

Culture/Cultural Heritage Partnership

UDG - 14 october 2022



Federal Ministry
for Housing, Urban Development
and Building



*Agenzia per la
Coesione Territoriale*



MINISTERO
PER I BENI E
LE ATTIVITÀ
CULTURALI

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- Composition and Approach

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The partnership

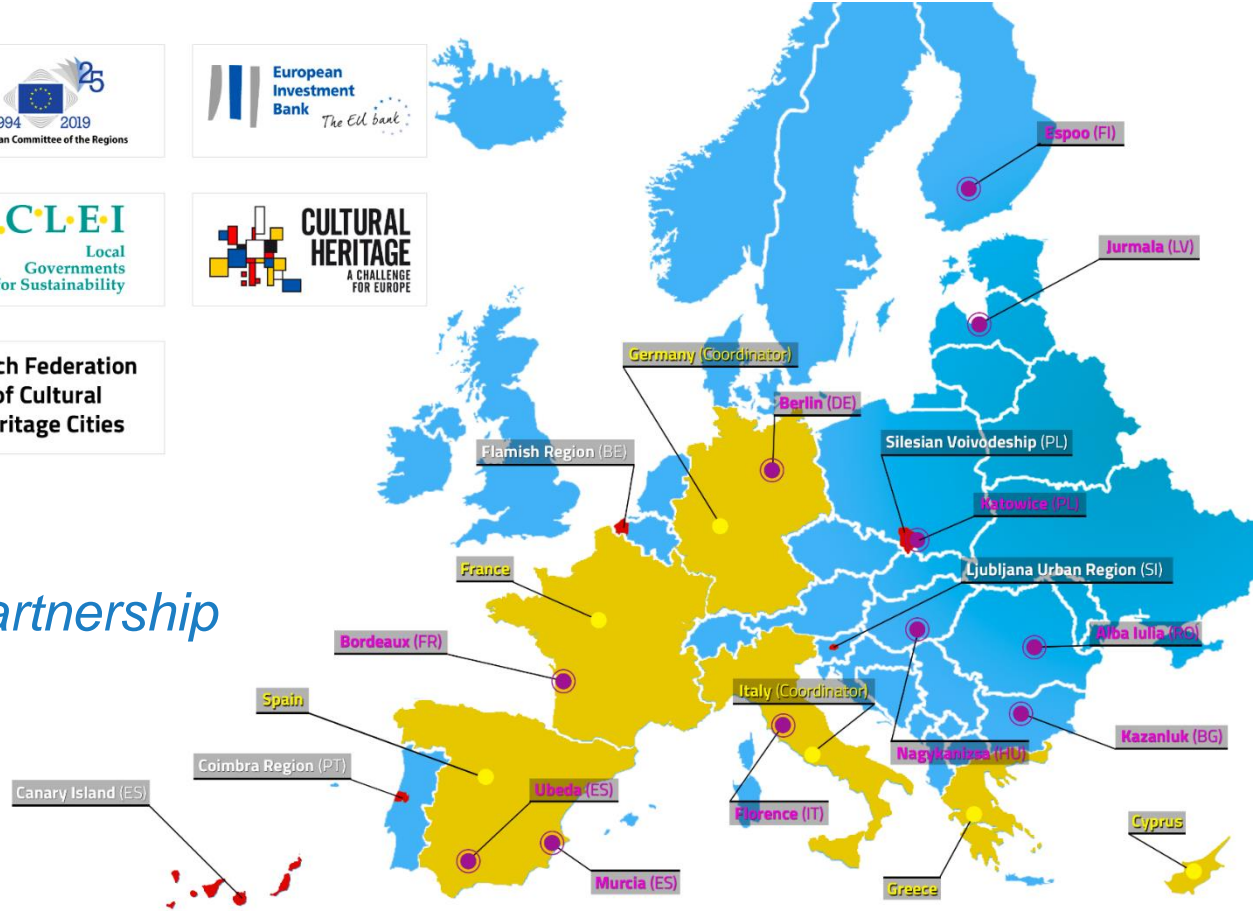


Who we are



Broad and multi-level Partnership

- MEMBER STATES
- REGIONS
- CITIES



ORIENTATION PAPER

A common understanding and a common framework for actions



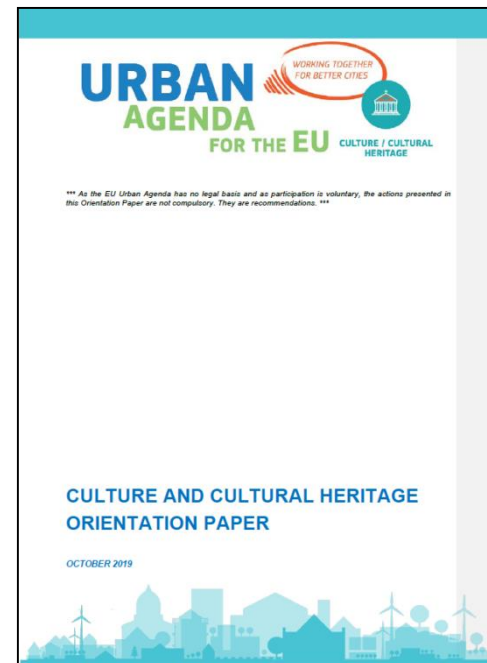
as a social
resource



as an economic
resource



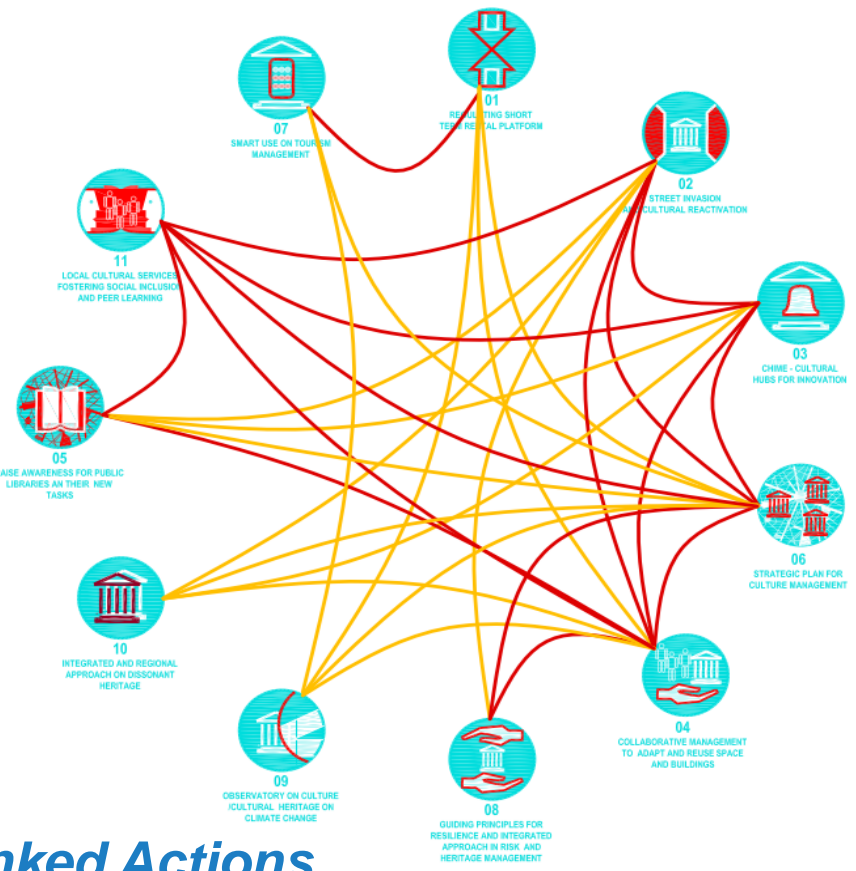
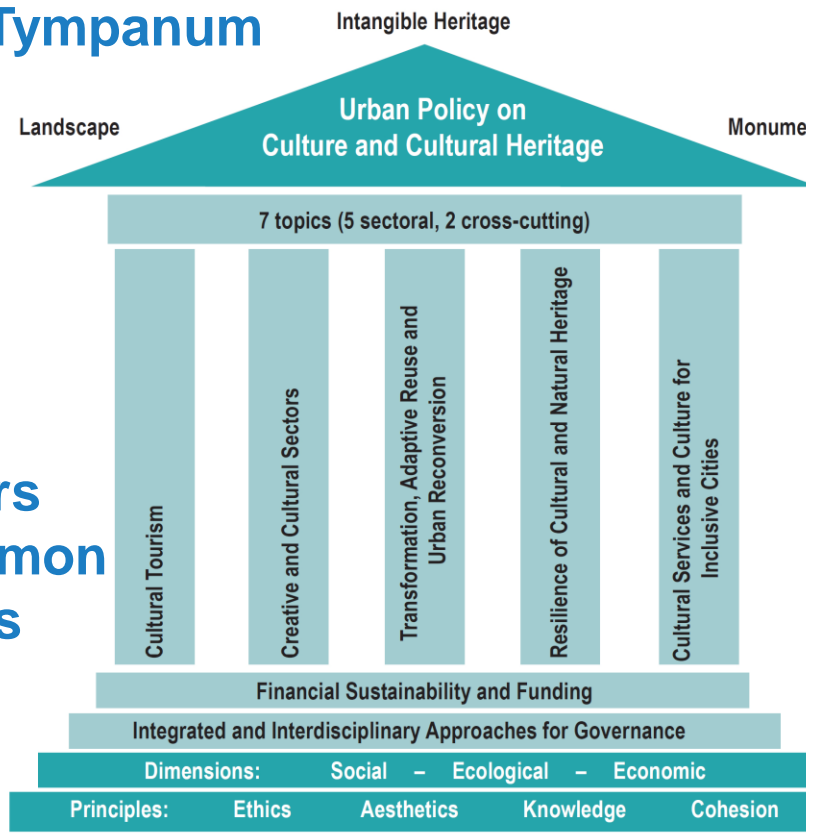
as an ecological
resource



THE APPROACH

THE ACTIONS

Tympanum



From topics (Greek Façade) to 11 interlinked Actions

The thematic Working Groups

The working groups have steered the challenges into design ideas



Reconversion for who?



WG1: Cultural Tourism (Florence)

WG2: Creative and Cultural Services (Murcia)

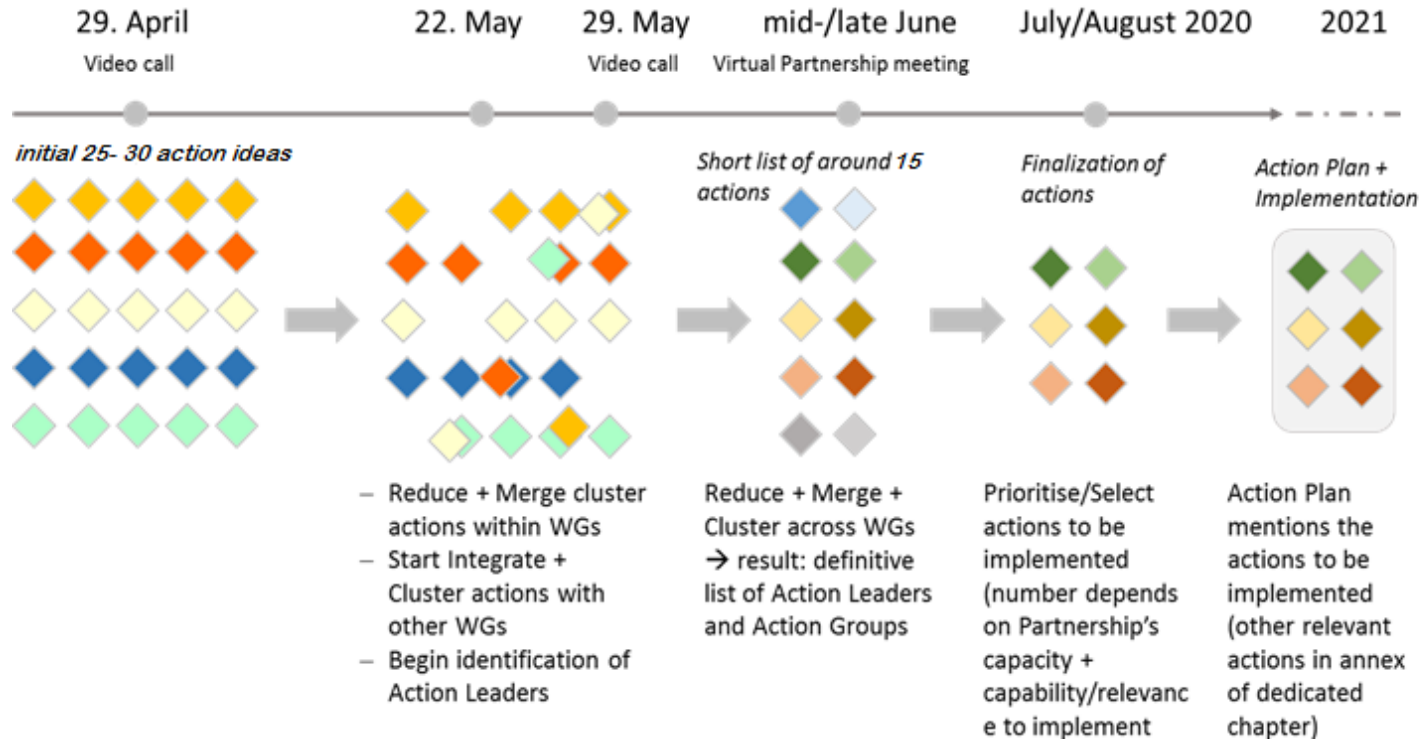
WG3: Transformation, adaptive reuse and Urban reconversion (IT, ACT)

WG4: Resilience of Cultural and Natural Heritage (D)

WG5: Cultural Services and Culture for Inclusive Cities (Berlin, Canary Islands, Eurocities, Espoo)

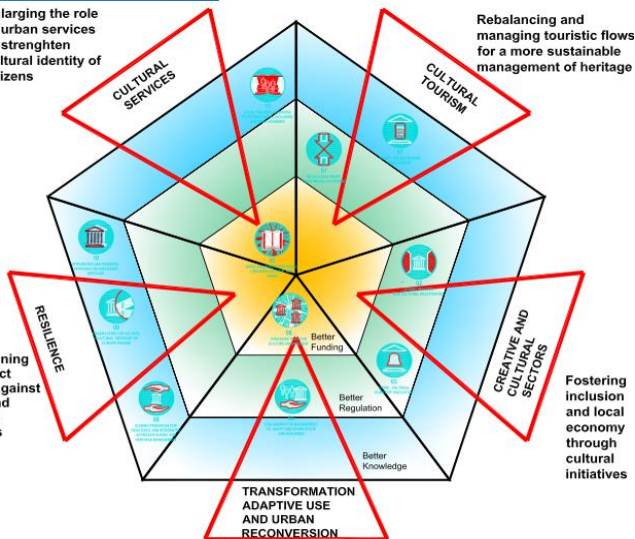
The process of defining the actions

Partnership merged and clustered actions



THE PERSPECTIVE

Towards an integrated urban policy using culture and cultural heritage as a driver for sustainable development and inclusive growth



Enlarging the role of urban services to strengthen cultural identity of citizens

Rebalancing and managing touristic flows for a more sustainable management of heritage

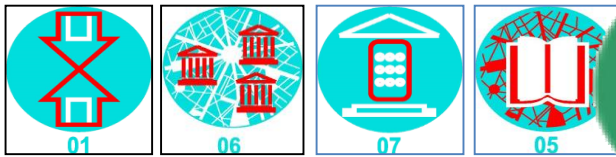
Towards an integrated urban policy using culture and cultural heritage as a driver for sustainable development and inclusive growth

Strengthening and protect heritage against natural and anthropic pressures

Fostering inclusion and local economy through cultural initiatives

Revitalizing and integrating the heritage in the living cities

Giving a cultural perspective as a whole for urban development



MANAGING

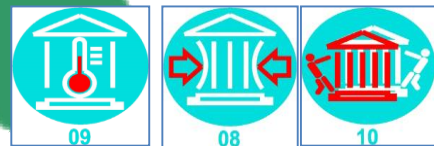
Ensure a living use and access to culture and cultural heritage to citizenship



PLANNING

RESILIENCE

Protecting and enhancing the value of cultural heritage and culture in our cities



From Actions/Strategies to Operations & Recommendations

to know more.... 11+1 booklets



**AT CCH
LEVEL**

**AT COMMON
ACTIONS
LEVEL**



PARTNERSHIP PERSPECTIVE

PLANNING



MANAGING



RESILIENCE



11 BOOKLETS for...

RESULTS AT EACH ACTION LEVEL

All 11 +1 booklets are downloadable here: <http://www.ponmetro.it/home/organizzazione/the-partnership-on-culture-cultural-heritage-of-the-urban-agenda-for-the-eu/>

... etc.

Results by Action

Cultural Hubs for Innovation, Modernisation and Enhancement (CHIME) Action 3

Objective: To support the development of cultural hubs in urban areas, fostering innovation, modernisation and enhancement.

Results and next steps: The CHIME hubs have been established in various urban areas, providing a platform for cultural activities and innovation. The next steps include expanding the network of hubs and promoting their activities.

Collaborative Management to Adapt and Revive Spaces and Buildings for Cultural and Social Innovative Developments

Objective: To explore collaborative management models for the adaptation and revival of urban spaces and buildings for cultural and social innovative developments.

Results and next steps: The project has identified several collaborative management models that can be applied to urban spaces and buildings. The next steps include implementing these models and monitoring their impact.

Public Space Design and Planning for a University of National Land

Objective: To explore public space design and planning for a university of national land.

Results and next steps: The project has developed a public space design and planning framework for a university of national land. The next steps include implementing this framework and monitoring its impact.





01

REGULATING SHORT
TERM RENTAL PLATFORM

Action 01 (URBACT)

Regulating Short Term Rental Platform

OBJECTIVE

long term approaches vs emergency:

- move beyond the merely reactive approach to the governance of short-term rentals;
- ensure ability of cities to prevent the risk of an excess of tourism (public policy);
- regulation of the sector combined with a proactive approach (socially supported).

RESULTS

Study (position paper, survey, peer learning) based on URBACT cities + peer learning event.





02

STREET INVASION
AND CULTURAL REACTIVATION

Action 02 Street Invasion (Murcia)

OBJECTIVE

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.

RESULT

A model to Re-activate culture and cultural sectors in times of crisis, by means of structured and planned cultural procurement through municipal spending.





03

CHIME - CULTURAL
HUBS FOR INNOVATION

Action 03 Cultural Hubs (Murcia)

OBJECTIVE

Create Creative Hubs to strengthen artistic production and innovation, supporting local economy and cultural offer, promoting culture to enhance local identities and creative sectors.

RESULTS

Methodologies, guidelines, models toolkits, online platform and artistic production in pilots.





04

COLLABORATIVE MANAGEMENT
TO ADAPT AND REUSE SPACE
AND BUILDINGS

Action 04 (ACT, Italy) collaborative management to re-use/re-adapt

OBJECTIVE

Analysis of practices & local regulations to overcome legal bottlenecks of collaborative management.

RESULTS

Legal toolbox offering operational legal solution (guidelines, models, etc.) to foster these practices.





05

RAISE AWARENESS FOR PUBLIC
LIBRARIES AND THEIR NEW
TASKS

Action 05 (Berlin)

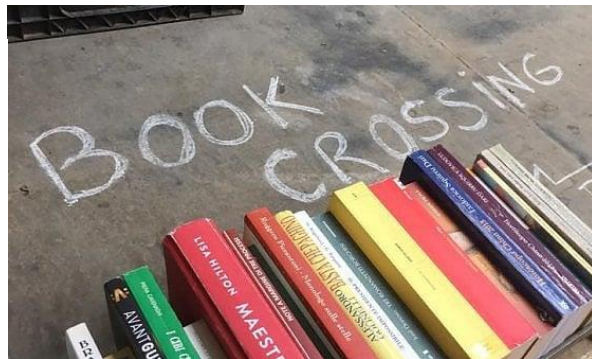
awareness for public libraries and their new tasks

OBJECTIVE

integrate Public Libraries in EU policies, programs and initiatives - help to be places for the entire society and key institutions for democratic participation.

RESULTS

Document analysis and model after survey.





06

STRATEGIC PLAN FOR
CULTURE MANAGEMENT

Action 06 (ACT, Italy)

Urban Strategic Plan for culture & cultural heritage enhancement

OBJECTIVE

development of a strategic, intersectoral and thematic tool of planning and programming to better manage, enhance and protect the urban cultural heritage considered as an urban ecosystem.

RESULTS

model of Urban strategic Plan for Culture as a “driver for the development”.



Action 7 (Florence)

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

07

SMART USE ON TOURISM
MANAGEMENT

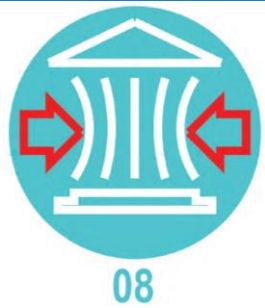
OBJECTIVE

Smart Destinations promoting sustainable and “safe” tourism
Balance tourist flows: overcrowded /less visited sites.

RESULTS

Suggestions 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 8 (Germany)

Guiding Principles Resilience

OBJECTIVE

Link urban built heritage and disaster risk management in cities.

RESULTS

Guiding principles for an integrated approach in risk and heritage management for cities as well as recommendations about how to adjust the general principles to specific local situations.



Amatrice town destroyed by the earthquake. Photo © Legali Firenze/epost





09

OBSERVATORY ON
CULTURE/CULTURAL HERITAGE
ON CLIMATE CHANGE

Action 9 (MIC, Italy)

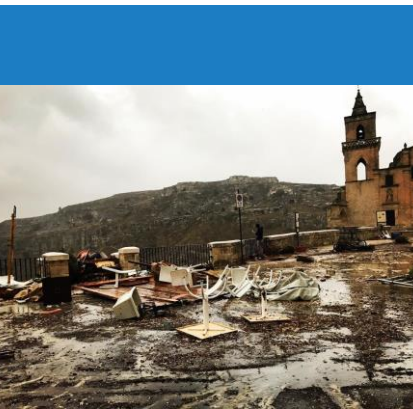
Observatory on Culture/Cultural Heritage Climate Change

OBJECTIVE

Analysing regulations and recommendations.

RESULTS

Feasibility study for creating an Observatory at EU level.





10

INTEGRATED AND REGIONAL
APPROACH ON DISSONANT
HERITAGE

Action 10 (Germany)

Integrated approaches to Dissonant Heritage

OBJECTIVE

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.

RESULTS

Database/mapping & “toolbox” with principles and recommendations.





11

LOCAL CULTURAL SERVICES
FOSTERING SOCIAL INCLUSION
AND PEER LEARNING

Action 11 (Eurocities + URBACT)

Local Cultural Services



OBJECTIVE

Provide evidence about research topics linking culture and social inclusion for local governments to use.

RESULTS

Rise cities voices to CE to programme (Horizon Europe 2021-2027) including a new thematic cluster entitled 'Culture, Creativity and Inclusive society'.



-3-

Recommendations by Partnership



1

CCH in cities require
A BROADER UNDERSTANDING

Recommendations at CCH level

2

CCH are the starting point for **INTEGRATED
APPROACHES TO URBAN DEVELOPMENT**

3

CCH increase
RESILIENCE in European cities

4

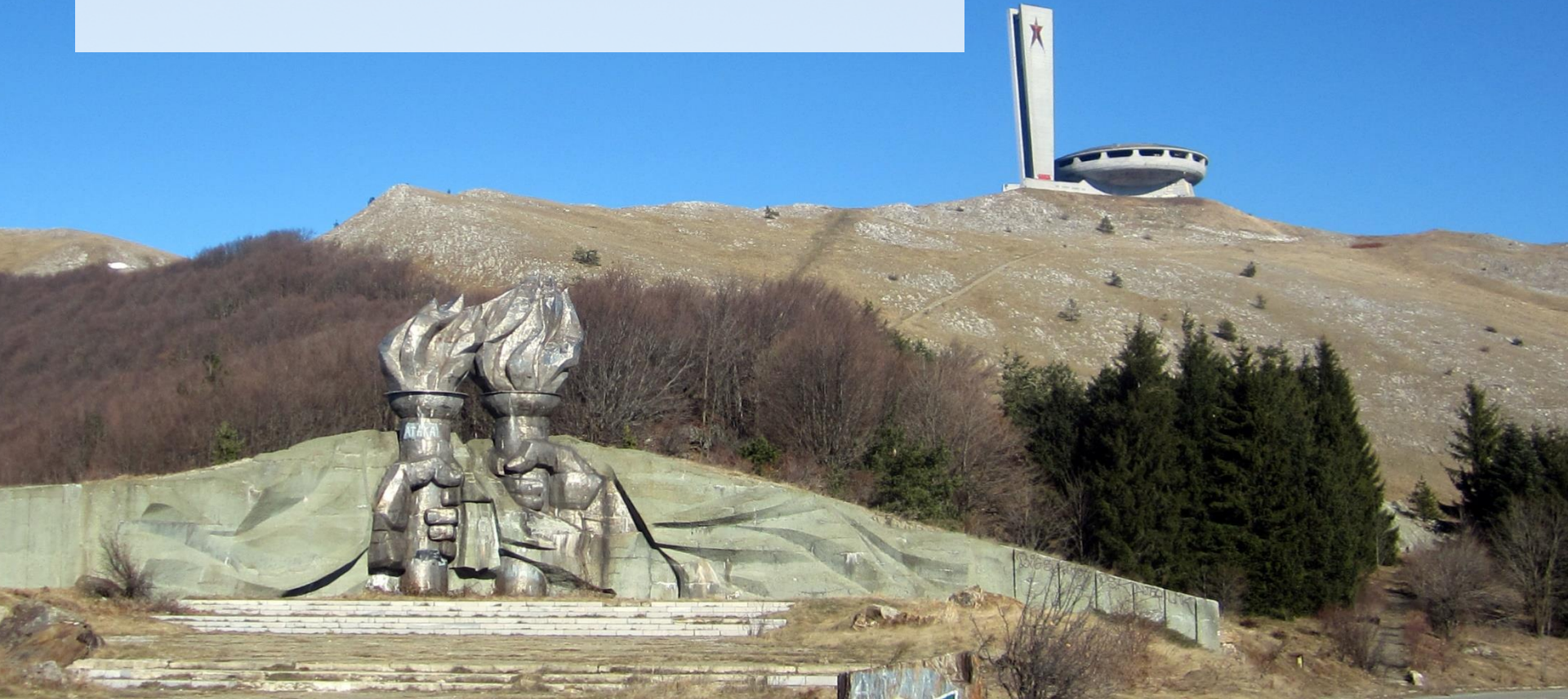
CCH support
TERRITORIAL COEHSION

5

CCH support the
BUILDING OF IDENTITY AND DEMOCRACY



Culture and cultural heritage in European cities require
A BROADER UNDERSTANDING



**Culture and cultural heritage are the starting point for
INTEGRATED APPROACHES TO URBAN DEVELOPMENT**



Culture and cultural heritage increase
RESILIENCE in European cities



Culture and cultural heritage support
SOCIAL INCLUSION AND TERRITORIAL COEHSION



Culture and cultural heritage support the
BUILDING OF IDENTITY AND DEMOCRACY



Findings from the final meeting in Rome (june 2022)



MESSAGES FROM THE INTERACTION

- The CCH Partnership is still alive and like to keep on working
- Members are not forcedly the very first ones
- Results drafted to underline specificities and strong messages
- Dissemination & Communication on Rome output before end 2022





LOTS OF NEW TOPICS STILL TO EXPLORE

- Digitalisation & CCH (the impact of virtual visits...)
- Manage Data in real time for CCH (the ones private!!!)
- Fake news and propaganda... cities/agorà
- Promoting talent & cultural skills
- CCH is a link among cities and rural areas
- Biodiversity as the highest Heritage ...

Thank you for your attention!

URBAN
AGENDA

FOR THE EU



CULTURE / CULTUR
HERITAGE



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Coesione Territoriale*



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