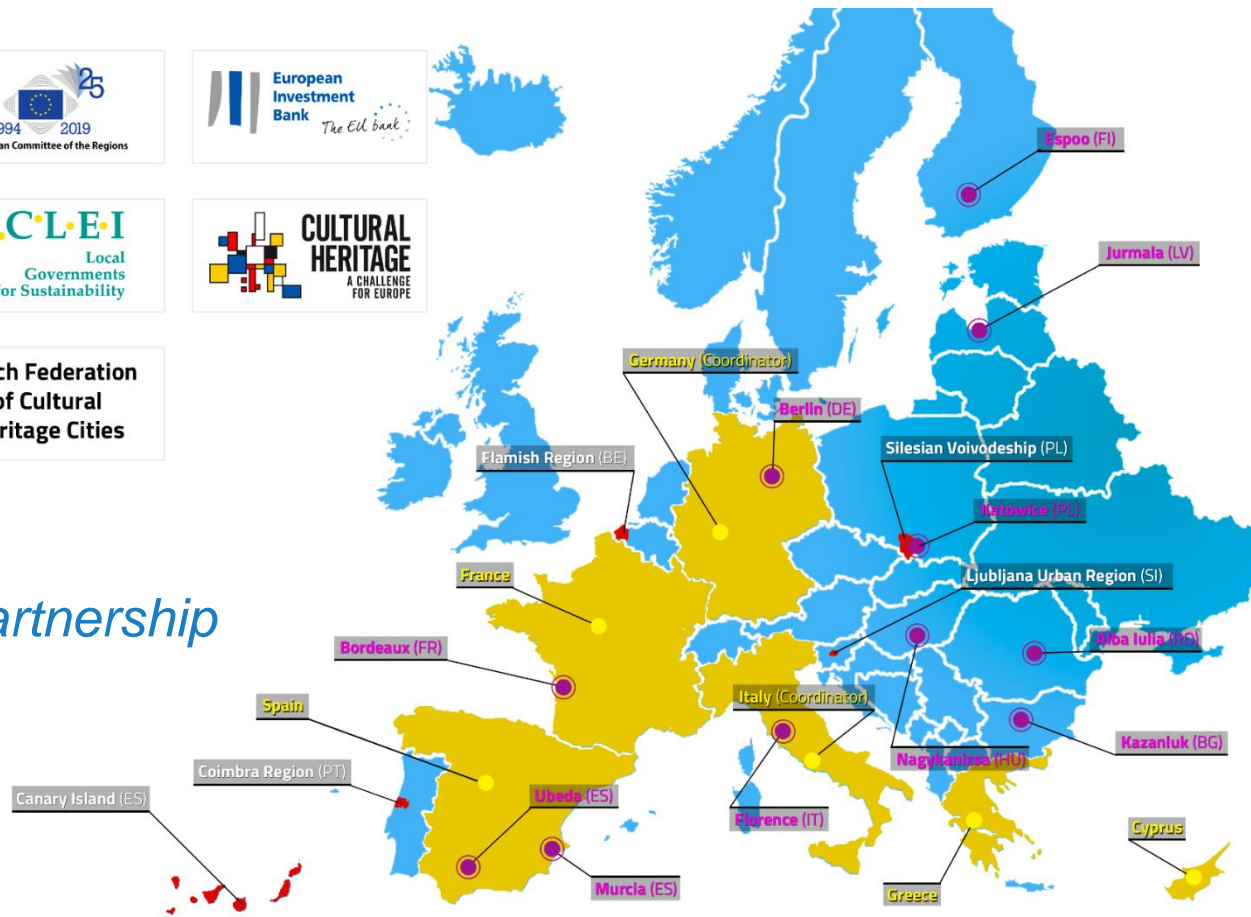
October 2020

- **The Partnership:** who we are and how we work
- **The Action Plan:** our actions and final remarks
- **Questions & Answers:** Please give us your feedback!
- **Next steps:** finalization of Action Plan & Implementation

## Getting to know each other

- Poll 1) **Please let us know about your background. Do you represent... (a local initiative/a city or region/a Member State, the European Commission, other)?**
- Poll 2) **What is your opinion on the following statement?  
"Culture and Cultural Heritage contribute widely to the quality of life in our cities and help make them resilient, also against pandemics." (agree/disagree)**

# Who we are



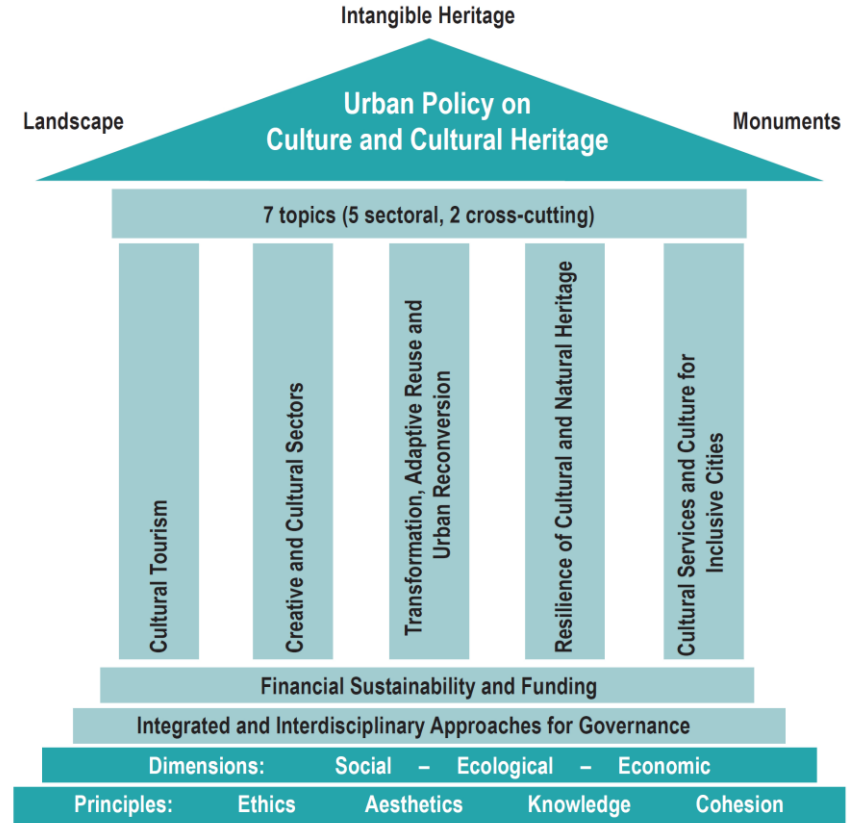
## Broad and multi-level Partnership

- MEMBER STATES
- REGIONS
- CITIES

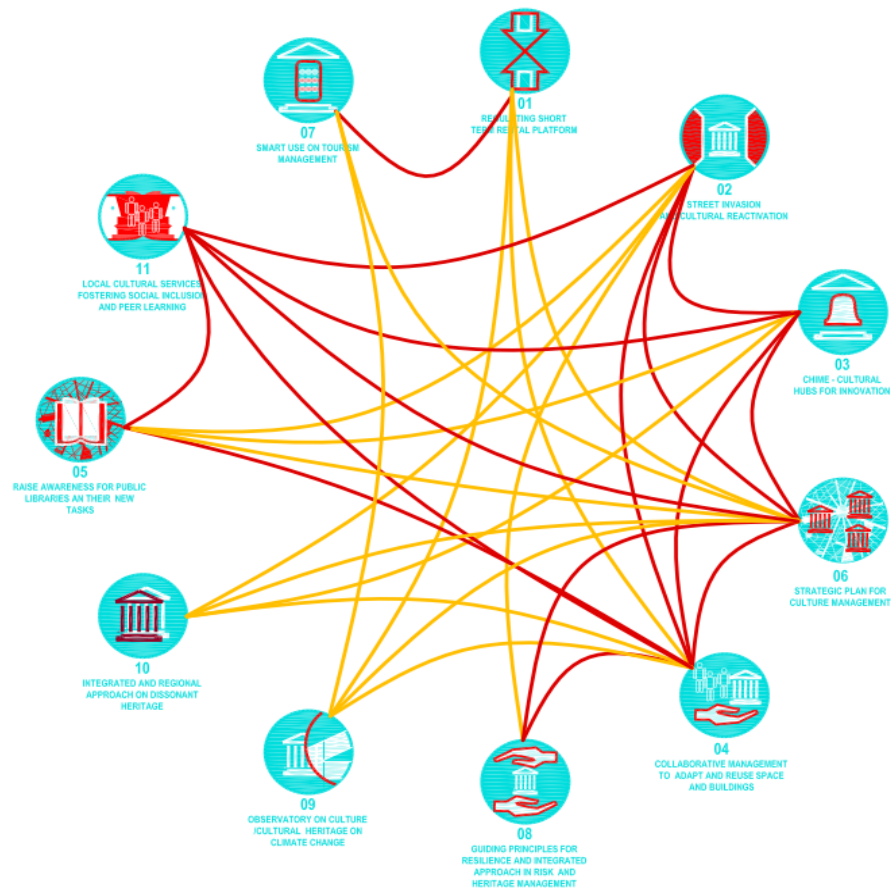
# The approach

*Seven pillars for urban policies based on Culture and Cultural Heritage*

5 sectoral  
2 cross-cutting topics



# The Actions



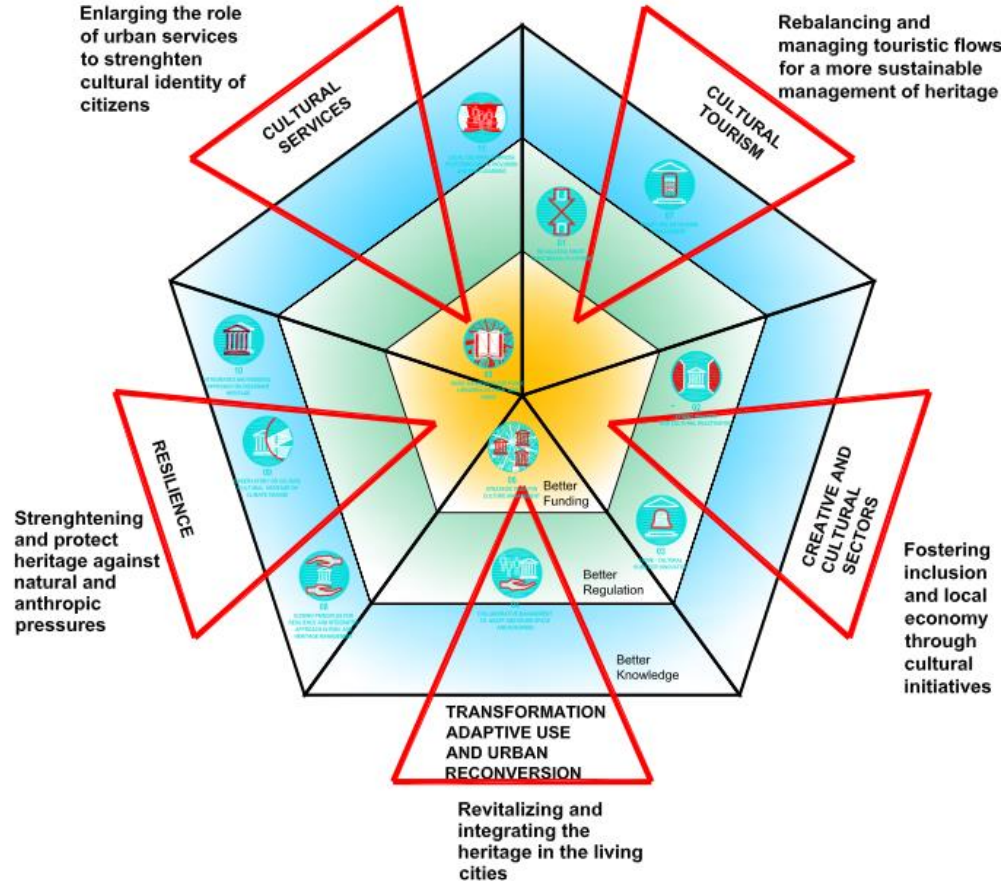
*11 interlinked Actions*

# 6

## The strategy for the Action Plan

### THE PENTAGON STRATEGY SCHEME

The Action Plan organizes the themes into five integrated and mutually interrelated strategies.





# Action 1

## Regulating Short Term Rental (STR) Platform in cities

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- **Main Objectives:**
    - To propose EU better regulatory framework for STR that ensure sustainable tourism without negative impacts on cities and their inhabitants
  - **Main Activities:**
    - An analysis of STR regulations in different European cities (sample of URBACT cities and the cities from the EU UA culture and cultural heritage partnership)
    - Mapping the changes, the new trends and the impacts of the STR in those cities during COVID-19
    - Organising ad hoc peer exchange events among cities to collect demands for better regulations
    - Drafting and proposal of guidelines for revising the existing regulations at the EU level with the support of external legal expertise
  - **Main Outputs:**
    - Report on the state of the art
    - Peer exchange among cities
    - Drafting of proposal for better regulation
  - **Action Leader:** URBACT
- Action members:** City of Florence, City of Bordeaux (asked the involvement and collaboration of other members of EU UA culture and cultural heritage partnership)





# Action 2

## Cultural Street Invasion, the local and European identity

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- **Main Objective(s):**

- Atomise culture in the public domain to reconquer public spaces and cultural heritage, supported by a micro-financing scheme and promoting European values and identity.
- A model to Re-activate culture and cultural sectors in times of crisis, by means of structured and planned cultural procurement through municipal spending.

- **Main Activity:**

Designing and implementing an integrated Cultural Governance Model and redefine the roles, functions and designs of public spaces for Culture Consumption, with calls for projects to generate production/creation in C/CH affected by COVID-19 crisis.

- **Main output:**

Multiple tools and guidelines, specific methodologies, micro-funding scheme and pilot, good practice catalogue, micro-funding programme for resilient public spaces and a Procurement Model for incentivising culture production through public procurement in times of crisis.

- **Action Leader(s) and Action members:** Municipality of Murcia (ES); Nagykanizsa Municipality (HU); Canary Islands Regional Government (ES); Regional Development Agency of Ljubljana Urban Region (SI); & additional partners



## Action 3

# Cultural Hubs for Innovation, Modernisation and Enhancement

- **Main Objective(s):**
  - Create Creative Hubs to strengthen artistic production and innovation, supporting local economy and cultural offer, promoting culture to enhance local identities and as a launch-pad for cultural and creative sector projects and initiatives.
- **Main Activity:**

Design and Implement a cultural artistic production and job creation model based on "Cultural Testing Tubes" including physical spaces and an artist support framework.
- **Main output:**

Various methodologies, guidelines, models and strategies (e.g. management, citizen engagement, from test to business model, etc.), toolkits, physical spaces with equipment and resources, working groups, online platform, and artistic production in pilots.
- **Action Leader(s) and Action members:** Municipality of Murcia (ES); Canary Islands Regional Government (ES) & additional partners

## Action 4

# Collaborative Management to adapt and reuse spaces and buildings for cultural and social innovative development

- **Main Objective:**  
Smooth processes of adaptive re-use of spaces (“common good”) through forms of collaborative management
- **Main Activities:**
  - 1) Analysis of existing present practices (H2020: ROCK, CLIC, Open Heritage, ARCH + NOP METRO) and local regulations (TO, BO, NA);
  - 2) Proposal of a model (operational scheme) to smooth collaborative management processes.
- **Main Outputs:**
  - 1) Create an “open source” tool/model to be used by all cities;
  - 2) Present a better regulation proposal (in case an expert lawyer is provided).
- **Action Leader:** Italy (ACT)  
**Action members:** Bordeaux, ICLEI, Italy (MiBACT), Florence, Silesia Region, Flanders Heritage, URBACT, Regional Development Agency of the Ljubljana Urban Region



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## Action 5

# Raise awareness for public libraries and their new tasks on a European and National Level

- **Main Objectives:**

- raise awareness for public libraries, their new tasks and their contribution to successful social urban development on a European and national level
- involve public libraries in European policies, programs and initiatives and help them to become places for the entire European society and key institutions for democratic participation

- **Main Activities:**

- 1) document analysis on public libraries
- 2) survey and analysis of financial funding for change processes in public libraries
- 3) examination of best practice examples on modern libraries as “Third Places”

- **Main Outputs:**

- 1) paper on the role of libraries in various policy fields
- 2) analysis on change processes in public libraries
- 3) list of recommendations to the European level

- **Action Leader:** City of Berlin

**Action members:** City of Espoo, URBACT

# Action 6

## Urban Strategic Plan for culture and cultural heritage enhancement

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- **Main Objectives:**

The Action Plan for the Urban Culture fosters the better management, enhancement and protection of the urban cultural heritage considered as an urban ecosystem.

The action will setup an innovative model of planning tool aimed at:

- **Main activities:**

- recognizing all the forms of cultural heritage laying in the cities and in the surrounding territory;
- defining a model of strategic plan for the enhancement of existing heritage by coordinating investments, direct and indirect support of local economies; this model will be setup by combining all urban culture fragments in a coherent and effective strategy of heritage enhancement at local level (recomposing funding of local, national, ESIF funds)

- **Main outputs**

- Model of Urban strategic Plan for Culture
- Practices collection on Culture - based planning

- **Action Leader:** Italian Agency for the Territorial Cohesion (ACT)

**Partners:** City of Katowice; Greece; City of Bordeaux; ICLEI; Italy (MiBACT); Germany; Flanders Heritage; Federation Dutch Heritage Cities, URBACT, Cyprus.



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## Action 7

# Data collection and smart use applied to the management of tourist flows

- **Main Objectives:**
  - To become Smart Destinations by promoting sustainable and “safe” tourism
  - To balance tourist flows - overcrowded destinations/less visited sites
- **Main Activities:**
  - Update the knowledge base with qualitative performance data and indicators (e.g. new version of the ETIS kit)
  - Provide and test useful IT tools based on data analysis to orient visitors flows (aimed at increasing the quality of tourist experience, discovering hidden sites, contributing to reduce health risks...)
- **Main Outputs:**
  - Suggestion for European Guidelines for a smart and sustainable tourist offer planning
  - Event to present the new IT tool pilot test and workshop to enable the replication in different territories and at different scale (addressing issues such as interoperability, data ownership, privacy, security..)
- **Action Leader:** City of Florence  
**Action members:** JRC, MiBACT, Coimbra Region, City of Murcia



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# Action 8

## Guiding Principles for Resilience and Integrated Approaches in Risk and Heritage Management in European Cities

- **Main Objective(s):**
  - Link urban built heritage and disaster risk management in European cities
  - Develop recommendations for European cities to foster the development and implementation of integrated approaches and disaster risk management plans in the field of risk and heritage management.
- **Main Activity:** Workshop with various actors and stakeholders from relevant sectors (e.g. heritage management, urban development, risk and catastrophe management, local organisations)
- **Main output:** Short publication with guiding principles for an integrated approach in risk and heritage management for European cities as well as recommendations about how to adjust the general principles to specific local situations.
- **Action Leader:** Germany  
**Action members:** City of Bordeaux, Cyprus, ICLEI Europe & additional partners



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## Action 9

# Observatory on culture/cultural heritage and climate change in the urban framework

- **Main Objectives:**
  - Prepare the establishment of a European Observatory as multilevel laboratory, to share visions and practices, needs and opportunities and start experimental actions on climate change, c/ch
  - Help c/ch benefit from the European Green Deal and prevent risks of loss of ch values in the renovation wave; explore the potential for c/ch to drive climate action and support transitions to sustainable development
  - Support implementation of integrated climate adaption plans including c/ch the local planning context
- **Main Activities:**
  1. Mapping policy and regulatory framework, main actors, initiatives and networks; collecting relevant documentation (scientific literature, policy papers, technical documents...)
  2. Identifying scope, purpose, functions, organisational structure of the Observatory and building its network.
- **Main Outputs:**
  - Mapping documents published online
  - Observatory preparation completed (scope, purpose, functions, structure, network, legal body)
- **Action Leader:** MiBACT (IT)  
**Action members:** Bordeaux; Flanders Heritage; Silesia; Cyprus; URBACT; JRC, ACT (support)



# Action 10

## Integrated approaches to Dissonant Heritage

- **Main Objectives:**
    - To increase public awareness of the social and economic potential of dissonant heritage
    - To contribute to the education of culture, history and politics and to democracy building
  - **Main Activities:**
    - Awareness raising and communication, knowledge sharing and expansion of network of stakeholders and sites
    - Development of local and regional strategies using 2-5 local pilots
    - International workshop/conference
  - **Main Outputs:**
    - Database/mapping
    - “Manifesto”, “Charta” or “toolbox” with principles and recommendations
  - **Action Leader(s):** Germany
- Action members:** France, Federation Dutch Heritage cities, City of Kazanlak, European Investment Bank Institute, Cyprus + others



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## Action 11

# Local cultural services fostering social inclusion: Identification of cities' research needs and peer-learning activities

- **Main Objective(s):**  
support local policy making by better understanding what are the learning needs of policy makers on topics linking culture & social inclusion and by sharing knowledge
- **Main Activities:**  
surveying leaders of culture & heritage departments of European cities' administrations; analysis of results; peer-learning activities between local policy makers on culture & social inclusion
- **Main Outputs:**  
List of research needs on of cities' cultural administrations on culture & social inclusion; methodology for peer-learning activities (online and onsite)
- **Action Leaders:** EUROCITIES & Urbact  
**Action members:** Florence, Espoo, Berlin, Bordeaux, Italian government, other partners TBC.

## **FOSTERING A BROADER UNDERSTANDING of culture and cultural heritage in European cities**

It is of utmost importance to mainstream and implement a broader understanding of European cities as well as of culture and cultural heritage.

## **PROTECTING VALUE and democracy**

Culture and cultural heritage can make fundamental contributions to building and protecting democracy in Europe on various levels.

## **INCREASING RESILIENCE of culture, cultural heritage and European cities**

Culture and cultural heritage play an important role in increasing resilience of European cities – especially against the background of the COVID-19 pandemic, but also concerning climate change.

## **PROMOTING INTEGRATED APPROACHES in practice and funding**

The Partnership would like to emphasise the importance of integrated approaches in urban development in order to foster and promote culture and cultural heritage in European Cities.

**PUTTING CULTURE AT THE CENTER OF THE SOCIO-ECONOMIC DEVELOPMENT OF CITIES** through policies aimed at inclusion, solidarity and knowledge of the communities that inhabit them, this implies that heritage must be considered as a founding environment for profitable and lasting international relations.

**MAKING CULTURE AND URBAN HERITAGE MORE USABLE and ACCESSIBLE** by all social groups by ensuring access, use and its production as a collective good and as a basic right.

# Thank you for your attention!



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