

Policy Learning Platform on environment and resource efficiency

Workshop brief

**CULTURAL HERITAGE FOR SUSTAINABLE DEVELOPMENT
IN CITIES AND REGIONS IN EUROPE**

20 JUNE 2018, BERLIN, GERMANY





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Summary

The Policy Learning Platform on environment and resource efficiency organised a thematic workshop on cultural heritage for sustainable development in cities and regions in Europe. The one-day workshop took place on 20 June 2018 in Berlin and was part of the programme of the [European Cultural Heritage Summit](#) that took place from 18-24 June 2018 in Berlin with the motto “Sharing Heritage – Sharing Values”.

The workshop brought together Interreg Europe project partners and other relevant European networks and programmes to discuss the latest developments in the topic and how Interreg Europe projects can contribute to regional efforts towards better protection, preservation and valorisation of cultural heritage. The thematic workshop was the first concrete opportunity for Interreg Europe projects dealing with cultural heritage to exchange approaches and practices and discuss ideas and actions for future cooperation.

Representatives of eleven Interreg Europe projects participated in the event. At the same time, several external European networks and programmes (*Europa Nostra*, *INTERACT*, *EUROCITIES*, *Interreg Alpine Space Programme* and *Interreg South and West Europe Programme*) as well as representatives of Interreg Europe's Secretariat contributed with their knowledge and expertise to the discussions.

A number of follow-up actions have identified and are presented in the concluding part of this document.

Next events:

- A [lunchtime briefing](#) will be organised at the Committee of the Regions in Brussels on 13 September focused on promoting the good practice database. All members of the community are invited to attend or follow the livestream.
- The annual networking event of the Interreg Europe Policy Learning Platform will be organised in the framework of the European Week of Regions and Cities which will be held on 8-11 October 2018 in Brussels.
- The next thematic workshop under Environment and resource efficiency theme of the Policy Learning Platform is planned for first half of November and will be dedicated to natural heritage.
- An event organised by the Austrian Presidency of the Council of the European Union will take place in Vienna on 5 December 2018 to mark the closure of the European Year of Cultural Heritage. Interreg Europe projects dealing with cultural heritage are welcome to attend and are invited to save the date.











Introduction

The Interreg Europe Policy Learning Platform organised a thematic workshop on the topic of cultural heritage for sustainable development in cities and regions in Europe. The workshop was held in Berlin on 20 June 2018. The aim of the event was to pave the way for synergies between the Interreg Europe projects working on the topic of cultural heritage. Consequently, the participating project representatives were invited to discuss and share their good practices and interesting approaches, learn more about the European framework and start a networking and exchange process among projects. They also have the possibility to discuss ideas and actions for future cooperation and how the Interreg Europe Policy Learning Platform could help them to improve the effectiveness of regional policies with regards to cultural heritage.

Participation

Representatives of eleven Interreg Europe projects dealing with the topic of cultural heritage participated in the event:

 CD-ETA Interreg Europe	Collaborative Digitalisation of Natural and Cultural Heritage https://www.interregeurope.eu/cd-eta/
 CHRISTA Interreg Europe	Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions https://www.interregeurope.eu/christa/
 HERICOAST Interreg Europe	Management of heritage in coastal landscapes https://www.interregeurope.eu/hericoast/
 CRinMA Interreg Europe	Cultural resources in the mountain areas https://www.interregeurope.eu/crinma/
 Cult-RInG Interreg Europe	Cultural Routes as Investment for Growth and Jobs https://www.interregeurope.eu/cult-ring/
 Green Pilgrimage Interreg Europe	Green Pilgrimage Supporting Natural and Cultural Heritage https://www.interregeurope.eu/greenpilgrimage/
 SHARE Interreg Europe	Sustainable approach to cultural Heritage for the urban Areas Requalification in Europe https://www.interregeurope.eu/share/
 Innocastle Interreg Europe	Innovating policy instruments for preservation, transformation and exploitation of heritage castles, manors and gardens https://www.interregeurope.eu/innocastle/



	Creating opportunities for regional growth through promoting Cultural heritage of fishing communities in Europe https://www.interregeurope.eu/cherish/
	Thematic Trail Trigger https://www.interregeurope.eu/threet/
	Preservation and promotion of cultural and natural heritage through Greenways https://www.interregeurope.eu/ourway/

At the same time, several external European networks and programmes (*Europa Nostra*, *INTERACT*, *EUROCITIES*, *Interreg Alpine Space Programme* and *Interreg South and West Europe Programme*) as well as representatives of Interreg Europe's Secretariat contributed with their knowledge and expertise to the discussions.

Sessions

The event agenda is included in Annex A, and all presentations from the day are available [via the Policy Learning Platform](#).

The workshop started with an official welcome from Interreg Europe programme Joint Secretariat, Interreg Europe's Regional Contact Point for Berlin at the Senate Department for Economics, Energy and Public Enterprises, as well as the Policy Learning Platform. Taking up the call for interregional learning expressed during the welcome speeches, the thematic experts of the platform introduced the audience to the objectives of the event and gave the floor to the participants for an interactive introduction round.



Overview of thematic issues addressed by Interreg Europe projects dealing with cultural heritage

Mr. Ruslan Zhechkov, thematic expert on environment and resource efficiency presented an overview of the main thematic issues addressed by Interreg Europe projects dealing with cultural heritage. In addition, the main EU policy instruments were mentioned and how the topic of cultural heritage is covered in the current Cohesion policy and prospects for EU post 2021 Cohesion policy.



Key challenges addressed by Interreg Europe projects dealing with cultural heritage:

Landscape vulnerability	<ul style="list-style-type: none"> Coastal landscape vulnerability to the effects of changing patterns (HERICOAST) Degradation of the quality of life in town centres (SHARE) Pressures on fishing communities in coastal areas (CHERISH) Fragmentation and division of cultural landscapes and heritage fragmented and divided (EPICAH)
Pressures on cultural heritage	<ul style="list-style-type: none"> Visitors cause tensions with heritage conservation (SWARE) Heritage assets in danger of neglect (CHRISTA) Infrastructure and tourism threaten the integrity of sites (SHARE) Insufficient protection of cultural heritage in the mountain. (CRinMA)
Valorising cultural heritage	<ul style="list-style-type: none"> Heritage assets not sufficiently used for sustainable tourism development (CHRISTA) Insufficient capacity to exploit the benefits of existing Cultural Routes Cult-RInG) Cross-border natural and cultural heritage not sufficiently valorised (EPICAH) Insufficient promotion of cultural heritage in the mountain. (CRinMA) Lacking knowledge and capacity to promote, connect and market (INNOCASTLE) No models and good practices for the protection and maintenance of Greenways; (ONE WAY) Unexploited potential of regional eco-tourism due to limited intermodal connections (ThreeT)
Policy integration and governance	<ul style="list-style-type: none"> Separation of economic policies and environmental policies (Green Pilgrimage) Insufficient integrated strategy development (SWARE) and governance (INNOCASTLE) Lack of solid multi-level governance and fragmented governance structures (SWARE)



	<ul style="list-style-type: none"> ▪ Fragmented governance structures without proper cooperation forms (SWARE) ▪ Lack of common cross-border strategies, cooperation and knowledge sharing (EPICAH) ▪ Natural and cultural heritage dissociated in separate offers (SWARE) ▪ Insufficient coordination among the different key actors (OUR WAY)
Policy innovation and policy quality	<ul style="list-style-type: none"> ▪ Policies do not support innovative approaches (CHRISTA) ▪ Outdated policies (INNOCASTLE) ▪ Multi-level, multi-sectoral policies needed (INNOCASTLE) ▪ Low quality of public policies in the cultural heritage sector (KEEP ON)
Digital knowledge	<ul style="list-style-type: none"> ▪ Lack of digital knowledge (Green Pilgrimage) ▪ Low penetration of digital approaches (CD-ETA) ▪ Lack of organisational capacity and understanding for benefits from digital (CD-ETA) ▪ No common approach or standard on digitalisation of heritage (CD-ETA) ▪ Insufficient habitat mapping and heritage inventories (SWARE)
Financing	<ul style="list-style-type: none"> ▪ Traditional approach of state-funded preservation of isolated sites inadequate (HERICOAST) ▪ Hard to sustain the effects of investments (KEEP ON) ▪ Access to funding for project sustainability (KEEP ON) ▪ Lack of efficient financing (INNOCASTLE) ▪ Shortage of financial resources (FINCH)

Good practices from Interreg Europe projects

This session included short presentations of good practices identified by four Interreg Europe projects highlighting the advantages and innovative elements of each practice, impact, factors for success as well as limitations. In line with the objective of the workshop to foster thematic exchanges between cultural heritage experts and policy-makers, the presenters focused on the features and results of the presented good practices. The presentations were followed by a discussion with the audience. The following good practices were presented:

Museums without border: historical and cultural heritage as a capital of tourism in cross-border regions, delivered by Mr. Matúš Goč, CrinMA project

The good practice demonstrated a networking initiative of eight museums in Slovak-Polish cross-border area launched with the aim to create a joint tourism product for travel agencies and individuals. This was the first large networking project of Slovak and Polish cultural institutions (museums) and the first large joint cross-border tourism product. The initiative had positive effect on cultural tourism and raised awareness about cultural heritage in the border area. In addition, the cooperation between cultural institutions from both sides of the border was strengthened and the partnership between the museums continued after the closure of the project. Hence, the practice can be an inspiration for other border regions willing to present and valorise their cultural heritage in a common manner.





Municipal heritage planning and involvement in Vest-Agder, delivered by Ms. Hege Kristin Martinsen, HERICOAST project

The practice demonstrated how the municipalities in Agder region (Norway) have taken an initiative to develop municipal heritage plans that highlight the importance of heritage as a resource for sustainable development. The practice is interesting for its participatory approach: in many municipalities local associations and volunteers participate in the different working groups giving inputs on the chapters of the plan. This is a good illustration of a bottom-up process contributing to policy development in the field of heritage preservation. In addition, information was provided about another activity in the region: building of preservation centres. The centres aim to provide guidance on restoration for individual house owners and professional craftsmen by focusing on traditional methods, practical rehabilitation and architectural styles. The centres target the craftsman as the primary advisor for private owners and helped to establish constructive dialogue with civil society and strengthened public support for heritage preservation policies.

The Memorie Geografiche project, delivered by Prof. Paola Zamperlin, CD-ETA project

The aim of the project was the creation of a digital environment for preserving, cataloguing and consulting in an efficient way of a vast historical photographic archive conserved at the Florentine Athenaeum, other public conservatories and private collections in Florence, Italy. The collections will be studied, catalogued, digitized and made available via the web thanks to a specially designed environment. The proposed solution is replicable, and a technical infrastructure was developed to allow interoperability with the main European repositories, in particular with Europeana. The digital archive offers a wide range of documents (historical photos about landscapes) and opportunities for knowledge management (joint management of documents preserved in different archives). In some cases, the digitization process allowed the reconstruction of collections that had been scattered over time. The added value of the project goes beyond the creation of an interoperable digital archive: the sources recovered, reorganized and made accessible constitute a database of considerable interest for the study of historical identity landscapes, one of the themes of interest of Horizon 2020 Programme.

How to keep cultural routes updated through digitalisation, delivered by Ms. Susanne Fredriksson, Green Pilgrimage project

The good practice showcased how digital solutions can benefit pilgrimage. Specifically, it was about a website-based application that has been developed by Visit Ostergotland. The application allows users to explore the natural and cultural heritage of a famous pilgrimage route in Sweden, St Birgitta's Trail. An added value of the application is that it enables users to explore the heritage and nature in innovative ways. Besides, it allows local businesses to upload information so that there is regularly business updates for users to access food, accommodation and activities near the trail. Video presenting the web-based application is available [here](#).

Cultural heritage e-book of Interreg programmes and inspiring project examples from Interreg Alpine Space and Interreg Southwest Europe programme

The session included an introduction to the cultural heritage e-book produced by INTERACT and the European Commission (DG Regional and Urban Policy which will be published in July 2018). The book includes 72 EYCH (European Year of Cultural Heritage) labelled projects from 14 CBC, 4 IPA CBC, 7 TN and 1 IR programmes. On 10 October 2018 the INTERACT is organising an event "Coop cult and succeed!" during European week of Regions and Cities in Brussels. The presentation was delivered by Ms. Daniela Minichberger (INTERACT), Ms. Clotilde Mahe (Interreg Alpine Space Programme) and Ms. Andrea Rodríguez (Interreg Southwest Europe Programme).





Session on specific thematic issues

The session included facilitated group discussion on needs and potential synergies between Interreg Europe projects addressing cultural heritage, modes of cooperation, and on the role of the Policy Learning Platform in assisting cooperation. The participants were split in three thematic groups according to the following topics:

- *Cultural routes (Group 1);*
- *Protecting cultural and natural capital (Group 2) and*
- *Local identity and responsible tourism (Group 3).*

Each thematic group started with a short introduction from project representatives to present the projects and ignite ideas for synergies and cooperation.



Key points from the discussion:

Group 1: Cultural routes

- As the result of intensive exchanges between the representatives of ThreeT, INNOCASTLE, Green Pilgrimage and Cult-RInG, the working group identified and stressed the need for joint action on the following key challenges for the development of cultural and pilgrimage routes:
 - Investments in eco-tourism offers;
 - Digital tools – how to share data;
 - Diversification of tourism offers – balance between protection and economic use;
 - Developing stronger interest in cultural heritage, in particular among young people as well as local and regional policymakers.
- In fact, elaborating on the need to raise awareness about the importance of cultural heritage policies among local and regional politicians, all partners agreed on the added-value of developing a common methodology for the evaluation of the social and economic value generated by cultural heritage assets. As discussed by the group, such methodology should be built on common indicators to better measure, quantify and illustrate the contribution of cultural routes and heritage assets to regional development.
- Hence, beyond the expressed interest of the participants to continue the process of knowledge sharing “across projects” and to mutually participate in project events/ activities, the group came up with the suggestion to jointly prepare a pilot for the pursued methodology development.



- In this context, the four participating projects (ThreeT, INNOCASTLE, Green Pilgrimage, Cult-RInG) communicated their desire to receive support from the Policy Learning Platform for the discussed joint endeavours. In particular, thinking also about the further development of the platform services, the group shared the following suggestions with the moderator:
 - o More time for group sessions at platform events (*NB: the discussion in Berlin could have easily continued for at least another hour*);
 - o Besides the aim of internal capitalisation, the platform should serve as an instrument to involve local municipalities and stakeholders in interregional learning processes;
 - o Finally, the suggestion of a “news alert” was put on the table, i.e. an email or message to all community members as soon as a news item or publication has been made available on the platform website.



Group 2: Protecting cultural and natural capital

- The working group included representatives of HERICOAST, SWARE, EPICAH, Green Pilgrimage and OUR WAY projects and as result of the discussion the following themes of mutual interest were identified:
 - o approaches for involvement of stakeholders;
 - o local identity and cultural heritage (possibilities for synergies emerged between CHERISH, HERICOAST and OUR WAY);
 - o fostering intermunicipal cooperation and importance of political support. The good practice Monstersche Sluis in Maassluis from SWARE project and on municipal planning and involvement in Agder from HERICOAST were highlighted as potentially interesting for CHERISH and OUR WAY projects;
 - o landscape features linking communities. Possibilities for synergies emerged between OUR WAY, HERICOAST and SWARE. In addition, the good practice from HERICOAST, Castilian waterway-transformation, was mentioned as potentially useful;
- With regards to the cooperation with the platform, the following activities and topics were highlighted as particularly important for capitalisation: face-to-face meetings and events, analyses related to the policy instruments, communicating lessons learned from first call projects and good practices on governance (related to policy instruments);



- With regards to the services of the platform the following were mentioned as most useful: helpdesk, webinars, face-to-face workshops and annual events, thematic links and cooperation with external networks;
- Several topics for written deliverables were suggested: intermunicipal cooperation and the role of regional authorities, cultural heritage as an economic asset (not only from tourism point of view).



Group 3: Local identity and responsible tourism

The working group brought together representatives of CD-ETA, CHRISTA, SHARE and CRinMa projects. The following key points were highlighted during the discussion:

- o Intangible heritage has not been exploited (CHRISTA);
- o The issue of industrial heritage reuse is very important. Interreg Europe products that are of relevance to the industrial issue are the [Policy learning guidelines on industrial heritage tourism](#) developed by CHRISTA. [Europeana](#) network is also relevant in this aspect;
- o The issue of interpretation of heritage is of importance;
- o We pay attention to innovation in cultural heritage management including digitalisation for tourism;
- o CRinMA has emphasised the importance of protection of local identity, limiting the outbound migration of people and attracting people to the border regions;
- o The issue of slow tourism has been singled out as opposed to mass tourism;
- o SHARE has elaborated on the issue of cultural heritage in an urban setting including local identity and sustainability.

A number of potential synergies have been suggested by the participants:

- o The biennale as a cultural heritage forum (CHRISTA-SWARE);
- o Non-valorisation of intangible heritage (CRinMA-CHRISTA);
- o CD-ETA example could be used by projects as a source of inspiration;
- o For all projects it is very important to find approaches to cultural heritage which are sustainable;
- o Projects decided to explore the possibilities to organise back-to-back final events as well as some joint events.



Europa Nostra, EU cultural heritage policies and funding issues

Mr. Guy Clausse, Executive Vice-President of Europa Nostra delivered a presentation on the main pillars of Europa Nostra's actions as a pan-European federation of heritage organisations covering 40 countries in Europe. He underlined that the European Commission's most recent proposal for a new European Agenda for Culture with its strong focus on heritage, allows to envisage an ambitious and concrete follow-up to the European Year of Cultural Heritage with the adoption of a European Action Plan for Cultural Heritage ahead of the 2019 European elections. Part of the presentation was dedicated to funding sources for cultural heritage and the main challenges that regions are facing, a topic that was also brought up and discussed by the participants during the preceding breakout session. A paper prepared by EIB-I and Europa Nostra on [Funding sources for preserving Cultural Heritage Monuments and Sites](#) was also mentioned.



Panel discussion on effective approaches, practices and policy measures

Three panellists - Mr. Guy Clausse, Executive Vice-President, Europa Nostra, Mr. Manos Vougioukas, Secretary-General, European Cultural Tourism Network and Ms. Julie Herve, Senior policy advisor, EUROCITIES reflected on effective approaches, practices and policy measures targeting cultural heritage at regional and local level.

Ms. Julie Herve provided an overview of the activities of [EU-funded Culture for Cities and Regions project](#) which aimed to support cities and regions in making sound investments in culture. The project explored three main dimensions: culture and the creative industries for local economic development and urban regeneration; cultural heritage as a driver for economic growth and social inclusion and culture for social inclusion and social innovation. Mr. Manos Vougioukas explained the role of the [European Cultural Tourism Network](#) in supporting the members of the network with regards to exchange of good practices, influencing policy makers working alongside regional politicians and research. Mr. Guy Clausse spoke about the need for stronger recognition of cultural heritage in the regional policy agenda.





Key messages from the panel discussion:

- There is a strong demand for knowledge exchange in cultural heritage and regional and local authorities can play a stronger role as facilitators between cultural heritage actors;
- Cultural heritage as a policy issue is increasingly connected to other policy areas (e.g. urban regeneration, cultural tourism, social inclusion, etc.). Cities and regions can initiate cross-sectoral projects, facilitate the establishment of new partnerships including with the private sector, implement low-budget activities for smart action.
- It is important to deliver a convincing message why investments in cultural heritage are beneficial for local and regional economies and society. Therefore, it is important to influence cultural heritage policy at both national and European levels. The EU Prize for Cultural Heritage and programmes like “The 7 Most Endangered Sites” contribute to raising awareness about the need to support cultural heritage.
- Tourism can be a driver to sustain cultural heritage. A new initiative to reward innovative and smart tourism in European cities has been launched by the EC. The [European capital of smart tourism](#) recognises outstanding achievements in four categories: in sustainability, accessibility, digitalisation as well as cultural heritage and creativity by European city destinations.
- The challenges related to the increasing demand in tourism were discussed. Possible solutions include directing tourism flows to lesser known destinations and addressing the issue of seasonality, i.e. extending the tourist season through the diversification of offers and attractions.
- Cultural heritage needs to be referenced in Cohesion policy post 2020 programming documents. Regional authorities can play a role in this process.
- Regions and cities need to focus on developing new and better partnerships for cultural heritage as well as new projects linking cultural heritage and social inclusion. The future of creative spaces (e.g. libraries) needs to be rethought so that they become more attractive for visitors.
- Cultural heritage in European cities will enter the EU's Urban Agenda as a topic for partnership development which indicates better recognition of cultural heritage as a policy issue in the urban dimension.

Collaboration between INTERREG Europe projects and the Policy Learning Platform.

Facilitating interregional learning process through the services of the platform has been brought up as a topic during the group discussions. Thorsten Kohlisch, Thematic Manager of the Policy Platform highlighted that the platform is still at an early stage of implementation and as a result of the group discussions, several topics and policy challenges were identified as interesting for deepening the thematic exchanges between the INTERREG Europe projects. The team of the Policy Learning Platform is committed to facilitate these processes.

The workshop concluded with final messages from the Interreg Europe Joint Secretariat and the thematic experts of the Policy Learning Platform.



Conclusions

From the exchanges and debates, it became clear that at regional level:

- Cultural heritage has the potential to activate joint action and partnerships between businesses, academia, citizens, and local and regional authorities can play a key role in these processes.
- Political support is crucial for effective action regarding planning and implementing cultural heritage policies and there is a need for stakeholders being proactive in order to mobilise political support for cultural heritage-related actions including in the next programming period.
- Cultural heritage has links to other thematic areas such as urban regeneration, social inclusion, cultural tourism, innovation which need to be further explored.

Participants had the possibility to learn more about the services of the Policy Learning Platform and expressed interest in the opportunities that the platform provides to Interreg Europe project partners to interact, access knowledge, and showcase good practices, while at the same time build the critical mass needed to generate an impact with policy makers.

A number of follow-up activities have been identified as a result of the event:

- To continue the thematic exchange started at the workshop and share experiences some partners expressed interest in organising a joint (crossover) event. Green Pilgrimage and SHARE took the first steps and will organise such event on the topic of pilgrimage and sustainable mobility on 22-24 October 2018 in Vastena (Sweden). Platform's team is in contact with the JS and project partners regarding further steps in this regard.
- Suggestions were made to exchange good practices and explore synergies on specific thematic issues such as non-valorisation of intangible heritage, municipal planning and stakeholder involvement, local identity and cultural heritage, etc.). These topics will be considered when planning future events or discussions;
- Concrete ideas for developing specific guidance documents emerged such as a common methodology for the evaluation of the social and economic value generated by cultural heritage assets.
- Possibilities for synergies and collaboration between Interreg Europe projects in the context of Policy Learning Platform have been identified with regards to:
 - approaches for involvement of stakeholders and developing stronger interest in cultural heritage, in particular among young people as well as local and regional policymakers;
 - fostering intermunicipal cooperation;
 - analyses related to policy instruments and communicating lessons learned from first call projects;
 - specific thematic challenges such as cultural heritage as an economic asset (not only from tourism point of view); intangible cultural heritage; industrial heritage reuse; diversification of tourism offers, digitalisation in cultural tourism;

These suggestions will be taken into account by the Policy Learning Platform team.

- Several services of the Policy Learning Platform (face-to-face workshops and annual events, helpdesk, webinars, and liaison with external networks) were highlighted as particularly important for capitalisation. The value of targeted group discussions for the thematic exchange was emphasized. The Policy Learning Platform team will consider how feedback from the day can help to improve these services.



Next events:

- A [lunchtime briefing](#) will be organised at the Committee of the Regions in Brussels on 13 September focused on promoting the good practice database. All members of the community are invited to attend or follow the livestream.
- The annual networking event of the Interreg Europe Policy Learning Platform will be organised in the framework of the European Week of Regions and Cities which will be held on 8-11 October 2018 in Brussels.
- The next thematic workshop under Environment and resource efficiency theme of the Policy Learning Platform is planned for first half of November and will be dedicated to natural heritage.
- An event organised by the Austrian Presidency of the Council of the European Union will take place in Vienna on 5 December 2018 to mark the closure of the European Year of Cultural Heritage. Interreg Europe projects dealing with cultural heritage are welcome to attend and are invited to save the date.

Other relevant information:

- [Funding sources for preserving Cultural Heritage Monuments and Sites](#). The specific case of the “7 Most Endangered” Initiative by EIB-I and Europa Nostra, Dr. Guy Clausse, 2013
- Policy learning platform, Policy brief on [sustainable tourism](#)
- Policy learning platform, Policy brief on [citizen engagement in the protection of cultural heritage](#)
- Policy learning platform, Policy brief on [cultural heritage in urban areas](#)
- Policy learning platform, Policy brief on [protection and sustainable management of cultural heritage](#)



Annex A: Agenda

Interreg Europe Policy Learning Platform

Thematic Workshop:

Cultural heritage for sustainable development in cities and regions in Europe

Berlin, Fabrik 23, Gerichtstr. 23, Hof 3, Aufgang 1

20 June 2018

AGENDA

09:00 – 09:15	Registration and coffee
09:15 – 09:30	Welcome from Interreg Europe Programme <ul style="list-style-type: none">• <i>Mr. Erwin Siweris, Programme Director, Interreg Europe Programme</i>• <i>Mr. Elvir Becirovic, Berlin Senate Department for Economics, Energy and Public Enterprises, Interreg Europe Regional Contact Point for Berlin</i>
09:30 – 09:50	Welcome from the Policy Learning Platform, overview of the workshop objectives and agenda and information on the services provided by the platform <ul style="list-style-type: none">• <i>Mr. Thorsten Kohlisch, Thematic Manager Policy Learning Platform</i>• <i>Mr. Ruslan Zhechkov and Ms. Venelina Varbova, Thematic experts - Environment and resource efficiency</i>
09:50 – 10:10	Interactive introductory exercise
10:10 – 10:30	Overview of thematic issues addressed by Interreg Europe projects dealing with cultural heritage <ul style="list-style-type: none">• <i>Mr. Ruslan Zhechkov, Thematic expert - Environment and resource efficiency</i>
10:30 – 11:00	Coffee break
11:00 – 12:10	Good practices from Interreg Europe projects. Discussion. <ul style="list-style-type: none">• <i>Museums without border: historical and cultural heritage as a capital of tourism in cross-border regions, Mr. Matúš Goč, CrinMA project</i>• <i>Municipal heritage planning and involvement in Vest-Agder, Ms. Hege Kristin Martinsen, HERICOAST project</i>



	<ul style="list-style-type: none"> • <i>The Memorie Geografiche project, Prof. Paola Zamperlin, CD-ETA project</i> • <i>How to keep cultural routes updated through digitalisation, Ms. Susanne Fredriksson, Green Pilgrimage project</i>
12:10 – 12:30	<p>Cultural heritage e-book of Interreg programmes and inspiring project examples from Alpine Space and South West Europe programme</p> <ul style="list-style-type: none"> • <i>Ms. Daniela Minichberger (INTERACT), Ms. Clotilde Mahe (Interreg Alpine Space Programme) and Ms. Andrea Rodríguez (Interreg Southwest Europe Programme)</i>
12:30 – 13:30	Networking lunch
13:30 – 14:50	<p>Session on specific thematic areas</p> <p><i>A moderated discussion in three parallel working groups on needs, potential solutions, approaches, good practices from Interreg Europe Projects. Participants will have the opportunity to learn how other regions and cities are tackling specific challenges related to protection and sustainable management of cultural heritage and start the exchange and networking process.</i></p> <ul style="list-style-type: none"> • Working group 1: Cultural routes (Suggested projects: Cult-RinG, Green Pilgrimage, INNOCASTLE, ThreeT) • Working group 2: Protecting cultural and natural capital (Suggested projects: HERICOAST, SWARE, CHERISH, OUR WAY) • Working group 3: Local identity and responsible tourism (Suggested projects: CRinMA, EPICAH, CD-ETA, CHRISTA, SHARE)
14:50 – 15:05	Reporting back from the break-out groups
15:05 - 15:20	Coffee break
15:20 – 15:40	<p>Europa Nostra, EU cultural heritage policies and funding issues</p> <ul style="list-style-type: none"> • <i>Mr. Guy Clausse, Executive Vice-President, Europa Nostra</i>
15:40 – 16:30	<p>Interactive panel discussion on effective approaches, practices and policy measures targeting cultural heritage at regional and local level</p> <ul style="list-style-type: none"> • <i>Mr. Guy Clausse, Executive Vice-President, Europa Nostra</i> • <i>Mr. Manos Vougioukas, Secretary-General, European Cultural Tourism Network</i> • <i>Ms. Julie Herve, Senior policy advisor, EURO CITIES</i> <p>Q&A</p>
16:30 – 16:50	Collaboration between INTERREG Europe projects and the Policy Learning Platform. Facilitated discussion.
16:50– 17:00	Wrap-up and conclusions



Annex B: List of Participants

First name	Surname	Organisation	Project	Country
Camelia-Raluca	Bărbulescu	National Institute for Heritage	INNOCASTLE	Romania
Elvir	Becirovic	Senate Department for Economics, Energy and Public Enterprises	N/A	Germany
Annalisa	Cecchini	Umbria Region	SHARE	Italy
Guy	Clausse	Europa Nostra	N/A	Belgium
Chiara	Dall'Aglia	Sviluppumbria	SHARE	Italy
Anna	Eichner	Senate Department for Culture and Europe	N/A	Germany
Susanne	Fredriksson	Region Östergötland	Green Pilgrimage	Sweden
Roos	Galjaard	Bureau PAU	CHERISH	The Netherlands
Vrinceanu	Gheorghita	Tulcea County Council	HERICOAST	Romania
Matus	Goc	Regional development agency of the Presov self-governing region	CRinMa	Slovakia
Susann	Hensel	Senate Department for Culture and Europe	N/A	Germany
Julie	Hervé	EUROCITIES	N/A	Belgium
John	Jones	Norfolk County Council	Green Pilgrimage	UK
Thorsten	Kohlisch	Interreg Europe Policy Learning Platform	N/A	Belgium
Manita	Koop	Association Regio Water	SWARE	The Netherlands
Radoslaw	Kus	Marshal Office of the Malopolska Region	CRinMA	Poland
Clotilde	Mahé	Bavarian State Ministry of the Environment	N/A	Germany
Hege Kristin	Martinsen	Vest-Agder County Council	N/A	Norway
Nina	Maschio Esposito	Interreg Europe Joint Secretariat	N/A	France
Mary	Menchon	Murcia Region Institute of Tourism	OUR WAY	Spain
Camille	Milloir	Interreg Europe Policy Learning Platform	N/A	France



Daniela	Minichberger	Interact	N/A	Austria
Irene	Nicotra	Livorno Province	Three T	Italy
Eilish	O'Loughlin	Interreg Europe Joint Secretariat	N/A	France
Katarzyna	Opoczka	Malopolska Region	CRinMA	Poland
Verena	Priem	Interreg Europe Joint Secretariat	N/A	France
Andrea	Rodriguez	Interreg Southwest Europe programme	N/A	Spain
Erwin	Siweris	Interreg Europe Joint Secretariat	N/A	France
Ivo	Tartaglia	Livorno Province	Three T	Italy
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