



Cultural Heritage, Landscape & Rural Development

Good Practice, Methodology, Policy Recommendations & Guidelines for Rural Communities

HISTCAPE: Historic Assets and Related Landscapes

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HISTCAPE (HISTorical assets and related landsCAPE) is an INTERREG IVC project. The Interregional Cooperation Programme INTERREG IVC, financed by the European Regional Development Fund, helps Regions of Europe work together to share experience and good practice in the areas of innovation, the knowledge economy, the environment and risk prevention. Funding is made available for projects and a wealth of knowledge and potential solutions are also on hand for regional policy-makers.

*Editor: Rand Eppich
Project Coordinator: Alexandra Kulmer*

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Editor: Rand Eppich

Project Coordinator: Alexandra Kulmer

Editorial assistance: Natalie Eimertenbrink

Designer: Whatba! – wb@whatba.com

Editorial Board:

Karin Drda-Kühn

Rand Eppich

Juan Carlos Espada Suarez

Alexandra Kulmer

Laura Cuevas Ortiz

Isabel Pinilla Baamonde

Barbara Vodopivec

Roko Žarnić

Publications assistance:

Mikel Zubiaga de la Cal



Sharing Solutions and Innovations

Foreword – Protection of Rural Communities, Cultural Heritage and Landscapes

Cooperation across Europe is critical for our environment, economy and culture. By working together, exchanging experiences and sharing innovative solutions, Europe's rural regions can improve and protect their communities, livelihoods and values.

The INTERREG IVC Programme, financed by the European Regional Development Fund, promotes, supports and guides cooperation among European regions. It facilitates the exchange of ideas and dialogue among 204 interregional projects. The overall objective of the programme is to improve the effectiveness of local and regional policies and instruments through the exchange of experience and good practice. The programme supports projects under two thematic priorities: priority 1 – Innovation and the knowledge economy, and priority 2 – Environment and risk prevention. It is through this programme that Europe has become a leader in rural regional development.

HISTCAPE - Historical Assets and Related Landscapes, funded by INTERREG IVC under priority 2, has focused on assisting rural communities in protecting their cultural heritage and landscapes. The project participants have recognised that the sustainability and quality of life in these communities is directly tied to their culture and surroundings. They have

also discovered that their culture and landscape can be a powerful economic asset and provide inspiration for creativity.

The project team members from 11 European countries worked together on identifying over 50 good practice examples, drafting implementation plans and developing 6 pilot action plans to transfer innovative ideas. They have also created this publication to disseminate their results. In this publication, you will find 13 good practice examples developed in depth to answer pertinent questions such as adding value to agriculture, advocating education, promoting sensitive tourism and utilising new information and communication technology. There are also chapters on project methodology, implementation of pilot actions, general guidance, as well as chapters with lessons learned and bibliography for further reading.

For their work on the project and this publication, the INTERREG IVC Secretariat would like to thank the HISTCAPE team and those who supported them throughout the three years of project implementation. INTERREG IVC and the HISTCAPE team together wish to share the project results and believe that this publication will serve as a valuable resource for other rural regions of Europe.

Michel Lamblin
Programme Director,
INTERREG IVC

Interreg IVC

Helping Regions Share Solutions

I NTERREG IVC provides funding for interregional cooperation across Europe. It is implemented under the European Community's territorial co-operation objective and financed through the European Regional Development Fund (ERDF). The Operational Programme was approved in September 2007 and the period for INTERREG IVC runs from 2007-2013. This programme follows from the INTERREG IIIC programme which ran from 2002-2006. The overall objective of the INTERREG IVC Programme is to improve the effectiveness of regional policies and instruments. A project builds on the exchange of experiences among partners who are ideally responsible for the development of their local and regional policies. The areas of support are innovation and the knowledge economy, environment and risk prevention. Thus, the programme

aims to contribute to the economic modernisation and competitiveness of Europe. INTERREG IVC is linked to the objectives of the Lisbon and Gothenburg agendas. Typical tools for exchange of experience are networking activities such as thematic workshops, seminars, conferences, surveys, and study visits. Project partners cooperate to identify and transfer good practices. Possible project outcomes include, for example, case study collections, policy recommendations, strategic guidelines or action plans. INTERREG IVC also allows light implementation or piloting, but only if these complement the exchange of experience activities.

Supporting sustainable regional development
<http://www.interreg4c.eu/programme/>

European Union

Overview of Regional Policy

E U regional policy is an investment policy. It supports job creation, competitiveness, economic growth, improved quality of life and sustainable development. These investments support the delivery of the Europe 2020 strategy. Regional policy is also the expression of the EU's solidarity with less developed countries and regions, concentrating funds on the areas and sectors where they can make the most difference. Regional policy aims to reduce the significant economic, social and territorial disparities that still exist between Europe's regions. Leaving these disparities in place would undermine some of the cornerstones of the EU, including its large single market and its currency, the euro. During the period 2014-2020, the EU will invest a total of €351 billion in Europe's regions.

The EU funding will, for example, help:

- boost small and medium-sized businesses,
- support research and innovation,
- invest in a cleaner environment,
- improve access to digital technology,
- develop new products and production methods,
- support energy efficiency and tackle climate change,
- boost education and skills,
- improve transport links to remote regions.



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written by Rand Eppich

Quality of Rural Life and Culture

Editor's Note

Improving the quality of life in remote communities is directly related to the survival and enhancement of their culture, built heritage and landscapes. Conservation of these places creates a spirit of home while interlinking generations including diaspora to connect them to their past and reinforce a sense of belonging. But these unique places and their values are extremely fragile thus must be vigorously protected.

Successful rural development aids in this protection and is a process that aims to improve the quality of life by

helping people set their own priorities through effective and inclusive involvement, improving local capacity, social services as well as safeguarding culture. However, rural development that does not address culture, the built environment or landscape risks endangering the community, its values and sustainability. This publication describes the experiences of the HISTCAPE project partners and our attempt to assist rural communities in safeguarding their cultural heritage and landscapes.



The Windmills of Saaremaa, Estonia are important symbols of the island's community. See chapters: Nature & Culture and Brand Financing.

Image: Rand Eppich © 2014

The publication is organized in five sections. The first is a description by each partner on their Good Practice. The second through the fourth sections are a summary that the partners offer to other regions in Pilot Actions, Lessons Learned and General Guidance. This is followed by an Annex with For Further Reading and project partner information.

Good Practice Examples

What are possible approaches of rural development that incorporate the protection of culture, historic places and landscapes? How are we to improve the quality of life while simultaneously protecting cultural heritage and landscape? Through the HISTCAPE project the partners worked with communities and their representatives to identify good practice examples that address problems faced by rural regions. Many of these good practice examples target common rural issues including improving governance, adding value to agriculture, promoting responsible tourism, increasing access to education, diversifying income, including the services sector and information and communication technologies. Thirteen of these good practice examples are described in this book. They are presented here to assist other rural communities by offering ideas and experiences.

Pilot Actions

It was not sufficient to only identify good practice examples. The HISTCAPE project also sought to affect change for the improvement of rural areas and to protect the heritage of communities and regions. An additional 'phase' of the project was to implement six Pilot Actions to test the transfer of good practice from one region to another. The six Pilot Action partners identified good practice from inside the team as well as outside the project and then altered or adapted them for implementation and testing in their regions. These partners included Western Macedonia, Greece; Regione Marche, Italy; Rhineland-Palatinate, Germany; Styria, Austria; Saaremaa, Estonia and Castilla y León, Spain. The Pilot Actions were presented, evaluated and then implemented in all six regions. This chapter describes the process, methodology and their results.

Lessons Learned

During the project valuable lessons were learned including understanding that there is an intense pride of place in the

small rural communities of Europe. Many of these places have innovative solutions in protecting their culture and landscape and are willing to share their solutions and speak openly with a group of strangers. While these communities identify themselves with their particular regions, they also consider themselves European. This chapter explains the lessons learned and conclusions.

Integrated Management Approach

This approach is described in this section as a key lesson learned and essential for the sustainable management of both cultural heritage and landscapes.

General Guidance

This chapter goes a step beyond the good practice examples and Lessons Learned to describe the HISTCAPE policy recommendations extracted from successful good practice. Local and regional politicians, regional planners and decision makers are invited to benefit from the HISTCAPE results described in this section. As the challenges faced are similar in many European regions, the HISTCAPE partners offer to share the outcomes of their own regional and local experiences in a way that others might benefit in regional planning as well as on the socio-economic level. These challenges are concentrated in three main topics: 1) Integrated planning and interdisciplinary knowledge transfer; 2) Organization of social and civic participation; and 3) Support for economic valorization.

Annex

Finally, valuable information was collected during the course of the project. This includes resources for Further Reading, partner descriptions and contacts and acknowledgements. Additional information is available on the HISTCAPE website at www.histcape.eu

The HISTCAPE partners sincerely hope that this book will assist other rural communities seeking to improve the quality of life while protecting their culture, built heritage, landscapes and values.

written by Alexandra Kulmer

Introduction

The HISTCAPE Project

Small rural communities have come under serious threat over recent decades, facing depopulation, lower income levels and high unemployment – developments that are adversely affecting the demographic balance and sustainability in rural areas. Small towns in European regions are threatened by a loss of facilities and services combined with a loss of economic activity, resulting in a lack of investment in rural areas. The acceleration of this trend directly threatens the existence of a substantial

portion of Europe’s historic assets. Improving the quality of life in remote communities is directly related to the survival and enhancement of their culture, built heritage and landscapes. The Italian hill town of Arcevia in the Marche Region in Italy, the mining valley of Sabero in Castilla y León in Spain and the World Heritage site of the Upper Middle Rhine Valley in Rhineland Palatinate, Germany are only a few of the examples of historic rural places searching for innovative concepts to address these challenges in order to protect their communities, cultural heritage and landscape.



Members of the HISTCAPE team during a site visit to understand good practice examples in Marche, Italy. See chapter: Identifying with the Landscape.

Image: Rand Eppich © 2014

The INTERREG IVC Programme provides funding to address these challenges by interregional co-operation. The HISTCAPE project aimed to exchange successful strategies for sustainable management of cultural heritage and landscapes across Europe. In this way, HISTCAPE has made a contribution to arrest the decline of historical assets in rural areas by developing sustainable management solutions that help responsible bodies develop a more dynamic view of cultural heritage and landscape in rural areas.

In the HISTCAPE project 12 partners from 10 European regions worked together for three years to identify good practice and policy recommendations to help solve the problems currently faced by rural communities and regions. The insufficient recognition of cultural, natural and industrial heritage, a lack of cooperation between authorities and ineffective tourism strategies were recognized as important issues. The partners have identified various good practice examples, addressing some of the common issues through improving governance, increasing access to education, fostering responsible tourism and diversification of income. Based on the good practice examples identified in the project, policy recommendations and new policy instruments were developed and tested in six pilot actions. In this way, the project created fresh perspectives and innovative ideas to create an added value at the European level.

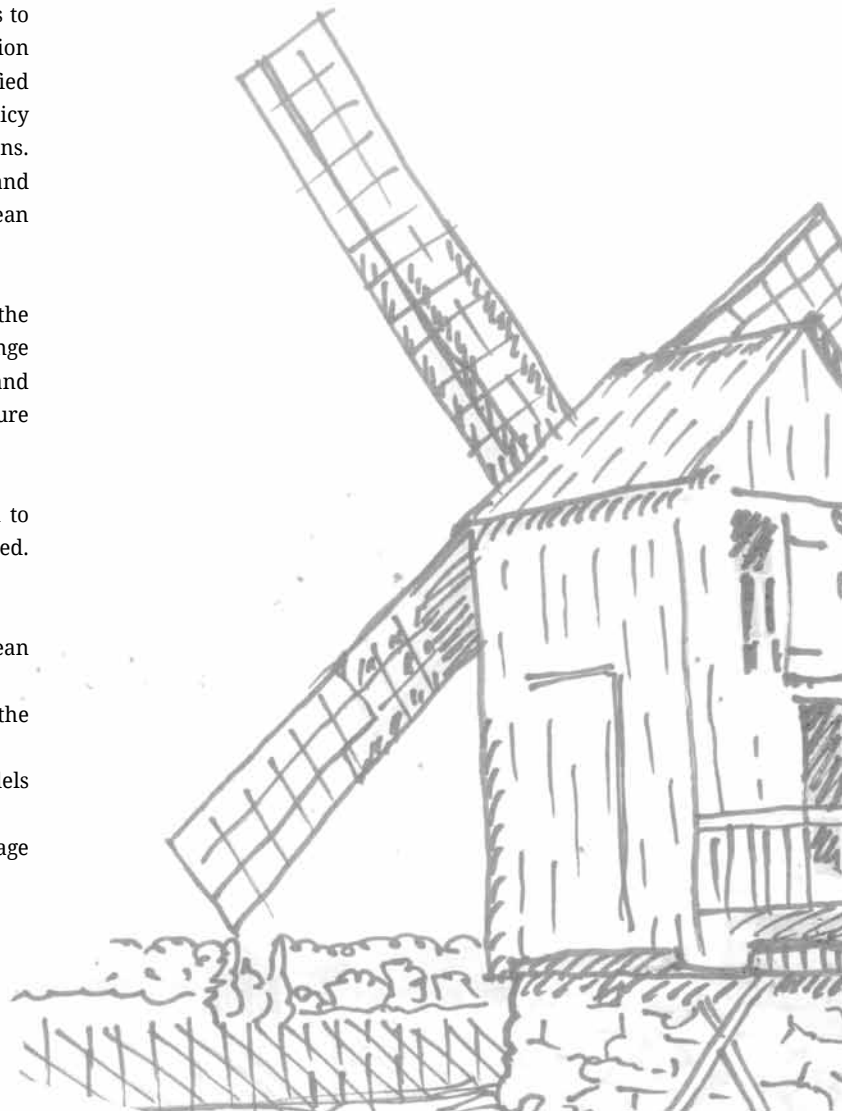
HISTCAPE was a continuous learning experience for all the partners participating in the project. Through the exchange of experience at interregional level, new knowledge and skills were created in the regions that will ensure the future implementation of the developed strategies.

Regional policy impacts as well as a joint contribution to European strategies for cultural heritage were generated. To achieve this, the HISTCAPE project:

- disseminated good practice examples from 10 European regions
- contributed to increased skills and capacities within the regional authorities
- identified, implemented and transferred improved models of heritage protection
- improved the networking of regions and heritage management authorities

- developed policy recommendations for European regions
- HISTCAPE partners are presenting the results of their three-year cooperation in this guidebook for sustainable management of “Cultural Heritage, Landscape & Rural Development”. This guidebook includes good practice examples, methodologies, policy recommendations and guidelines for rural communities. It is intended to help European regions improve the effectiveness of regional policies relating to cultural heritage for Europe’s rural areas and empower local communities to act.

The HISTCAPE team would like to thank the INTERREG IVC Programme for making this project possible. Furthermore, we would like to thank all experts and stakeholders that have worked together with us during this project and have helped to create an exceptional value for the participating regions and beyond.



What are some of the Good Practice examples in Europe? Can these good practice examples serve as ideas for other rural regions?

Good Practice

Identifying Successful Examples





Dikli Landscape and Architecture in rural Latvia. The site of the first HISTCAPE International Open Conference. It is communities and places such as this that the project seeks to protect. See chapter: Recycling & Resilience.

Image: Rand Eppich © 2014

Good innovative practice examples are often difficult to uncover and even harder to apprehend and describe. Many practice ideas occur simply by chance, are the work of dedicated individuals or are regionally specific. One of the greatest challenges is uncovering the features that make these good practice examples successful and then adapting them for implementation elsewhere. These innovative ideas can shape and improve our governance of the landscapes and historic places but they must be discovered, understood and then communicated clearly.



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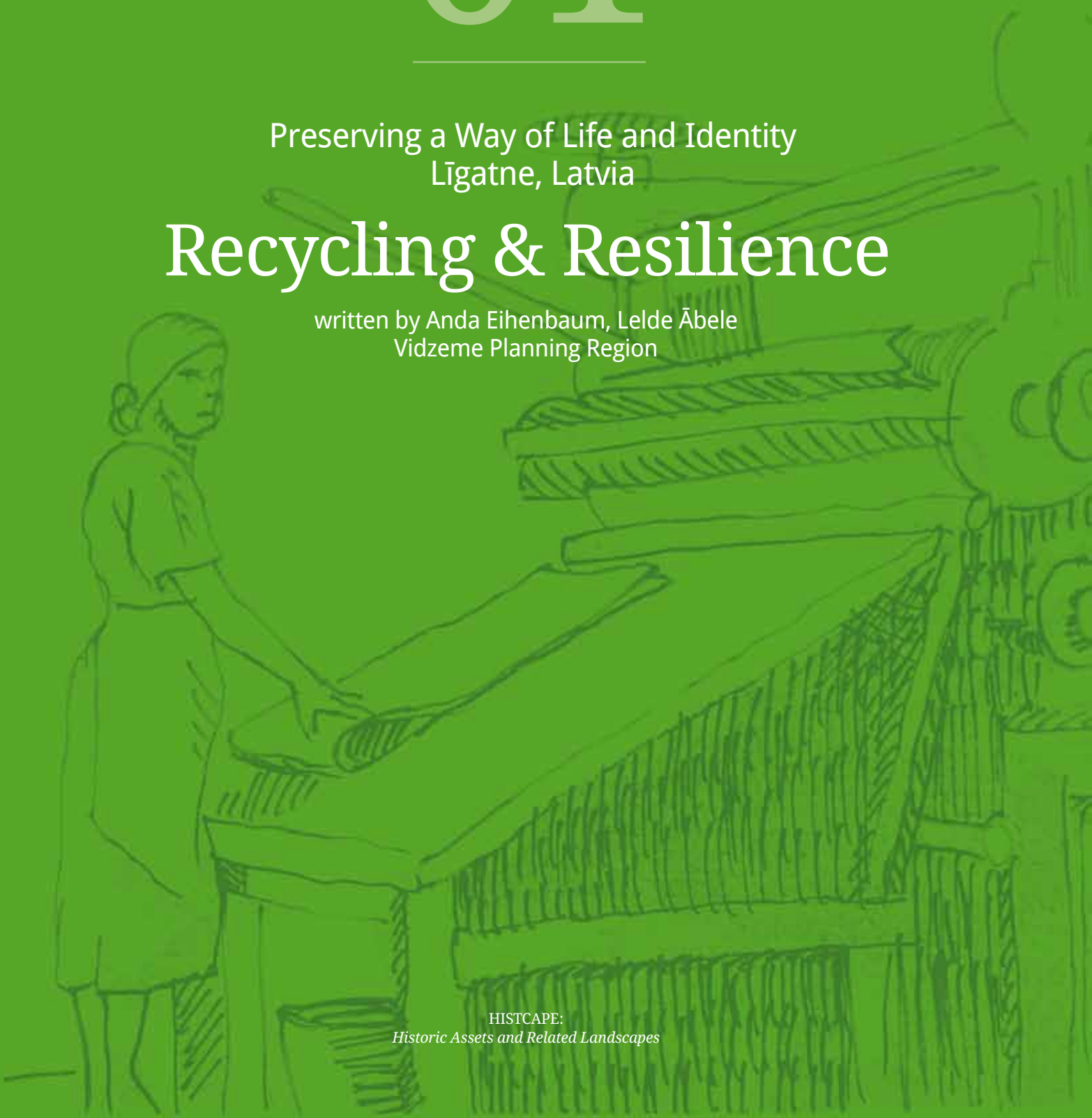
Preserving a Way of Life and Identity
Līgatne, Latvia

Recycling & Resilience

written by Anda Eihenbaum, Lelde Ābele
Vidzeme Planning Region

HISTCAPE:

Historic Assets and Related Landscapes





Workers in the Līgatne Paper Factory in the early 20th century preserving a way of life and community identity for 200 years.

Image: LLC "PAPĪRFABRIKA "LĪGATNE © 2014

Preserving a way of life and the identity of a community is usually more important than preserving only its physical form. Living, vibrant communities give meaning to their surroundings and create a sustainable environment for preserving culture. Often

small rural towns interdepend upon one key industry and sometimes these industries fail to adapt to changing business conditions, succumb to disasters or move to more profitable locations. With the loss of a key industry the identity of the community is endangered, along with jobs and a way of life.

How can a community preserve its way of life and identity while also preserving its home and place of work? How can a single local industry adapt and survive disruptive change?



Ligate Paper Factory, community and culture are closely linked together.
Image: LLC "PAPĪRFABRIKA "LĪGATNE" © 2014

Description

Līgatne, in the Vidzeme region of Latvia, with its paper mill and wooden worker housing, is one of the few remaining 19th century industrial complexes in Europe. However, it is not preserved as a museum but as a working, functioning town with strong traditions. The Līgatne Paper mill will be celebrating its 200th anniversary in 2014. It is an example of resilience during dramatic political upheavals, two world wars and numerous fires.

It all began in late 1814 when Konrad Just Stroh and Karl Kiber rented the water mill and the surrounding land of Paltmale Manor. The village of Līgatne was ideal for paper production, abundant raw materials in the surrounding forests for paper pulp and worker housing as well as a strong river for water power. The following year they rebuilt and adapted the grain mill to manufacture paper and with 15 workers produced over 1,000 pounds of paper. By 1849 the first advanced paper machine in Latvia was installed and large-scale production began. A decade later the factory was purchased by Karl Grothuss and expansion continued with the installation of a second paper machine and the founding of the company under the name "Līgatne Paper Factory Company". The paper soon gained an international reputation for being of very high quality and fine texture and was sold throughout the Baltic States and across Russia. At the International Exhibition of Russian Manufactures in Saint Petersburg in the late 19th century, Līgatne paper received the Silver Medal.

However disaster struck in 1884 with a fire that destroyed the mill, inventory and machines. This would have meant the end for most companies and their dependent communities, yet it proved to be the first of many tests as to the resilience of both. The next year the company made

a dramatic comeback and purchased a new advanced paper machine – the "Hemmer". Additional machines were then added in 1892 and 1895 as the company and town expanded. During the Manufacturers Exhibition in St. Petersburg, Līgatne Paper Company received the Gold Medal and in 1896 received the right to use the Royal Seal of the Russian Empire. The town and company had rebounded and continued production up until World War I. During the war all the machines and methods of production were dismantled and sent to Russia. Thankfully, after the war the new government of the Republic of Latvia granted 20 million Latvian roubles to reconstruct the factory and restart production. The first paper machine started operations in 1921 and two more machines were added in 1923 and 1936. Throughout the 30s Līgatne had the most modern paper production equipment and produced some of the finest paper in all of Europe. Amazingly, the town made a second comeback. During World War II paper production was again halted, but restarted in 1945 with new machines added in the 1970s. Production continued uninterrupted until another fire on the 5th of November, 1993. To aid recovery the community came together and with private donations, and with funding from the Latvia State Forest Service the mill was reopened. Today SIA "PAPĪRFABRIKA LĪGATNE" Ltd. employs over 140 people and makes 13,000 tons of high quality art paper and technical packaging, exporting 70-80% of production outside Latvia.

Good Practice

What were the keys to Līgatne's resilience and success that allowed the company and community to overcome significant challenges over the last two centuries? Early on it was recognised that if the company failed, it would have disastrous implications for the community, its identity and way of life. Therefore a stable "triangle of support" was naturally developed to deal with crises, made up of government, industry and the community. If any one of these had failed, the sustainability of the community would have been at risk. **Recognition of a community's vulnerability and dependence on a crucial industry and the creation of a support triangle is a key Good Practice.**

Another crucial good practice is continuous innovation and reinvestment. This is clearly demonstrated in

company's history and more recently in the shift toward protecting the environment and collecting and recycling waste paper. The company is continuously working on paper machine modernisation and technological improvements. Another good practice is the **specialisation in higher quality paper products**. Līgatne manufactures high quality fine art paper for schools and young artists and special purpose technical and packaging paper – products of higher value than standard paper.

A key practice is the realisation that the community needs to diversify. They have begun to offer industrial and environmental tours along with the production of local specialty products. Factory visits offer an explanation as to the methods of recycling and manufacturing of paper that include how waste paper is collected, diluted into pulp and finally into fine artistic paper and technological packaging. During these excursions visitors are shown the production process as well as the history of the company and town. After the visit they have the opportunity to visit a retail shop and purchase special paper products.

The Town of Līgatne is determined to protect their cultural heritage and in 2007 began a project to identify their historic assets and **search for protection and conservation solutions – another key good practice**. They also began the “Cultural Heritage Tourism Path of the Līgatne's Paper Factory Village,” to fully explain the history of the community. In July of 2011 the Līgatne Paper Factory's Village won the European Commission's EDEN project competition (European Destinations of Excellence) for the most outstanding tourist destination in Latvia. Innovation in Līgatne has not ceased as the community and company have continued their traditions while simultaneously adapting to change.

Contacts – References

To read more about the community of Līgatne please visit:

www.pf-ligatne.lv/

www.visitligatne.lv/ligatnes-papirfabrikas-ciemata-vesturiskais-centrs

Anda Eihenbauma can be reached at:

Anda.Eihenbauma@vidzeme.lv

Lelde Ābele can be reached at:

lelde.abele@vidzeme.lv



Līgatne's Paper Factory Village won the European Commission's European Destinations of Excellence. Image: Town of Līgatne © 2014

A ‘triangle of support’ exists between the community, industry and government. this is a key good practice in the resilience of Līgatne

Ideas for implementation and transferability

- Identification of vulnerabilities and dependence on critical industries
- Analysis of potential risks and their impacts on the community
- Creation of “triangles of support” between the community, industry and government
- Identification of assets in the community including historic structures
- Embracing change, reinvestment and innovation
- Diversification into other industries

Līgatne Paper Factory initiated a unique wastepaper recycling system in collaboration with Vidzeme Planning Region on a large scale. They are involving schools, private businesses and public administrations to collect wastepaper to convert into fine art paper.

Image: Anda Eihenbauma, © 2014. Vidzeme Planning Region

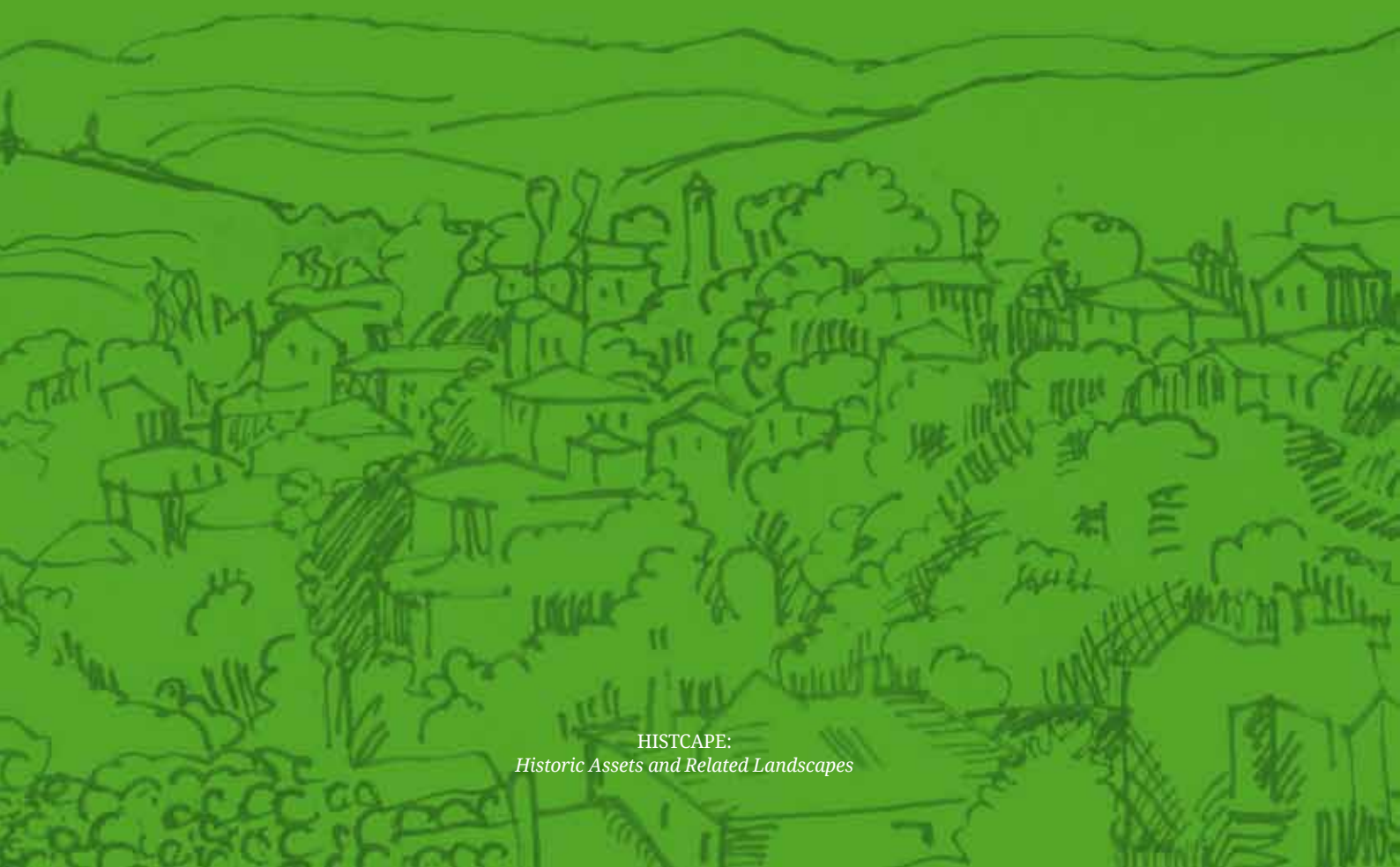


02

Pride of Place
Nymphéo, Greece

Community Initiative

written by Kostas Karamarkos, Dimitris Mylonas
Region of Western Macedonia





Nymphéo, Northwestern Greece. The community built upon their strengths: the surrounding nature, architectural heritage and pride of place.

Image: ARCTUROS © 2014

Rural communities everywhere are often susceptible to long slow declines. Industries fail, agriculture is no longer economically viable and the younger generations move to cities in search of better opportunities. Such was the case with Nymphéo in the

remote northwestern mountains of Greece. Originally one of the best known and largest regional centers of silversmiths in the 19th century, by the 1980s the village was nearly deserted with less than 80 inhabitants.

How can communities rebound after long declines and current limited resources? What are the secrets of involving and activating the community?



Volunteers at the ARCTUROS centre for the protection of the Brown Bear.
Image: Antonis Douramanis © 2014

Description

Nympheo is a small village located in the mountains of Western Macedonia close to the borders of Albania and the former Yugoslav Republic of Macedonia. It is not a typical Greek landscape of islands and coastlines but rather rugged mountains with forests and few tourists. The village was founded around 1385 by the Vlachs Odites, a unique people with their own language and customs. Some historians believe they were descendants of Roman soldiers who had settled in the area to guard the nearby Via Egnatia, the ancient road that connected Rome (via Dyrrachium on the Adriatic Sea) with the city of Byzantium (present day Istanbul). During the Ottoman invasion in the early 16th century they fled deep into the mountains and continued sporadic resistance aided by their knowledge of the difficult terrain. Subsequent negotiations led to peace and subordination to Valinte Sultana (mother of the Sultan). Thus, they were allowed the prerogatives of local government, the right to bear arms and pay less tax. They enjoyed a privileged status in comparison to neighboring communities.

Around 1630 the craftsmen of Nympheo began to work locally mined silver and the village soon developed a reputation for producing high quality jewelry, tableware and other objects. The inhabitants of Nympheo were also good merchants, developing extensive trading networks for their jewelry and tobacco and traveling far into eastern Macedonia up the Dardanelle into Istanbul and further abroad in Europe. Their skill in silver and trading created a prosperous village with large stone manor homes, paved streets and religious institutions.

Throughout the 18th and 19th centuries Nympheo was considered the centre during the national resistance against Ottoman rule. The town served as a centre for refugees from surrounding communities and organized resistance movements. Their contribution proved to be of great

importance during many critical battles for independence throughout the late 19th and early 20th centuries, including the defense of the besieged city of Missologhi and the revolution against the Treaty of St. Stephens that would have made the town a part of Bulgaria. With the peace that followed, slowly, Nympheo began to lose its status. Traders and merchants migrated to larger cities that were better connected near the coast and the traditions of silversmith workmanship died. Inhabitants slowly began to drift away. While this resulted in economic decline and a loss of population, it paradoxically protected the town from drastic physical changes. By the late 20th century there were few inhabitants left. But they left behind a well preserved village with a proud history set in the mountain forests of Greece.

Good Practice

Beginning in the early 1990s the remaining community members along with former residents and the surrounding communities took action. They built upon Nympheo's three major assets: the surrounding natural landscape and wildlife, the historic village architecture and, most importantly, the community's intense pride of place. They recognized their rich natural and architectural heritage and had a strong desire to protect and preserve their community. **Volunteer groups were organized and began to protect the surrounding forests, clear the streets and repair the roofs, stone walls and windows of the village.** These were the two initial good practices.

Gradually the community's effort and vision attracted influential individuals and institutions. **Many well-known civil engineers, architects and mechanical engineers donated their time and expertise** to continue the projects in Nympheo adding to the volunteer effort – the third good practice. Public electricity and telecommunications companies then responded with in-kind contributions. The YMCA of Thessaloniki established a summer youth village retreat from individual donations. A non-profit, non-governmental organization, ARCTUROS, founded the European Centre for Protection of the Brown Bear www.arcturos.gr. ARCTUROS implemented this centre as the mountains surrounding Nympheo are one of the last refuges of wild Brown Bears in Europe. The historic school house in the centre of Nympheo was renovated and adapted to hold offices, an interpretative centre, meeting rooms and a museum <http://nymfaio.gr/web/>. In the early 1990s

a local self-governing party “New Perspective” was elected to administer the community. Together with the residents they developed a **formal Strategic Plan for the continued restoration and enhancement of Nymptheo**.

The main objectives are the sustainable development and resilience of their community. The priorities in the plan included conservation and respect for the natural surroundings, protection and enhancement of their architectural and archaeological heritage and recognition and promotion of the community’s traditions, customs and history.

Slowly, Nymptheo made a comeback. The community rejected the idea of economic growth for its own sake but envisioned a development model based on environmental protection and historic preservation. Soon people recognized the quality of life that the village and surrounding landscape offered and returned or became weekend residents. New arrivals also came to settle and repair or construct new homes in harmony with traditional structures. Today, Nymptheo is doing well and is known throughout Greece for the community’s efforts. Nymptheo has been classified as a landscape of outstanding natural beauty and is now protected by the Hellenic Ministry of Culture. Several cultural events are held throughout the year associated with local regional agricultural products and a local women’s group has formed a commercial cooperative to collectively produce, market and sell homemade sweets and traditional recipes. But the community remains vigilant and regularly holds community meetings to discuss ongoing or proposed projects and new problems. They have begun to develop tourist activities such as hiking, horseback riding and ecotourism, and several historic homes have been converted to small hotels and restaurants. The community remains cautious of tourism and its potential impact; therefore they have taken steps to carefully manage its implementation.



Volunteers in Nymptheo repairing doors and windows at the ARCTUROS centre for the protection of the Brown Bear in Europe. Image: Antonis Douramanis © 2014

The recovery of Nymptheo would not have been possible without the concern and action of the local community followed by the formation of volunteer groups

Ideas for implementation and transferability

- Organisation and focus of community volunteer efforts
- Identification of the community’s major assets
- Involvement of professionals, institutions and companies
- Continue momentum through official recognition by the Government
- Formation of a strategic plan with the community and local government
- Regular community meetings
- Dissemination to other communities

The recovery of Nymptheo would not have been possible without the concern and action of the local community, followed by volunteer groups and caring professionals, and finally institutional and government support. The success of Nymptheo has given confidence to other communities to create plans and act beyond the usual support and guidance from ‘top-down’ central government. Nature, the historic environment and strong pride of place were critical to Nymptheo’s identity and community resilience.

Contacts – References

Kostas Karamarkos can be reached at: kostas@kkc.gr

Dimitris Mylonas can be reached at: d.milonas@pdm.gov.gr

Nymptheo, Greece: http://nymfaio.gr/web/index.php?option=com_content&view=category&id=51&layout=blog&Itemid=93&lang=en and <http://nymfaio.gr/web/>

ARCTUROS Centre for the protection of the Brown Bear: <http://www.arcturos.gr/en/main.php>

Industrial heritage in Western Macedonia Visit: www.industrialheritage.gr



03

PLAN PAHIS
Castilla y León, Spain

When a Plan Comes Together

written by Junta de Castilla y León



Sabero Museum; Image: Junta de Castilla y León, Consejería de Cultura y Turismo © 2014

Cultural heritage cannot be handled individually but must be understood as a whole, taking into account its surroundings, environment and future. Therefore, a wide vision of the cultural assets is necessary. Over the years not only has the concept of cultural heritage

been developed but also the content. Although content was originally very restricted, over the years relevant historical elements have been incorporated and there has been a growing appreciation of the social character of cultural heritage.



PAHIS PLAN logo courtesy of Junta de Castilla y León, Consejería de Cultura y Turismo © 2014

How can efficient, smart, sustainable and inclusive management of cultural assets be ensured? How can a strategic planning for cultural heritage be developed?



Aqueduct of Segovia. Image: Junta de Castilla y León, Consejería de Cultura y Turismo © 2014

Description

A historical and cultural region is what best defines Castilla y León. Its cultural heritage is one of the most important resources for the present and the future of all citizens. All cultural properties are well distributed throughout its vast territory, one of the largest regions in Europe. The region has a very many municipalities, with a limited population that is decreasing and aging. This territorial structure and demographics have resulted in spatial imbalance.

Nevertheless, it must be emphasized that the region of Castilla y León has an expansive historical and cultural character, home to eight cultural assets recognized by UNESCO as World Heritage sites (Saint James Way, cities of Avila, Salamanca and Segovia, Las Médulas, Atapuerca and Siegaverde archaeological sites, and the Gothic Cathedral of Burgos). Moreover, it contains: a valuable amount of cultural properties, ranked the highest category of protection provided by law, many Historical Sites, two protected routes, hundreds of museums, numerous castles and one of the largest concentrations of Romanesque art in the world. Added to this list are archaeological sites spread throughout the region, countless exceptional movable properties of all kinds, diverse traditional architectural heritage, a generous number of industrial heritage sites from the last two centuries and a surprising amount of intangible cultural heritage. Definitely, Castilla y León has a valuable representation of cultural assets of many different eras and historical styles covering all stages of human evolution from the earliest Paleolithic to recent history.

In view of the above, one can easily understand the necessity of strategic planning to ensure an efficient (smart), sustainable and inclusive management of cultural assets. This is why a multi-year strategic plan, the PAHIS Plan, 2004-

2012, has been developed for all cultural heritage in Castilla y León. The Plan combines the traditional content combined with research and conservation and describes policies to ensure the preservation of the assets and to promote their use and enjoyment by citizens. Only through open and flexible policies that combine traditional goals with new social demands, creating a real “society awareness of cultural heritage values”, will the responsible bodies be able to face the new challenges in managing cultural heritage.

Good Practice

The current management of the cultural heritage in the region of Castilla y León is carried out through the PAHIS Plan, covering the period from 2004 to 2012. The plan stems from the experience of previous plans and diagnosis of the region's cultural heritage that takes into account the characteristics and qualities related to the number of properties, the dynamics of population and territorial environment.

To develop the Strategic Plan a new working tool has been created called Territorial Heritage Systems (Sistemas Territoriales de Patrimonio – STP's). This methodology for intervention is intended to be especially effective, improving previous approaches and difficulties. This requires an intensive previous study, good organization and planning of actions and a commitment by all managers integrated in the project.

Cultural heritage, and therefore culture at large, must be understood as a public service and thus a priority commitment of governments and public administrations; it must also be understood as a fundamental right accessible to all citizens. Therefore, the effort of planning will give our cultural heritage the opportunity to become a key driver of the development of the region.

Success factors of PAHIS Plan

The development of a conventional concept of cultural heritage into a broader concept that concerns all the tangible and intangible elements that establishes and differentiates

the community's identity is essential. This new concept of cultural heritage raises social cohesion, the connecting link with the territory, and a growing appreciation for heritage.

By promoting open and flexible policies that fuse traditional and new social objectives, cultural heritage has acquired a useful value that contributes to the development and improvement of the quality of life.

Implementation of the PAHIS Plan: the mining Valley of Sabero 2009-11

The mining valley of Sabero is located in León, in the Picos de Europa Mountains, and is comprised of the following locations: Sabero, Sahelices Sabero, Olleros Sabero, Sotillos Sabero and Alejico. Mining and steel activities had an influence on territorial customs, as well as altering the environment and geography during the first third of the nineteenth century. In the 1990s, this industrial landscape suffered the decline of the industrial economy and the development of brownfields.

After the closure of the mines, an alternative model of development for the affected areas was not proposed. A new strategy based on tourism and alternative resources would have been a good idea for a population with no business or entrepreneurial traditions. This situation led to a serious degradation (in some cases irreparable) of the assets. The current intervention adheres to the PAHIS Plan guidelines, including specific actions to study, identify, evaluate, protect, intervene and disseminate the industrial heritage of the mining valley of Sabero.



The village of Frias in Burgos. Image: Junta de Castilla y León, Consejería de Cultura y Turismo © 2014



Sabero Museum. Image: Junta de Castilla y León, Consejería de Cultura y Turismo © 2014

Objectives:

- Identify and protect the industrial heritage of the area
- Present the history and the identity characteristics of the area and its inhabitants
- Contribute to creating added value of its cultural nature
- Monitor the heritage restoration process in the area
- Connect local population with other networks related to heritage knowledge
- Contribute to the socioeconomic development of an area

Progress

The Intervention Plan was developed in 3 different stages: In the 1st stage a working methodology was established based on data collection to deepen the territorial understanding of the mining valley and its assorted assets, as well as the collection of historical and technical information of the mine and to draw the cartography of the area. At this point an inventory of the assets was completed.

The 2nd stage had an advisory character; the 1st stage results were shown to public administrations and institutions involved in order to verify the data collected, agree on actions and guidelines for management, dissemination and regulations, and establish a framework for discussion and suggestions, as well as raise awareness and involve other groups and local authorities directly or indirectly affected.

The 3rd stage consisted in the development of proposals for the protection of some selected assets. One was the ironworks of San Blas which through a restoration process came up with a new use for the building, a Regional Museum of Iron and Mining, which has been a great boost not only for the local town but for the whole valley.

Reporting demonstrable results:

- Establishment of a museum infrastructure of regional importance
- Foundation and promotion of the Sabero brand
- Contribution to the knowledge of cultural history of the Sabero Valley
- Extension of the hotel industry and food service businesses
- Economic growth derived from cultural tourism
- Creation of stable jobs related to the improvement of the area
- Seasonal population increase
- Boosting the awareness of the residents of their cultural values and increasing their participation in issues related to rehabilitation of their own historical and industrial heritage
- Contribution to the exchange of experiences

Undoubtedly the key success factor has been the promotion of social contribution in the advisory stage. The submission of proposals from local and cultural institutions has improved documentation and led them to assume the strategic plan as their own.

Another success factor has been the museum, as it has become a benchmark institution of cultural activities of the region.

Ideas for implementation and transferability

- Identification and analysis of cultural assets
- Analysis of the social and territorial context
- Development of planning figures
- Defining actions and programming
- Identification of potential management bodies and their involvement through partnerships



Castillete in Sabero village, Leon. Image: Junta de Castilla y León, Consejería de Cultura y Turismo © 2014

Contacts – References

Contact person: Laura Cuevas Ortiz cueortla@jcyl.es

Website: <http://www.patrimoniocultural.jcyl.es/>

Intervention Plan of Historical Heritage (Castilla y León, Spain) El PAHIS 2004- 2012, Plan de Intervención en el Patrimonio Histórico de Castilla y León: www.patrimoniocultural.jcyl.es

HISTCAPE:
Historic Assets and Related Landscapes

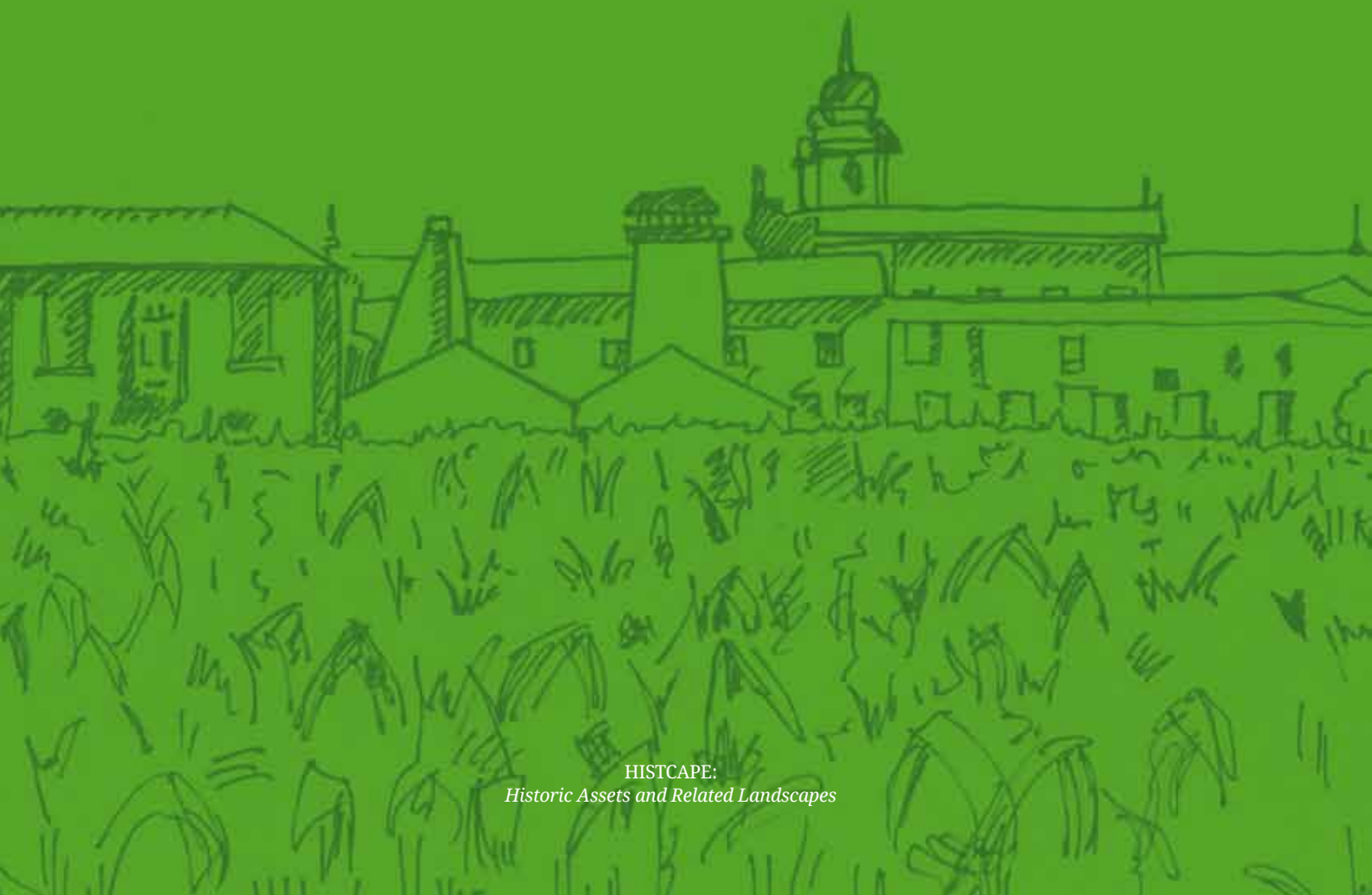


04

A Catalyst for the Community
Mosteiro de Tibães, Portugal

Education and Heritage

written by Carla Cruz, Miguel Rodrigues, David Ferreira
Direção Regional de Cultura do Norte





The Monastery of Tibães in Northern Portugal serves as the educational and cultural centre for the community while also attracting visitors.

Image: Monastery of Tibães, Portugal © 2014

Education and culture are essential for the survival and well-being of rural communities. History, literature, architecture, art and music bring people together to encourage interaction and create a sense of community and instill pride thus ensuring continuity. It is important that this education includes as much variety

as possible to educate on many different dimensions. Educational and cultural events also attract a wider audience and introduce visitors to the community. Most towns in Europe have unused or abandoned structures that could serve as places to stimulate the education and culture of their communities.

How can such abandoned places be successfully rehabilitated and managed to serve as educational and cultural forums?

Course offerings at the monastery include computer software, painting, yoga, beekeeping and sewing. The programme also includes music concerts and theatre. Image: Monastery of Tibães, Portugal © 2014

Description

The Mosteiro de São Martinho de Tibães was founded around 1060 as a spiritual, agricultural and educational centre in Northern Portugal. The monastery quickly prospered and grew, cultivating nearby fields and producing a variety of agricultural products. After the Kingdom of Portugal became independent, additional rich and vast properties came into the possession of the monastery. By the late 16th century the monastery had become the 'Mother House' of the Order of Saint Benedict for Portugal as well as for the Colony of Brazil. Vast resources were at the disposal of the monks and they began an ambitious rebuilding of the entire complex starting with the refectory and cemetery cloisters and eventually including the gate house, the dormitory, chapter house and library. In the two hundred years that followed, the monastery became the site of considerable artistic activity and had an enormous influence in the Baroque and Rococo styles art of Portugal and its overseas colonies. In the years 1757-1760, architect André Soares designed the main altarpiece and the woodwork of the triumphal arch of the main chapel, as well as the pulpits and lateral altarpieces, which are important landmarks in Portuguese Rococo art.

But the political upheavals of the late 18th and 19th centuries in Portugal put an end to the prosperity of the monastery. Successive secular governments were increasingly anticleric and in 1834 the state sanctioned religious orders were terminated. Their lands, properties and buildings were nationalized. This was done in an attempt to redistribute land to the poor and also raise capital for the state. The monastery was closed and its contents, furniture, buildings and lands were sold bit by bit at public auctions. Finally the monastery building itself was sold to private owners in 1864. Liturgical functions continued by the local parish in the main temple but the Tibães Monastery and all its surrounding areas fell into decay and ruin. A great part

of the ensemble, including the Refectory Cloister, was destroyed by fire in 1894. The monastery complex and its surroundings were then left to the elements for nearly one hundred years.

By late 1970 and early 1980 the local community began to demand that action be taken to restore the monastery and recover some of its functions. In 1986 the monastery became a state property and an extensive, long-term recovery project was started. A plan for its restoration was initiated with the community and at first focused on “rescue” work and other provisional and emergency measures. This was followed by more ambitious projects to create a centre where the community could gather.

Slowly the monastery came back to life. Additional spaces were rejuvenated and conservation projects undertaken to allow the public to enjoy the monastery for their educational and cultural enrichment.

Good Practice

The initiative of the state with the cooperation of the community acquired the monastic buildings because of their desire to preserve its outstanding characteristics and important historic, social and aesthetic values. But this was not a static project – **the decision was made very early that this would become a working, demonstrative place**, therefore it was essential to recover its original functions as a place of learning, worship and agriculture. This led to the gradual acquisition of the entire length of the original property, including functional buildings, orchards, and fields. This decision ensured that the monastery could recover its traditional use as the centre of the community and agriculture. This was the first good practice. The second good practice was the **formation of a multidisciplinary staff dedicated to the protection as well as the management** of these important spaces. The decision of this team led to the official classification of the monastery as a protected cultural heritage ensemble and the establishment of a heritage buffer protection zone in 1994 that surrounds the site. **They designed a long-term master plan (constantly in evolution and evaluation) for dynamic management.**

This was the third key good practice. Only after this master plan was created did the physical rehabilitation and restoration begin for the monastery, integrated structures

(i.e. movable heritage altarpieces, etc.) along with the entire rural context. After restoration it was possible to reuse the monastic structures as a cultural hub for events that integrate and involve the local community. The structures were rehabilitated to house educational spaces, a community market, library and museum, business area and research centre. The community also uses the church and the sacristy for Catholic worship. More importantly, the recovery of the monastery goes further by incorporating the entire rural area, vernacular structures and their traditional use as an agricultural production centre, an inn and restaurant. The management plan of the Monastery of Tibães also encourages the reestablishment of a small monastic community. The re-use and management of the Monastery of Tibães as a good practice illustrates the integration of many elements including local community involvement along with institutional support. The results obtained are sustainable and respectful of the original values of the monastery while also providing new functions essential for the local community. This was due in large part to the establishment of a dedicated team and a management policy for the medium and long term.

Evidence of Success:

Today the monastery hosts international visitors as well as young students from nearby urban areas. It also supports researchers studying medieval agronomy and horticulture and produces jams based upon medieval recipes. Many visitors also arrive at the monastery to study nature as it is the home to a variety of bat species.

Contacts – References

Carla Cruz can be contacted at:

ccruz@culturante.pt

Miguel Rodrigues can be reached at:

mrodrigues@culturante.pt

David Ferreira can be contacted at:

dferreira@culturante.pt

Monastery of Tibães, Portugal:

<http://www.mosteirodetibaes.org/>

Direção Regional de Cultura do Norte, Portugal:

<http://www.culturante.pt/>



Farmers studying plantings in the fields of the Monastery of Tibães. Image: Monastery of Tibães, Portugal © 2014

500 educational / cultural events are held each year helping bring the community together to ensure sustainability

Ideas for implementation and transferability

- Identify abandoned assets that could serve as educational and cultural catalysts
- Create a knowledgeable, multidisciplinary team
- Identify the potentials of the monument
- Understand the needs of the region and involve the community
- Create a calendar of events for both the community and visitors
- Write a clear and comprehensible short- and long-term management policy
- Create a mixture of uses and funding
- Incorporate businesses that are sustainable and profitable and contribute to sustainability.
- Cooperate between institutions, government and community
- Develop and write a plan that can be replicated in other areas

The recovery and rehabilitation of the Monastery of Tibães received the “Premio Internazionale Carlo Scarpa per il Giardino La ninth edizione” in 1998. It was also awarded 1st Prize at the Biennale of Miami Beach 2009, USA, in the Architectural Restoration category. The monastery is used every day by the local community as an educational centre, by the parish as a place of worship and also hosts over 20,000 visitors per year. There are more than 500 programmed educational events per year.

School children in the fields of the Monastery of Tibães. Image: Monastery of Tibães, Portugal, © 2014



05

Experiences of the Saarte Geopark
Saaremaa, Estonia

Nature & Culture

written by Viktoria Bubukin
Saaremaa Local Government Association,
Saarte Geopark NGO





Panga cliff is one of the most imposing Silurian limestone shores in Estonia. The sea is constantly washing out fossils.

Image: Eerika Thalheim, Saarte Geopark © 2014

The history of Saaremaa Island on the west coast of Estonia can be told in three vastly different time scales. In geological terms most of Saaremaa's monuments are related to the carbonate bedrock which is more than 400 million years old. Other geological monuments include limestone cliffs, karst fields and the first proven meteorite crater in Europe – Kaali. In biological terms nearly half of the island is covered by ancient broadleaf and pine forests that shelter over 30 unique

species of orchids. Hundreds of thousands of migratory birds visit the island including the protected barnacle goose and mute swan. The human history of the island can be told beginning with the Mesolithic Period around the 9th millennium BCE. More recent cultural sites include the 13th century Kuressaare Episcopal Bishop Castle, the only intact medieval fortress in the Baltics, as well as small villages, churches and windmills.

How can both nature and culture be effectively managed and protected? How can the importance of these places be communicated to the community and visitors?



Information board at Panga cliff explaining nature and cultural conservation. Image: Viktoria Bubukin, Saarte Geopark © 2014

Description

Saare County is the westernmost county of Estonia, comprising the islands of Saaremaa and Muhumaa as well as several minor islands and islets. The county is usually referred to simply as Saaremaa as this is the name of the biggest island.

With a coastline over 1200 kilometers long, Saaremaa's shores are significantly articulated, especially in the northwestern and western littoral and along the Gulf of Livonia, east of the city of Kuressaare. Coastal waters around the island are mostly shallow with deep waters washing the northwestern shore against coastal cliffs. Panga cliff is the highest at over 20 meters and is one of the most imposing Silurian limestone sections of shoreline in Estonia. The sea is constantly renewing these cliffs and washing out fossils from the limestone. Further inland is the Kaali Meteorite crater field and carbonate rocks occur everywhere on Saaremaa – on alvars, shingle beach ridges, in arable land and in coastal escarpments. Like in all limestone regions, karst fields and related underground rivers and springs abound. Over a generally flat topography emerges the central upland, extending from the Sõrve Peninsula to the northern coast. The Viieristi Hills are an ancient coastal escarpment and include a chain of dunes which are especially impressive. This geology is one of the main symbols that represent Saaremaa and it is therefore important to protect and conserve it.

Another important symbol is the abundant and diverse biology. Due to its geology and geography Saaremaa has a mild sea climate and loamy soil, making the area rich in flora and fauna. The indented coast with its islands, bogs and lakes makes the region one of the most important stops on the main migratory route for Arctic waterfowl. During

migration nearly 200 species can be sighted including Steller's eider, (*Polysticta stelleri*), black geese (*genus Branta*), long-tailed ducks (*Clangula hyemalis*), goldeneyes (*Bucephala clangula*), and diving ducks (*genus Aythya*). The rocky coast is also home to one of the largest resting sites of grey seals in Europe and fish abound in the waters.

As people started to live on the islands they began to build and shape the landscape. This is evident in the windmills, farmhouses, churches and castles on the island. These cultural sites recall the economic and social history of Saaremaa both in historic and prehistoric times, including (remnants of) castles, manors and archaeological sites as well as memorial sites. One of the main concerns of the islanders is that the next generation will not know of the importance of Saaremaa's natural and cultural history.

Good Practice

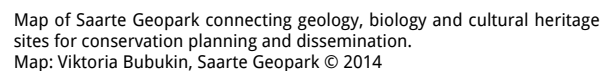
Several institutions are responsible for the conservation and protection activities related to the island's geology, biology and cultural heritage. These were created in order to protect the natural and cultural values. The first good practice that was conducted on Saaremaa is **multilevel governance in order to coordinate between these various agencies both horizontally (between the themes of nature and culture) as well as vertically between the local governments and the national** Estonian Environmental Board and National Heritage Board.

One agency was specifically created to address and coordinate these issues – the Saarte Geopark. The Saarte Geopark has local municipalities of the Saare County as members of the organization and other public and private associations in the same fields of activities as the

Kesse Isle cliff, the Baltic Sea and a traditional fishing boat. Image: Mihkel Jürisson, Saarte Geopark © 2014



The final good practice conducted by Saarte Geopark was to disseminate their results and the uniqueness of Saaremaa. They did this by installing multiple information boards, road signs, a website and publications in a variety of languages. They also distributed a printed version of their interactive map featuring various routes that included geology, nature and culture. Financing for the Saarte Geopark was provided by the Environmental Investment Centre. The launch of the Geopark allows the county to set new developmental goals and provide innovative solutions to regional development and integration with other islands, thus encouraging new job creation and providing added value. The Saaremaa Local Government Association, which has handled these topics, now works in cooperation with Saarte Geopark.



- Recognition that the protection and management of both nature and culture must be coordinated
- Establishment of a specialized entity to coordinate between government entities both horizontally and vertically to avoid duplication of efforts and improve efficiency
- Identification of the symbols and values of a community, their power and possible connection to visitors
- Raising awareness of the importance of the symbols to the community as well as to visitors
- Extensive multi-theme mapping including geological, biological and cultural sites
- Dissemination of results via signboards, classroom visits, lectures, and websites in a variety of languages for visitors
- Preventive conservation actions using the information gathered for a positive proactive approach
- Focus on sustainable high quality tourism development based on unique assets

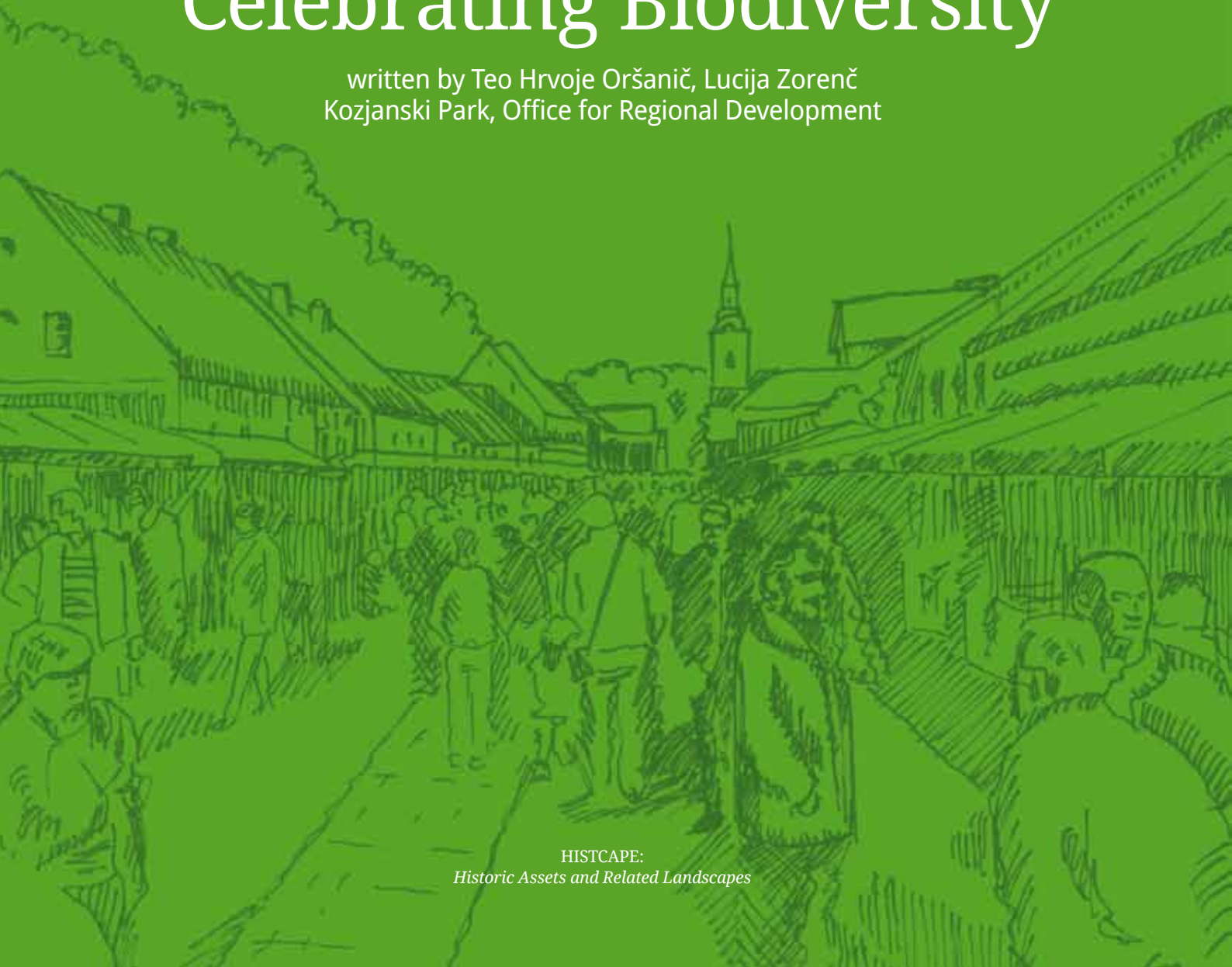
<http://www.saaresol.ee/>

06

Adding Value to Agriculture
Kozjansko Park, Slovenia

Celebrating Biodiversity

written by Teo Hrvoje Oršanič, Lucija Zorenč
Kozjanski Park, Office for Regional Development





Kozjansko Park Apple Festival – adding value by celebrating diverse varieties of apples and their cultural traditions.

Image: Kozjansko Park © 2014

High trunk meadow fruit cultivation in the hills of Kozjansko in eastern Slovenia was once an important part of the agricultural economy. Meadow orchards were grown around farms and protected the terrain against soil erosion and wind. They supplemented the farmers' income and influenced a culture of fruit production, preparation, traditions and products. Owners

did not use pesticides or fertilizer and cultivated many unique varieties of fruit. In the past decades many farmers have given up their orchards due to a shortage of labor, migration towards towns and low profitability. This has resulted in a loss of biodiversity, traditional landscapes and culture.

How can these orchards be revitalized? How can the biodiversity, landscape and culture be economically preserved?



An example of the wide variety of apples harvested within the Kozjansko Park. Image: Kozjansko Park © 2014

Description

High trunk meadow orchards were once a distinguishing feature in the hills and mountain landscape of Kozjansko. Farmers cultivated apples, pears, apricots, peaches and other fruit, many of which were unique traditional varieties to the region. The fruit trees provided an additional source of nutrition as well as income to farmers and also provided habitats for endangered flora and fauna. Numerous species of birds, butterflies, bees and also meadow plants thrived in the undergrowth. Just as importantly, these orchards were a rich source of cultural traditions that were celebrated by the communities from the seasonal harvests to the preparation and preservation of the fruit. However, these orchards, their biodiversity as well as their dependent cultural traditions were at serious risk due to the biennial fertility (variations in cyclical yields), considerable dependence on natural yield cycles and relatively low production. These small meadow orchards were not as economically viable as intensive mono-species orchards in easier to cultivate valley regions. However, their environmental and cultural contributions were invaluable.

In 1981 the Kozjansko Regional Park was established as a protected area in eastern Slovenia to safeguard the landscape, nature and cultural heritage of the area. It measures over 20,000 hectares with only 10,700 inhabitants mainly engaged in agriculture. Complex cultivation patterns include fragmented plots of land with various qualities of terrain. The average farm has only 3 hectares under mixed agricultural cultivation with an additional 2 hectares of forest. These farms often combine agriculture with cattle breeding, fruit and wine-growing. There are very few specialized farms and no large industries.

Because the meadow orchards were in danger and an indispensable component of the landscape, the Kozjansko Regional Park took part in the national project "Reviving Meadow Orchards and Fruit Gardens of Slovenia". Work on this project began in 1999 and was intended to revitalize the orchards through the planting of new trees, maintaining and

pruning existing trees (a service provided free of charge) and conducting demonstrations of fruit preparation, spirit production and fruit drying techniques. This also included beginning the inventory mapping of the orchards and the collection of other valuable environmental and horticultural data. In 2004 the project went further by purchasing a small farm with a nursery garden of ancient apple varieties to serve as a model example and "living laboratory". Today this farm has 102 unique varieties of apples and nearly 60 varieties of pear.

By revitalizing high trunk meadow orchards, the Park management and the farmers are preserving not only the aesthetic value of the landscape, but also the genetic biodiversity of the old fruit varieties and, consequentially, a great diversity of flavors. They are also preserving exceptional habitats for wildlife and promoting natural and sustainable farming methods and providing economic opportunities for organic farming.

Good Practice

Protecting the orchards not only protects the landscape and biodiversity of the ancient fruit varieties but also draws on and protects regional traditions by promoting the cultural heritage that surrounds the harvest, celebrations and processing of the fruit. In 2000 the management of the Park wanted to **promote this cultural heritage and give farmers an event to present their products and knowledge as well as provide economic opportunities**. This led to the famous and unique Kozjansko Apple Festival. This three day celebration started with a day dedicated to expert meetings and the opening of an exhibition of ancient apple varieties. The second and third day were dedicated to a marketplace, cultural programme and festival for the community and visitors. The following year, due to its growing popularity, the festival was extended to an entire week with additional events.

The apple has always been more than just a fruit so the **Kozjansko Apple Festival was branded as the "environmental fair with a soul". From the beginning a marketing scheme was created for the "establishment of a comprehensive exhibition image** that included all the municipalities inside the Park borders. An apple theme was chosen that included a uniform color scheme of green, red, and white with tablecloths decorated with apples for the market stalls. Signs and festival announcements also incorporated this theme. Over one hundred and thirty

stalls were made available for the farmers, the community, merchants and different organizations dealing with nature conservancy issues. During the event, various apple themed events, social games and sports competitions are held. This includes the competition for the longest continuous apple peel – the record currently stands at 540cm! Other events include the competition for the “Master of Apple Strudel”, an educational hike among the meadow orchards, a sports-recreational run to nearby Podsreda Castle and a cycling event – “Cycle in the Company of an Apple”. In 2009, a special title “Carjevič” was created to annually recognize the owner of the orchard who takes the best care of his or her orchard. During the festival they are awarded and given the “Throne of Fruit Cultivation.”

In between festivals the work of the park management continues. **Recently a mobile fruit processing plant was purchased that travels to farms to create organic juice and promote the benefits of maintaining the orchards.** Now, the farmers dedicate more of their fruit for the production of healthy juice without additives or preservatives, adding additional value due to the popularity of organic products. There has also been work toward the protection and conservation of historic settlements. The village of Podsreda, situated on an elevated plateau above the River Bistrica, is a village of only 206 inhabitants. It was mentioned as a market as early as 1377 and had common market rights and privileges, which is evident from the presence of a pillory. The park management has **preserved its unique medieval characteristic single- and two-story houses and revitalized the former market into a fair event** that now attracts over 12,000 visitors. The success of the “Kozjansko Apple Festival” encouraged the park management to start a new story. **In 2013, preparations were made to begin the “Eco Food Festival”** at Podsreda Castle situated above the village.

With these activities the Kozjansko Regional Park has taken an active role in the protection and promotion of not only the landscape and historic orchards but also the culture and livelihoods of the communities. They have put the theories and principles of sustainable development into practice by creating new expertise and ideas, developing new business opportunities and establishing friendships and partnerships. Tradition has been joined with modernity, business and pleasure and the quality of life of the local residents has been enhanced. Consequently, the high trunk meadow orchards with their ancient apple varieties have become the symbol of the preservation of the cultural landscape, a living habitat that links biodiversity, tradition



Traditional recipes and customs are kept alive using the unique species of apples grown in the high trunk meadow orchards. Image: Kozjansko Park © 2014

and generations providing a connection to the forefathers of the community who long ago planted the trees, young students from nearby urban areas. It also supports researchers studying medieval agronomy and horticulture and produces jams based upon medieval recipes. Many visitors also arrive at the monastery to study nature as it is the home to a variety of bat species.

Ideas for implementation and transferability

- Create a symbol for the preservation of the environment, landscape and culture
- Promote the symbol with good practice
- Conduct educational sessions with the owners of the landscape
- Map, identify and create inventories of assets, traditions and their condition, needs and history
- Revitalise those assets that need assistance – replanting new orchards with old varieties
- Create agricultural collectives to contribute to the preservation of genetic and biodiversity
- Create collective branding and certification of product origin and quality – “Sožitje Kozjanski Park”
- Promote locally grown and healthy alternatives
- Link the producers, farmers and consumers
- Create events to celebrate and promote locally grown fruits, traditional recipes

Contacts – References

Teo Hrvoje Oršanič, MSc, Kozjanski Park,
Director can be reached at: hto@kp.gov.si

Lucija Zorenč, Kozjanski Park, Head of Office for
Regional Development: lucija.zorenc@kp.gov.si

For more information about the Kozjansko Apple Festival and meadows:

<http://kozjanski-park.si/en/projects/the-fest-of-kozjansko-apple>
<http://kozjanski-park.si/en>

07

In a Historic City
Oberwesel, Erbe Rheinland-Pfalz, Germany

Coping with Challenges

written by Ingeborg Hoffstadt, Karin Drda-Kühn, Natalie Eimertenbrink
Generaldirektion Kulturelles Erbe Rheinland-Pfalz



HISTCAPE:
Historic Assets and Related Landscapes



The Rhine River Valley at the historic town of Oberwesel; beautiful to visit but a challenging location live and work.

Image: City of Oberwesel © 2014

What is it like to live in a UNESCO World Heritage site in one of the most beautiful regions of Germany? The Upper Middle Rhine Valley with its 60 villages, municipalities and counties in two German federal states (Rhineland-Palatinate and Hessen) are part of a picturesque World Heritage site. This region is visited by nearly one million people a year, who, during their stay, experience the outstanding cultural landscape and extraordinary historic

treasures. However, World Heritage status does not ensure protection from demographic changes and its well-known consequences such as a declining population, decreasing spending on infrastructure and vacant houses – even in the most picturesque little villages. Furthermore, the Upper Middle Rhine Valley is an essential industrial transportation corridor and exposed to high noise levels due to freight rail and barge traffic.

What can be done to halt increasingly vacant houses and shops? How can the protection of historic buildings be aligned with modern living conditions? How can local identity be supported as a cornerstone of development?



Overlooking the Rhine Valley is the 12th century Schoenburg Castle at Oberwesel. Image: City of Oberwesel © 2014

Description

The Upper Middle Rhine Valley was added to the UNESCO World Heritage List in 2002 for its unique geological, historical, cultural and industrial heritage. It stretches 67 kilometers along the Rhine River with breath-taking views of an extraordinary cultural landscape. The Rhineland-Palatinate area alone is home to around 225,000 people and companies who identify with the Upper Middle Rhine Valley and champion its preservation.

In 2011, the UNESCO World Heritage Committee and the governments of Rhineland-Palatinate and Hessen agreed on the implementation of a Master Plan for the valley. The Master Plan process started in 2012 and included a spatial analysis of the area, the organization of six thematic workshops and the staging of a ‘Conference on the Future’. The process produced a detailed overview of the current state of the World Heritage site, showing how the Upper Middle Rhine Valley has developed, highlighting the challenges it faces and indicating what the future might hold.

In a broadly inclusive, participatory process, more than 500 participants such as stakeholders, citizens, companies, tourism agencies, and public and private institutions mapped out the prospects for the future development of this World Heritage site. The main outcome included not only conserving the buildings, culture and protecting the landscape and its monuments but also, maintaining and enhancing the World Heritage site’s attractiveness as a place in which to live and do business. This outcome will become increasingly important for the sustainability of the region. Since 2014, the Master Plan has been in place. Workshops and regional conferences have encouraged active

participation and the development of future steps. Many municipalities along the Rhine Valley took up the chance of being part of a “revitalization movement” for the valley and started their own activities. One such city is Oberwesel.

Good Practice

The little city of Oberwesel has what visitors have come to expect from ‘good old’ Germany: timbered houses, narrow alleys, cozy corners, snuggly inns and historic atmosphere at every corner. A story book castle, impressive churches, well-fortified city walls and a ruin of a Minorite monastery tell the rich history of the city and bear witness to its proud inhabitants. However, vacant properties in some of the most beautiful streets of this little city threaten the overall impression of the city, which depends heavily on income from visitors.

Oberwesel is one of 48 Rhineland-Palatinate villages and towns within the UNESCO World Heritage site “Upper Middle Rhine Valley”, which strive for staying attractive not only for visitors but also for inhabitants and investors. Bacharach, Kaub, St. Goar and St. Goarshausen, as well as Oberwesel were world famous 19th century destinations for Rhine Romanticism and are facing the same challenges:

- Shrinking population and aging inhabitants
- Dependency on tourism, but meanwhile fighting hard to keep visitors due to a highly competitive market, growing visitor demands and refurbishment backlogs
- Decrease of family businesses in the city centres
- Vacant properties: shops as well as apartments
- Demands of young families and the elderly for modern conveniences, utilities, gardens, yards, and barrier-free access
- Houses and industrial sites from the 1960s were partly built in a non-sensitive way in contrast to the cultural heritage and interfere with the historic building context

In addition to these challenges, one of the most important European train transportation routes is located along the Rhine Valley. It is the bottleneck of European commercial railway lines from the North of Europe to the Mediterranean regions, which has strained the valley and its inhabitants with perpetual noise and disturbance day and night.

In 2010 the city administration of Oberwesel commissioned a study by the University of Applied Sciences in Mainz in order to create a plan for the future development of Oberwesel and the surrounding area. The study identified the market potentials of the city and included local stakeholders from the very beginning. After two years, the study, led by professor Emil Hädler and professor Michael Spies, was published with rather surprising results for German urban development: The experts recommended a “collaborative development” of five surrounding municipalities which are located within a few kilometres and connected by two ferries.

Eighty house owners, numerous citizens and representatives of public and private institutions collaborated with more than 300 students from Mainz University of Applied Sciences to collect and analyse relevant data. The study focused on a collaborative approach for the five historic cities. Based on an analysis of social demographic changes, urban development, urban and historic building context, different case studies explored the potential of attractive areas for further development. They focused on integrated solutions and the recommendations considered the transferability of significant planning processes for the whole region of the entire Upper Middle Rhine Valley.

The most important recommendations:

- Real estate consolidation could allow the conversion of vacant industrial properties for other uses in the inner city. This requires an active city management and the understanding of the owners that economic benefit of their property is only feasible if it is utilized in a collaborative way.
- Real estate markets in the inner city areas can be revitalized specifically for young families by increasing open space through the cleaning of unused areas. A moderate retreat concept could create new parks and green spaces, making these areas more attractive.
- Service space for charging batteries and repairing of bicycles, e-bikes and e-cars which can be rented in the Rhine Valley. The study recommends creating a service center, privately operated, for the visitors to all five cities.



A stamp of its own: UNESCO World Heritage Upper Middle Rhine Valley
Image: Oberes Mittelrheintal © 2014

- During the holiday seasons a flexible bed & breakfast concept could answer seasonal peaks: Accommodation can be organized in empty houses, coordinated by a reception similar to the “albergo diffuso” concept successfully offered in Italian mountain villages. The satellite accommodation can be opened and closed according to visitor demand and can even be closed down completely during the low season. Advantage: This concept can be organized in a rather cost-effective way and offers families with children or cycling groups cost-saving accommodation in the middle of the city and close to the biking trails.
- Shops and services could be organized in a more flexible and cooperative way: They do not have to open daily and can be opened on alternative days in rotation between the five cities.
- Assisted accommodation for the elderly in restored historic properties as a private business model which could be organized in a manner similar to visitor accommodation with one key advantage – that elderly people can stay in their properties. A private business in Oberwesel could offer this service for the other cities as well in close cooperation with the local hospital and existing elderly home.

Steps for further implementation

Oberwesel master plan is only a small part of the master plan for UNESCO World Heritage site “Upper Middle Rhine Valley”. It is but a brick in a big wall, which will be further built during the next decades. Actually, it is a plan for multiple generations, and must grow year by year, which requires mental and active support of the communities and many different sources.

Ideas for transferability

Although the described challenges concerning vacant properties in small towns and villages in rural areas are a major concern in many European countries, transfer in an identical way of the Oberwesel master plan seems rather limited as a whole. Preconditions vary from one region to the next, strengths and weaknesses are different, and what one region might regard as a potential worth elaborating, another regards as a cost.

However, there are some aspects of the Upper Rhine Valley Master Plan approach as well as the Plan for Oberwesel that could inspire other regions:

- The involvement of citizens and stakeholders was not only a showcase, but was taken seriously by accepting their

Experts recommendations included collaborative development with nearby cities, specific revitalization for young families, increasing open spaces and assisted accommodation for the elderly

knowledge and suggestions as valuable contributions in the overall process

- The integration of many parties and their contributions, from children to elderly people, from crafts enterprises to industry, from public to private homeowners, from public monument conservation to private heritage operators, from municipal representatives to regional government representatives, broadened the scope of possible solutions
- The collaboration of five municipalities together such as the example of Oberwesel shows new opportunities, a collaborative spirit and easier access to finance
- Within the master plan process the local and regional identities were strengthened and visions were developed as to how to make a World Heritage site a favored place to live and work and not only a pretty place to visit

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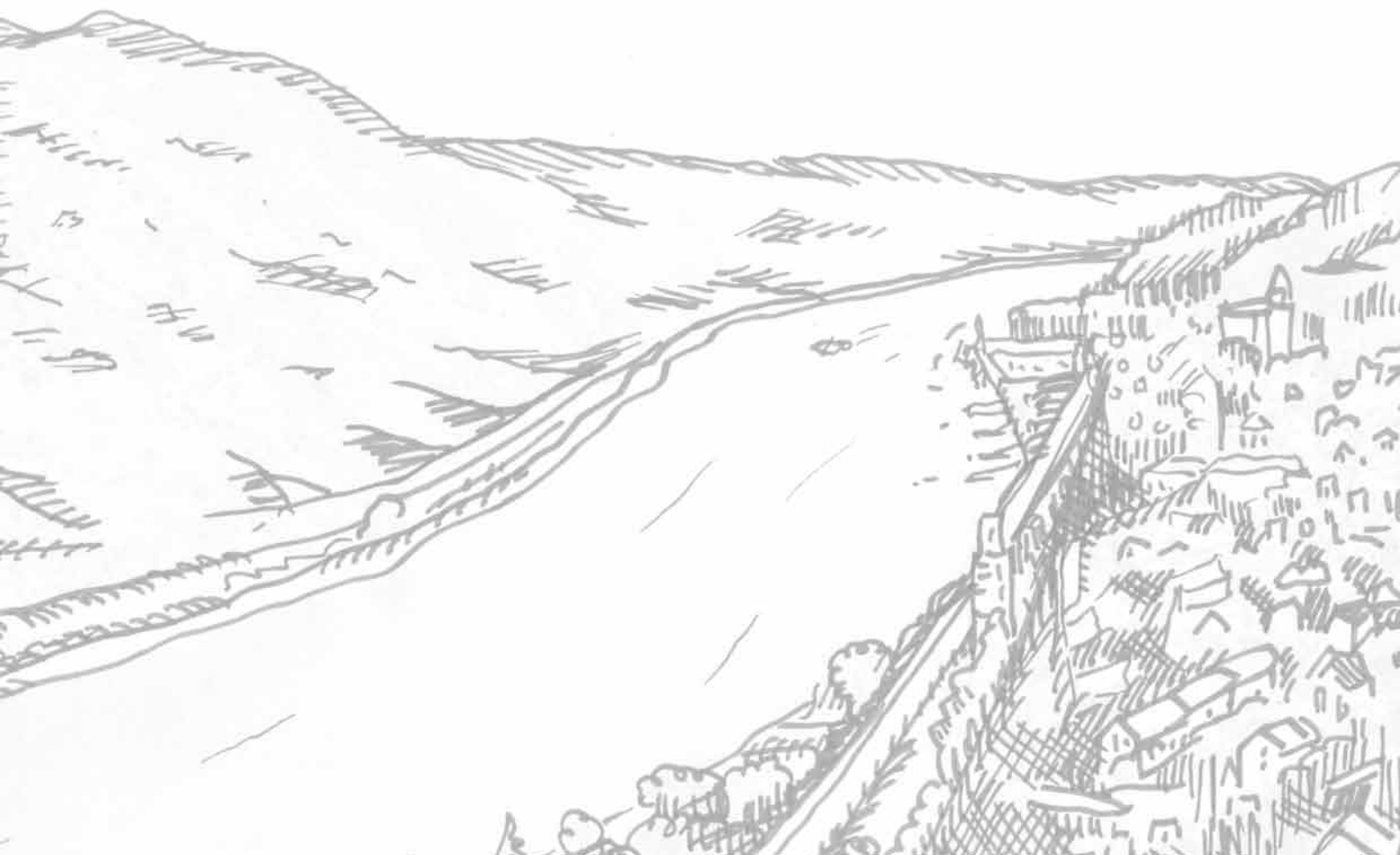
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HISTCAPE:
Historic Assets and Related Landscapes

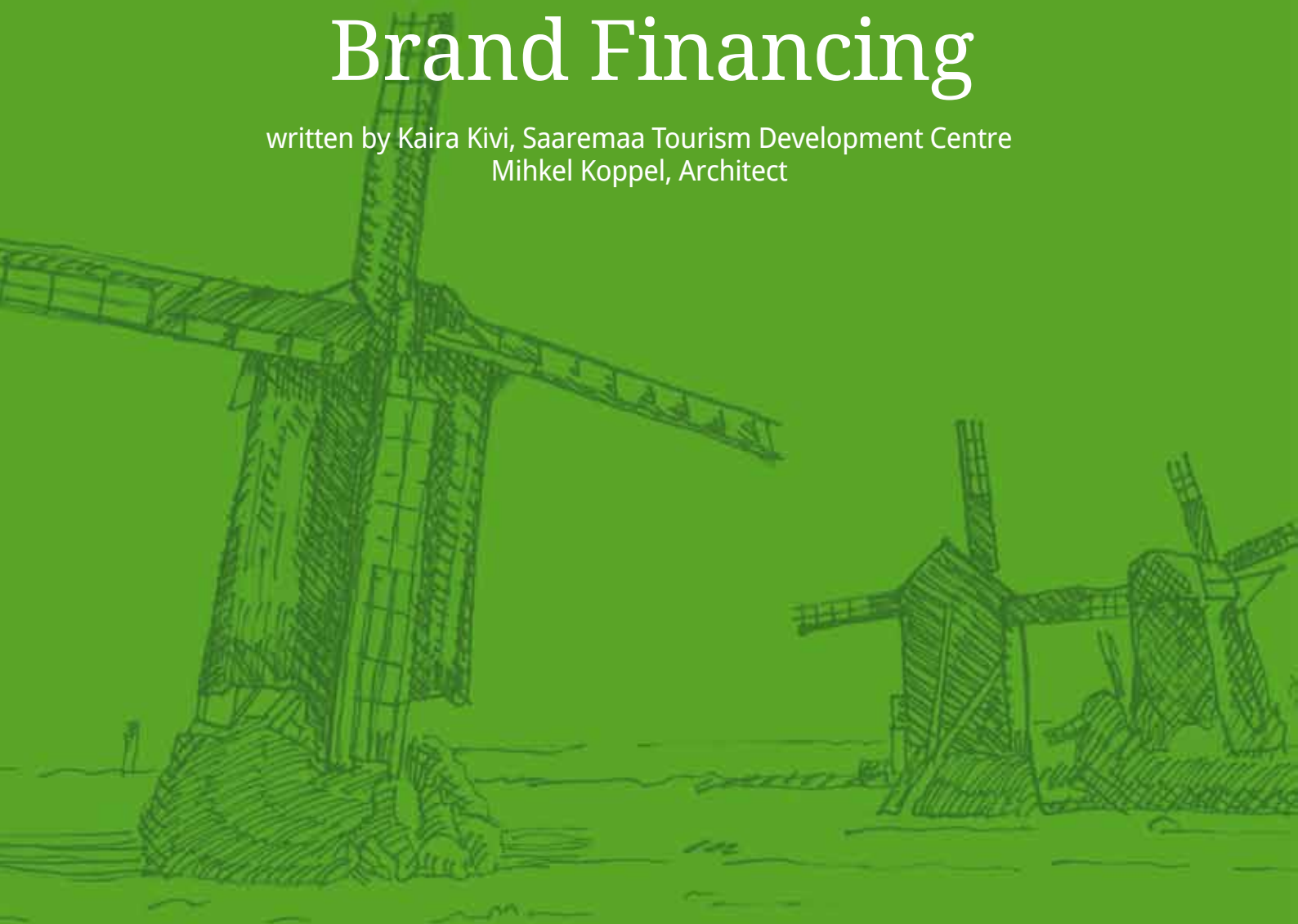


08

Preserving Community Symbols
Saaremaa, Estonia

Brand Financing

written by Kaira Kivi, Saaremaa Tourism Development Centre
Mihkel Koppel, Architect





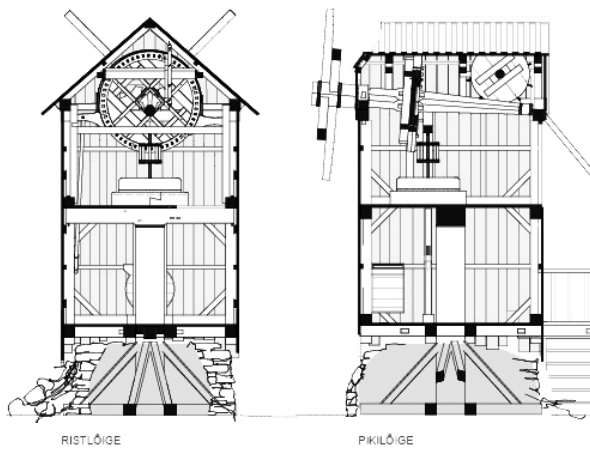
The windmills of Saaremaa on the hill of windmills at Angla; there were once hundreds of such structures – today there are fewer than a dozen functioning.

Image: Saaremaa Tourism Development Centre © 2014

In 1890 there were over 1200 windmills in the landscape on the island of Saaremaa in western Estonia. By 1950, as electricity became widespread on the island, the number had been reduced to less than 800. Today there are approximately 100 windmills and only about 20

in good working order. These windmills were once the symbol of the island; they shaped the landscape and were anchor points for each small community. The loss of these important symbols is tragic.

How can the loss of the symbols as community identity be prevented? How can their conservation be financed?



Cross sections of a post type windmill.
Drawings: Mihkel Koppel, Architect © 2014

Description

Saaremaa is a windswept island of the west coast of Estonia in the Baltic Sea. Due to its geography and geology Saaremaa has a milder climate than the mainland and rich loamy soil. This results in broadleaf and pine forests and productive farmland for growing grain. With a population of only about 30,000 inhabitants it is an island rich in culture, history and tradition.

Two such traditions have been determined: self-reliance due to the island's remote location and a wide variety of hardy breads made from the island's locally grown wheat and rye. These traditions, along with abundant wood and stone for construction, have manifested themselves in the symbol of the island – Saaremaa's famous windmills. Their original purpose was to harness the wind off the Baltic Sea and grind the grains into flour to make bread. Every community and most farms had multiple windmills and they were usually clustered together on the rolling hills to capture the best winds.

There were typically two types on the island. Larger fixed windmills built of wood or stone that rotated only at the top (typically known as the Holland-type) and a smaller type (Post-mill) with the entire housing rotating around a centre pole. This way the 'sail' of the windmill could be pointed at the available wind.

With the traditional use of the windmills replaced by electricity their only function is symbolic, making financing conservation difficult. Today, there is only one representative group of windmills at the site of Angla.

Once a ubiquitous symbol of the island, they have become more difficult to find. One concern of the islanders is that the next generation will not know of this important history and its connection to self-reliance. Another concern is that these windmills must be maintained for visitors to the island. A recent survey by the users of Tripadvisor (www.tripadvisor.com), a website that advises travelers, ranked the windmills as one of the most popular attractions on the entire island. The opinions were from all across Europe, from Germany to England to Russia to Estonia.

Good Practice

Conservation of the windmills can be expensive and the island authorities and community needed to find a source of financing to preserve and protect this important symbol. **This good practice is about finding additional uses for an important symbol and a private source of funding combined with public sources.** This was found in the cooperation project between Altia Eesti Ltd. and Saaremaa Tourism Development Center.

This logo of the popular brand of Altia Eesti 'Saaremaa' prominently features a windmill; therefore it was only natural for the authors of this article to approach the company with a proposal to fund conservation. **The second key good practice was their value proposition** to the company. They did not only ask for funding but explained the significance of the windmills to the community. They explained how the brand 'Saaremaa' was interconnected with the identity of the island. **They also had detailed documentation and state of condition assessment of all of the windmills on the island – another good practice.**

In 2013, the Saaremaa Tourism Development Centre and Altia Eesti signed a long-term agreement to sponsor the restoration and maintenance of these windmills as they are important historic monuments and unique cultural symbols of Estonia and Saaremaa. This good practice ensures sustainable funding for the windmills as well as providing the opportunity for increased funding in the future.

The project began in April 2013 with restoration works at the sites of Leedri and Ennu. This was followed by cleaning and documenting at additional sites. One element was that the windmills were **restored using traditional methods and included training for craftsmen – another key good practice**. The involvement of the intangible heritage of craftsmen will ensure the sustainability of the structures. **Importantly, after the project another key good practice was a summer end celebration at the work sites**. This provided visibility for the importance of the cooperation between private enterprise, local government and the community.

In 2014 the programme continued with the rebuilding of the Ilaste windmill. This windmill is famous as it was near the village of Kuusnõmme made famous by the Estonian writer, Aadu Hint. It was also selected because the local community is very active and supportive and can ensure that the conservation is sustainable. Once the windmill is ready there will be an exhibition of Aadu Hint's life and writings about life in the local village. But the conservation process is not isolated.



On the 15th of August 2013, Altia Eesti's team visited Saaremaa Island and Ennu windmill to work on the windmill and its surroundings. Image: Altia Eesti 'Saaremaa' © 2014



Work in progress on various windmills mechanisms, structures and foundations. Image: Altia Eesti 'Saaremaa' © 2014

Only a few dozen windmills remain. Private industry is helping preserve the uniqueness of saaremaa island, making sure that craftsmanship and the symbols of the community will not perish

Ideas for implementation and transferability

- Identification of the symbols of a community, their power and possible connection to products
- Discussions with industry and explanations of the importance of symbols to the community
- Documentation in detail and knowledge of specifics needed for conservation
- Financing from private industries for conservation and maintenance
- Dissemination and celebration of this process
- Formulation of a value proposition based upon symbol
- Conservation of craftsmanship

Contacts – References

Kaira Kivi can be reached at: kaira@visitsaaremaa.ee

Mihkel Koppel can be contacts at:

mihkel.koppel@mail.ee

<http://www.hot.ee/archetto85/home.htm>

'Saaremaa' is available in Estonia and neighboring countries: <http://www.saaremaaavodka.ee>

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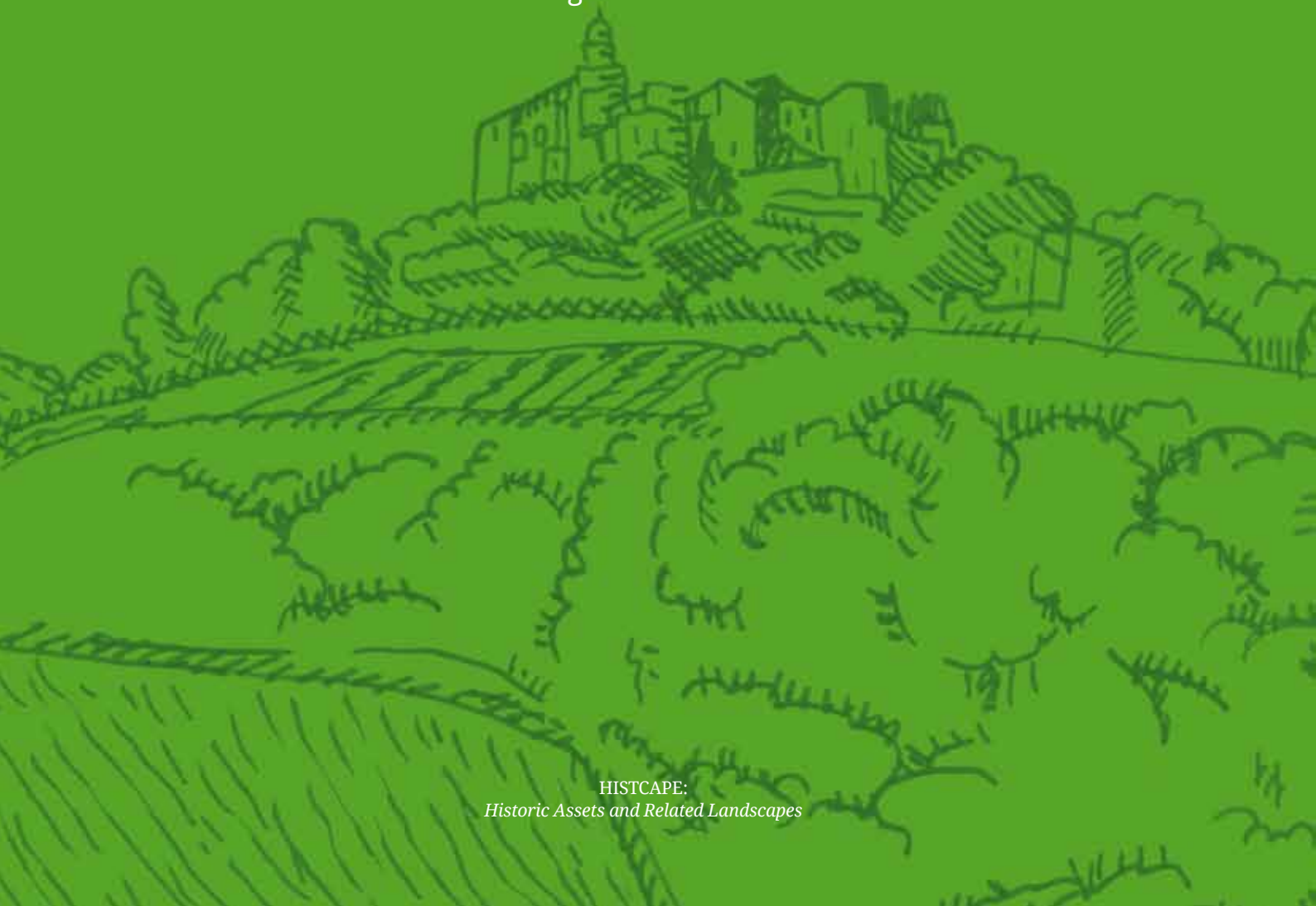
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09

The Scene of People's Everyday Lives
Marche, Italy

Identifying with the Landscape

written by Vincenzo Zenobi, Lorenzo Federiconi
Regione Marche





Landscape is an important aspect of Italian identity

Image: Daniela Vitali © 2014

Landscape is the scene of people's everyday lives. Whether one lives in a town or in a rural area, landscape surrounds and influences us. Landscapes can be thought of in different ways, with emphasis on the process of perception. It can be seen as part of territory and local community, similar to the approach of the European Landscape Convention. The process of building anthropic landscapes could be stressed or the land could be simply

admired for the creative role of Nature. In any case a 'good' landscape helps people to identify with the places of their lives. Beginning in the late 1980s, Regione Marche has been protecting its landscape through a Landscape Plan and is continually improving its governance by recognizing that an attractive, healthy landscape protects the environment as well as reinforcing regional identity.

How can a plan better protect and improve regional landscapes? How can a protection plan help people better identify with the scenes of their everyday lives?



The community actively participating in the Landscape Plan. Image: Lorenzo Federiconi, Marche Regione Marche © 2014

Description

Landscape is a very important aspect of Italian identity. The agricultural fields, vineyards and natural places are landmarks that connect generations and city dwellers to their origins. Families trace their roots to rural villages and Italian culinary traditions begin in the countryside. The first proposals for landscape protection were made at the beginning of the 20th century when important laws were created to protect historical assets and their landscapes. Relevant and valuable areas were further protected and promoted in the 1930s. After the Second World War, landscape became formally enshrined as a Constitutional value. Article 9 of the Italian Constitution states: “The Republic shall safeguard Landscape and the Historical and Artistic Heritage of the Nation”.

However, as recently as the mid-1980s, in a reaction against the low-value construction and rapid transformations occurring within the landscape, a law was promoted by Giuseppe Galasso in the Italian Ministry. This law required that all regions design specific plans to protect their landscapes. The focus was on high-value elements that form the structure of a territory, such as rivers, mountains and valleys.

Because Mr Galasso was both a politician as well as an historian, the law he promoted was strictly linked with Italian studies on landscape carried out by geographers and historians such as Lucio Gambi and Emilio Sereni. However, a comprehensive and binding description of Landscape remained undefined. The idea of ‘Landscape’ was left for each region to delineate. According to the Marche Landscape Plan, landscape is a holistic concept that results from the co-evolution of three systems: the earth and its forms (geological and geomorphologic systems), its cover (botanical and ecological systems) and human works (historical and cultural systems).

Related to geological, botanical and cultural systems, the “Landscape Categories” are the elementary component of

landscape. The plan sets protection areas associated with “Landscape Categories”, imposing full or partial protection. The Plan includes rules immediately binding and gives instructions to specific Urban Plans. To better understand how this landscape protection works, it must be pointed out that categories of the geomorphological structure are streams, ridges, slopes, and seaboard. Categories of botanical system are floristic areas, forests and woodlands, grasslands, wetlands and other elements of rural landscape. Categories of historical and cultural heritage are historical centers, historical buildings and artifacts, archaeological areas, places of historical memory, scenic roads and agricultural landscape of historic interest.

Eventually, municipalities became the main actors in landscape planning in Marche. The key idea was to link urban planning and landscape planning between the regional and municipal levels. All municipalities were required to design their Urban Plans taking into account landscape, protection areas and environmental values. For every local plan, surveys were made on geological, botanical and historical assets. Comprehensive surveys on valued historical rural houses were also created.

Good Practice

Regione Marche is now working to renew their Landscape Plan to **adapt to new national laws, improve landscape governance and involve local communities**. Now things are changing and the Marche Landscape Plan has changed to better adapt to new situations and conditions. These changes include taking into account not only high-value landscapes but also ‘everyday’ landscapes. Both the European Convention on Landscapes and common sensibility recognize this change, and care must be taken to address ‘ordinary’ landscape as the scenes of everyday life.

As communities are identifying more closely with their everyday landscapes, they often ask for more regulation and stricter landscape protection in order to avoid unwanted transformations, such as suburban sprawl, industrial expansion and soil consumption, which often go unnoticed until too late. **This ‘bottom-up’ approach requires more active, participatory involvement from the community in landscape protection**. From the ‘top-down’ the State has also responded by changing rules of landscape governance. To ensure better coordination among regions, a recent Italian law demands a joint planning between the State and regions.

Finally, it must be recognized that 'blanket' protection policies are not sufficient. If everything is considered an important landscape, special protection areas cannot be applied to the whole territory. Work must be done in recognizing conditions that make good human landscapes possible. **The aim is to improve the quality of life through recognition and protection of everyday landscapes through coordinated regulation as well as active policies** (the European Convention defines this as "Landscape Management"). Such policies must recognize that if a community living in a specific rural place is too weak or ageing, the landscape is likely to decline, as no one takes care of it; therefore, the policy must take this into account. To adapt to new conditions with regard to landscape governance, **national and regional levels are working together in order to avoid conflict, share goals, coordinate actions and rules**. A more challenging role is likely to be played at the local level; for instance neighboring municipalities must coordinate planning decisions to take into account timing and shared directions.

One component of the Landscape Plan is regarded as "Active Policies for Landscape". This may seem only a buzzword and but it means a **flexible agenda that is continuously updated, involves the local community and permits strategic alliances to take advantage of innovative ideas**. A good example is the recently established Marche Landscape Cine Fund. The Marche Film Commission is a foundation established with the aim to promote Marche and its culture through the development of film and television productions. It suggests locations, supplies services and professionals to movie and television producers intended to shoot in the region. Their website, along with other information, contains an image database of the most significant places in the region suitable for a variety of productions (Location Guide). It also contains maps of places in Marche where historic films were created (Movie Map) and suggests itineraries available for Tourism (Marche Movie Tourism). Their work has had results in Marche such as direct economic impact, indirect and induced economic effects, improvement in professional profiles (i.e. opportunities for local operators) and increased tourism. In 2013, Marche Film Commission and Regione Marche, decided to go a step further and establish a fund to subsidize movies focusing on specific aspects of the Marche Landscape. The fund, called the Marche Landscape Cine Fund, is expected to call attention to the beautiful but economically disadvantaged rural villages and landscapes so they will benefit from all the impacts named above and that landscape will serve as a catalyst for a development trajectory. The aim is that landscape will be seen more as a resource for endogenous development. The first movies to be funded by Marche Landscape Cine Fund are to be decided soon and their



Poster announcing a public meeting in Arcevia concerning the cultural landscape economy. Image: Marialuisa Cipriani © 2014

impacts evaluated. In the end, movies are a further means to reinforce community identification with the landscape. The renewed Marche Landscape Plan, with active policies such as the Cine Fund and coordinated regulation will better protect everyday and high-value landscapes.

Ideas for implementation

- Coordinate landscape governance at national, regional and local levels
- Link landscape planning and spatial planning
- Involve local communities as they know their landscape and its values
- Think actively for innovative policies to protect the landscape
- Understand that the landscape, community, and development are different aspects of the same integrated policy

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Regione Marche, Italia: <http://www.regione.marche.it/>

Vincenzo Zenobi: vincenzo.zenobi@regione.marche.it

Achille Bucci can be contacted at:

achille.bucci@regione.marche.it

Lorenzo Federiconi:

lorenzo.federiconi@regione.marche.it

Marche Film Commission:

Anna Olivucci can be contacted at:

anna.olivucci@fondazionemcm.it

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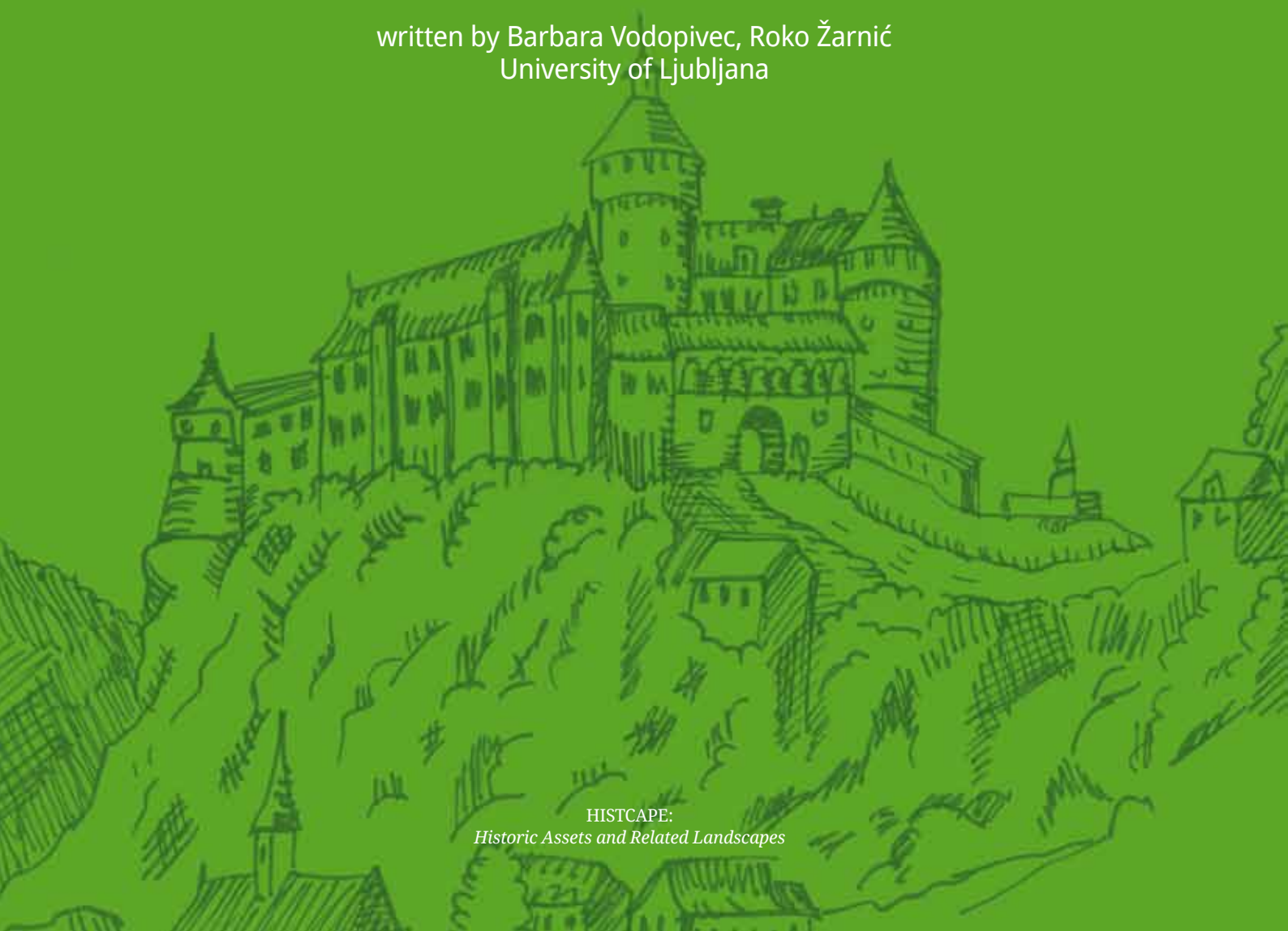
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10

Preventive Maintenance
Slovenia

Informed Decisions

written by Barbara Vodopivec, Roko Žarnić
University of Ljubljana



HISTCAPE:
Historic Assets and Related Landscapes



Lember Castle near Celje, Slovenia. Depiction of the 17th century castle: G. M. Vischer, *Topographia ducatus Stiriae*, 1681.

Decay starts the day after restoration. Most damages are small at first and easy to repair if noticed. However, small damages grow rapidly if no measures are taken. Consequences can be severe, such as loss of historical value, high costs of restoration and even loss of the monument. Yearly visual, non-destructive inspections and immediate repair of small-scale damage have proven to reduce restoration costs and risk of damage

caused, for example, by neglect or fire. This philosophy was emphasized by Jacques Akerboom, director of Monumentenwacht Noord-Brabant, an organization which has been operating since 1973 with significant results. Even more, almost half of the activity of the construction industry is spent on repairing and maintaining existing heritage. To successfully carry out preventive maintenance “we need information and we need data”, said Ingval Maxwell.

How can information systems and technology assist in the preservation of cultural heritage? Can these systems prioritize the allocation of limited resources and in making informed decisions?



The EU-CHIC data management system was widely debated at a number of project meetings and workshops. Athens meeting, February 2010. Image: A. Kioussi, University of Ljubljana © 2014

Description

Prevention of degradation processes starts with learning about the reasons for degradation and about the materials that degrade. To obtain relevant knowledge, a wide range of information is needed. To be useful, information has to be organized and presented in clear, understandable form. The best tool for prevention planning and decision-making is a reliable database containing as much available data as possible on heritage asset and influences that induce degradation.

Data presented in a comparable way for different cultural heritage assets can assist in learning from well-examined cases for use in less understood cases. In addition, experiences gained from successful interventions as well as from failed attempts to reach the desired effects are highly valuable in seeking solutions for cases in the process of preventive conservation. Establishing the European approach to data collection and use for decision making following the idea of the European 7th Framework project EU-CHIC – European Cultural Heritage Identity Card (www.eu-chic.eu) is a good example of support to preventive conservation activities for immovable heritage assets. It has been recognized within the project that this approach has potential for adaptation in other heritage types, cultural landscapes among them, and can serve as a contextual basis for information systems development.

Preventive maintenance and the need for relevant data to support it was one of the main starting points of the EU-CHIC project. Its aim was to develop a pan-European data management system designed to monitor changes and interventions on immovable heritage assets across Europe and in neighbouring countries. The system can also support monitoring and systematic reporting on various human and

natural impacts on the physical state of that heritage, and assist in the provision of the most relevant and economic choices for effective preventive conservation. To achieve this, project partners systematically explored compilation, presentation and storage of heritage data in each partnering country, carried out state-of-the-art comparative analyses, conducted surveys to explore end-user needs, and addressed and discussed those issues at numerous project workshops.

One of the major outcomes of the studies was that risks are often under-represented in current databases. Thus, the EU-CHIC concept gave emphasis to these risks as a very important category of data. Over the course of the project the optimum methodology proved to be what is called the leveled approach to data management. Thus, based on the floating iceberg concept of data management, a system called CHICEBERG was devised. Chiceberg divides data into three levels: General data (identification); Pool of knowledge (knowledge accumulation); and Decision-making support. General data which appear above the sea level are publically available, whilst the other two levels beyond the sea level are owner controlled.



Chiceberg data management system, developed in the framework of the EU-CHIC project, 2012. Image: Barbara Vodopivec, University of Ljubljana © 2014

Guidelines on data compilation embracing collection, presentation and storage of data on each individual heritage asset, as well as identification of methods, techniques and tools for obtaining relevant data and references to relevant databases and data sources, have been developed. A system for tracking changes and interventions on immovable cultural heritage was thus defined and its high potential for use as a basis for information systems designed to support informed decision-making on cultural heritage preservation was recognized. The system has been translated into 13

languages, Arabic, Greek, Hebrew and Russian among them , and validated by a series of case studies in different European and Mediterranean countries, highlighting its significant potential to adapt and update to each specific context (case studies are available at the projects web site).

דה מידע	رقم	مجالات البيانات
מות והפניות	1.0	الأسماء والسمات
יקום	2.0	الموقع
ימות תפקודית	3.0	النوع الوظيفي
יארור	4.0	التاريخ
אפיינים מבניים	5.0	البناء
לב מבני נוכח	6.0	الحالة المادية الحالية
למד חוק/חסות שימור	7.0	إلية / الوضع القانوني
	8.0	المخاطر الرئيسية

No	Категории
1.0	Названия и ссылки
2.0	Местоположение
3.0	Функция
4.0	Датировка
5.0	Строительство
6.0	Текущее состояние (физическое)
7.0	Защита / правовой статус
8.0	Основные угрозы

No	Data Field
1.0	Names and References
2.0	Location
3.0	Functional Type
4.0	Dating
5.0	Construction
6.0	Current Physical Condition
7.0	Protection/Legal status
8.0	Major Risks

Fragments of the EU-CHIC Guidelines in Arabic, Greek, Hebrew, English and Russian Iceberg Level 1 data fields, translated by project partners. Guidelines, translated into 13 languages, and 17 case studies are available at www.eu-chic.eu. Image: Barbara Vodopivec, University of Ljubljana © 2014

Good Practice

HISTCAPE project was about historical assets and related landscapes in European rural areas and therefore partnership was looking to define tools to manage these types of heritage. Cataloguing and identification of rural heritage, supported by a relevant data management system and technical practices, were recognized as one of the key activities in the implementation of effective preventive maintenance and thus sustainable management of heritage assets and related landscape. In search of adequate good practice to serve as an inspiration and



Survey of Bizeljsko Castle, done according to the EU-CHIC system. Image: Barbara Vodopivec, University of Ljubljana © 2014

model to be transferred, the partnership identified the EU-CHIC data management system. Even though the system was developed for immovable heritage it contains some crucial categories relevant for landscapes as well, such as location, risk prevention and potential to incorporate spatial planning elements. The University of Ljubljana took over the initiative to investigate the possibility to up-grade the system for rural historical assets and especially for related landscapes. In doing so, the university has worked with Regional Park Kozjansko, which has a lot of proclaimed natural and cultural heritage assets with a predominately rural character. Five selected monuments in Kozjansko were surveyed to test the potential upgrade of the EU-CHIC data management system. At the same time, transfer of good practice to one specific region in Slovenia was tested.

The survey revealed the need for definition of additional fields under the General data section. Category 1.0 (Name) should be upgraded with landscape typology to enable exact identification. Category 2.0 (Location) should be upgraded with additional filed that would allow landscape borders identification and Category 5.0 (Structure) should be upgraded with additional filed H for identification of cultural landscape types with two subcategories: H1 cultural heritage and H2 parks. The results and upgrade proposal were carefully analyzed and then verified with field work. Three selected landscape types were surveyed on the basis of the upgraded EU-CHIC protocol. It was confirmed that upgraded data management protocol can be used for cultural landscapes as well, providing that each time the specific landscape features are taken into account. Thus, research work within the HISTCAPE project gave a

basis and impetus for strategic improvement of heritage assets and related landscape preventive maintenance as an important part of heritage management in the Kozjansko region; Kozjanski Park management authority is considering including the EU-CHIC data management system, upgraded for landscapes, into their long-term management plan.

Ideas for implementation in other regions

It is an undisputable fact that there are not enough public funds for preservation and even for regular maintenance of all heritage assets. Consequently, priorities have to be established and new, alternative funding solutions need to be found. There are numerous decision-making tools and procedures to support valorization and prioritization (generally known as MCDM – Multiple criteria decision making), however they all need adequate data input. Equally, new business models, either private or public, need to be supported with relevant information. Whether for decision-making, on-site management or business models, information is needed. In the HISTCAPE project, the EU-CHIC data management system was upgraded for rural historical assets and related landscape and verified in the Kozjansko region. Thus, a pilot transfer of good practice was achieved. However, even more importantly, the pilot transfer confirmed the potential of the EU-CHIC

system to be transferred into any region, provided that the special features conditioned by regional specifics (legal, for example), each heritage type, and targeted end-users needs are critically taken into account. Only then informed decisions can take advantage of the data management system and contribute to effective preventive maintenance planning and, consequently, to more efficient heritage management, including the transparent and consistent allocation of public funds.



Lemberg Castle near Celje, Slovenia. Currently under renovation by a private owner. Decay could have been prevented by regular maintenance. Image: Barbara Vodopivec, University of Ljubljana © 2014

Contacts – References

Barbara Vodopivec can be reached at: Barbara.Vodopivec@fgg.uni-lj.si

Roko Žarnić can be reached at: Roko.Zarnic@fgg.uni-lj.si

University of Ljubljana, Slovenia:

<http://www.uni-lj.si/eng/>

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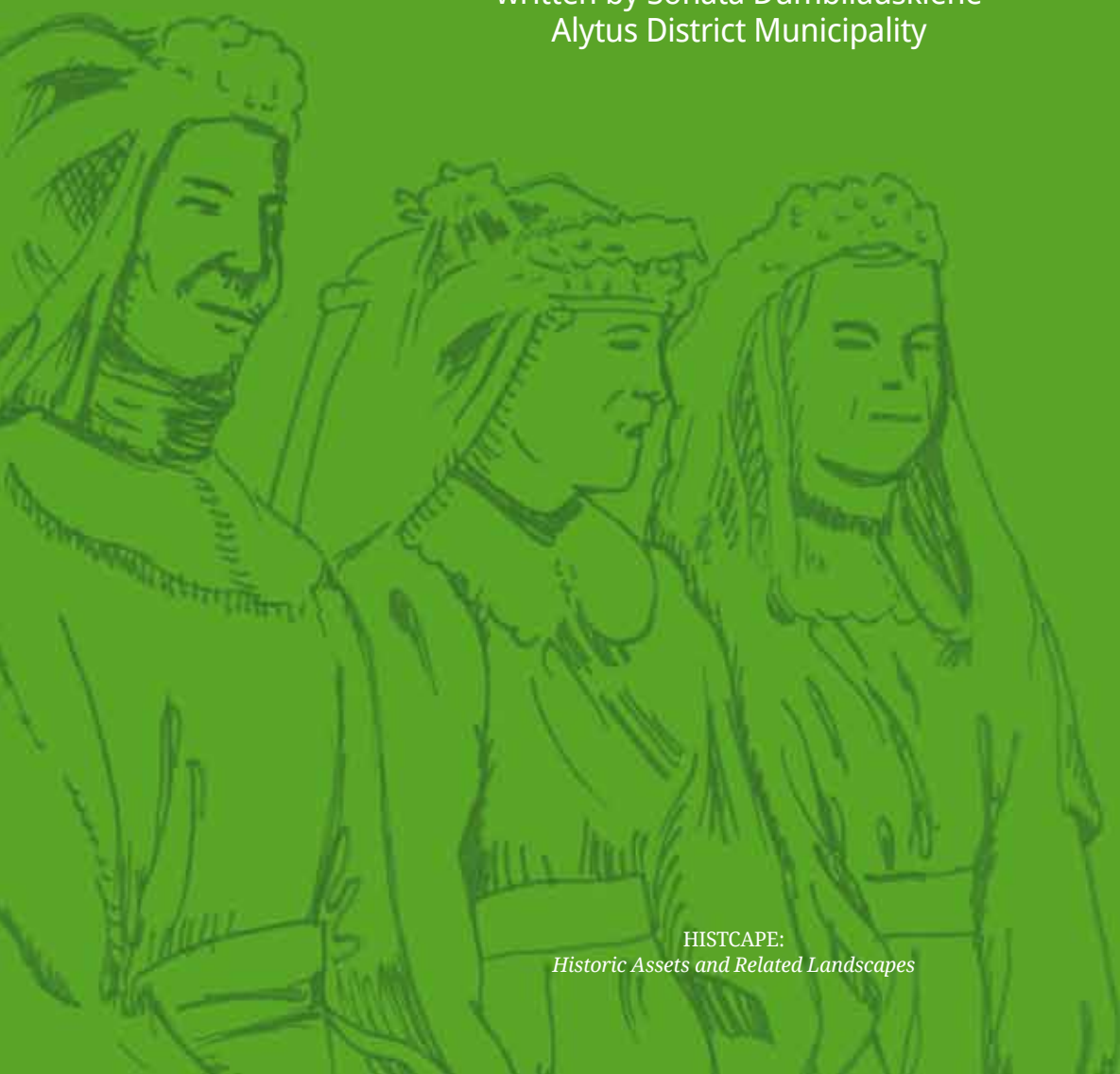


11

Pilgrim Crossroads
Pivašiūnai, Alytus District, Lithuania

Intangible Connections

written by Sonata Dumbliauskienė
Alytus District Municipality





Pilgrim evening community celebration in 2006, Pivašiūnai, Lithuania.

Image: Alytus District Municipality administration © 2014

The spirit of a community is a combination of many seemingly unconnected elements – buildings, objects, natural landscapes and traditions. Traditions or ‘intangible heritage’ are often the strongest link between places, people and generations. Very often this intangible heritage is the most fragile and difficult to sustain. Without it, places lose their meaning, the natural

environment is subjected to degradation and connections within the community are lost. Moreover, connections with nearby communities that share similar traditions are also lost. If a community is to prosper and their spirit preserved there must be recognition and continuation of their intangible cultural heritage and an understanding of how it connects to other communities.

*How can intangible heritage be preserved?
Can it strengthen the links between
natural landscapes, built heritage
and other communities?*



Assumption of the Blessed Virgin Mary.
Image: Alytus District Municipality administration © 2014

Description

Pivašiūnai is a small ethnic Dzūkijos village situated on the shores of Ilgis Lake near the ancient Pivašiūnai Gineitiškių forest in rural South Lithuania. Surrounding the village are neatly tended agricultural fields and at its centre is the spiritual heart of the community and region – the Church of the Assumption of the Blessed Virgin Mary. Pivašiūnai village is on the main route between the capital Vilnius to the medieval town of Alytus and beyond to Poland; therefore, its location made it a natural crossroad for the exchange of ideas, beliefs and traditions. By the early 17th century the Protestant Reformation movement had faded and a large landowner, Elder Jonas Klockis, converted to Catholicism. In 1633 he donated an estate and funds to the Benedictine monks at the nearby monastery of Old Trakai to establish a Catholic church. The surrounding forest provided the materials and the villagers supplied the labor. Soon the church became the centre of the community and near it they buried their families marking their memories with carved wooden tombstones.

The central altar of the church was adorned with an ancient painting depicting the assumption of the Blessed Virgin Mary. In the late 18th century disaster struck and a fire engulfed the village and church but miraculously the painting survived. A second church was built and was again destroyed by fire, yet the treasured painting endured. Again the community rebuilt, creating a classic wooden structure in a simple yet distinctive form.

Eventually, the reputation of the painting and its church grew and became the center of the wider regional community. Pilgrims began to visit the painting to honor their faith and

beliefs. They mostly came from the neighboring regions of Dzūkija, Vilnius and Lyda. But soon immense processions of pilgrims began traveling by foot from further away carrying church banners and religious images, and seeking refuge at night in communities along the way. Among the pilgrims were the sick, lame and poor whom the people along the route would generously assist. Soon, Pivašiūnai village, the church and its painting became one of Lithuania's main pilgrimage destinations. Pilgrims traveled throughout the year but the largest groups traveled to celebrate the eight days of the Indulgence Feast of the Assumption, or "Žolinė", when the famous painting is crowned. The tradition of such organized trips to indulgenced feasts was revived when the Soviet occupation ended and independence for Lithuania was regained.

Good Practice

The initiative of the local community in cooperation with the wider regional and religious communities was critical in identifying the importance of their pilgrimage traditions. They **understood the importance of this intangible heritage and its connection with the church, village and surrounding landscape** – a good first practice. They also recognized the pilgrimage routes as **significant links between generations and surrounding communities**; even into neighboring Poland. In 2004 the community began a project to link the pilgrimage routes between Lithuania and Poland that included Pivašiūnai. Therefore, they were very active in ensuring that the physical restoration of the church, as the terminus of one of the major pilgrimages, was an important part of the larger municipality's strategic plan. The implementation of the project involved identifying the physical needs for conservation of the structure as well as protection measures for the landscapes along the pilgrimage route – another good practice.

The larger municipality **sought and received funding from a variety of sources** – regionally, nationally and internationally, for the restoration of the church – another critical good practice. Beginning in 2005 the Lithuania Department of Cultural Heritage under the Ministry of Culture became involved and listed the church for additional financial support. This initial support was then

supplemented with funding at the local level from the municipality and later from international sources. The religious community also became involved to reinforce, promote and organize the pilgrimages, offering information on various routes through websites and printed material. The pilgrimages and religious community were given much needed reinforcement when Pope John Paul II visited Pivašiūnai village in 1993. A new pilgrimage route was designated as John Paul II pilgrim route in 2007.

These efforts converged to create a model of development – **joint team management** that ensured the voice and cooperation of all stakeholders. They worked together to conserve the church and protect its valuable painting. This initial project led to additional projects including the rehabilitation of a recreational area near Lake Ilgis to provide a place for the pilgrims to rest and pitch tents. Energy efficient LED light was installed near the church walkways and in 2012 a nearby building, the Amateur Centre, was converted into a place where pilgrims can prepare their meals and purchase souvenirs. More recently, the Parsonage House near the church was restored and it will house a Pilgrim Museum. Efforts continue to improve visibility and promotion of the pilgrim routes.

The community focused on recognizing their valuable intangible heritage and its important connection between the physical structures of the community and the natural environment. They then conducted projects that reinforced this intangible heritage by conserving and rehabilitating the related structures and landscape. This created a sustainable reinforcing loop – the intangible heritage supporting the tangible heritage. These projects have improved the quality of life and promoted social cohesion in Pivašiūnai. As a result of these activities the community acquired stronger identity that combines the development of the heritage and cultural landscape characteristics of the place. The success of their efforts can be counted in the active involvement of community members, cooperation between levels of government and record numbers of people participating in the pilgrimages. Equally important, the community's efforts have given a boost to the economy as more pilgrims visit the village.



Pilgrim Route of Pope John Paul II, Lithuania. Image: Alytus District Municipality Administration © 2014

Recognizing the importance of the intangible heritage of pilgrimages and its connection with other communities was a critical good practice

Ideas for implementation and transferability

- Understanding the importance of intangible heritage and its connection with physical places, objects and landscapes
- Recognizing how traditions connect the community and generations
- Understanding of how these traditions connect with other communities
- Creation of a cycle for sustainability – between generations and communities
- Restoration of the physical spaces leads to reinforcement in the intangible heritage
- Successful implementation requires strong support at three levels (local community, public (municipal and state heritage institution support, private)
- The local community must be integrated into every aspect

Contacts – References

Sonata Dumbliauskienė can be reached at:

s.dumbliauskiene@arsa.lt

Alytus District Municipality: <http://www.arsa.lt/>

Pilgrim route of John Paul II, Lithuania:

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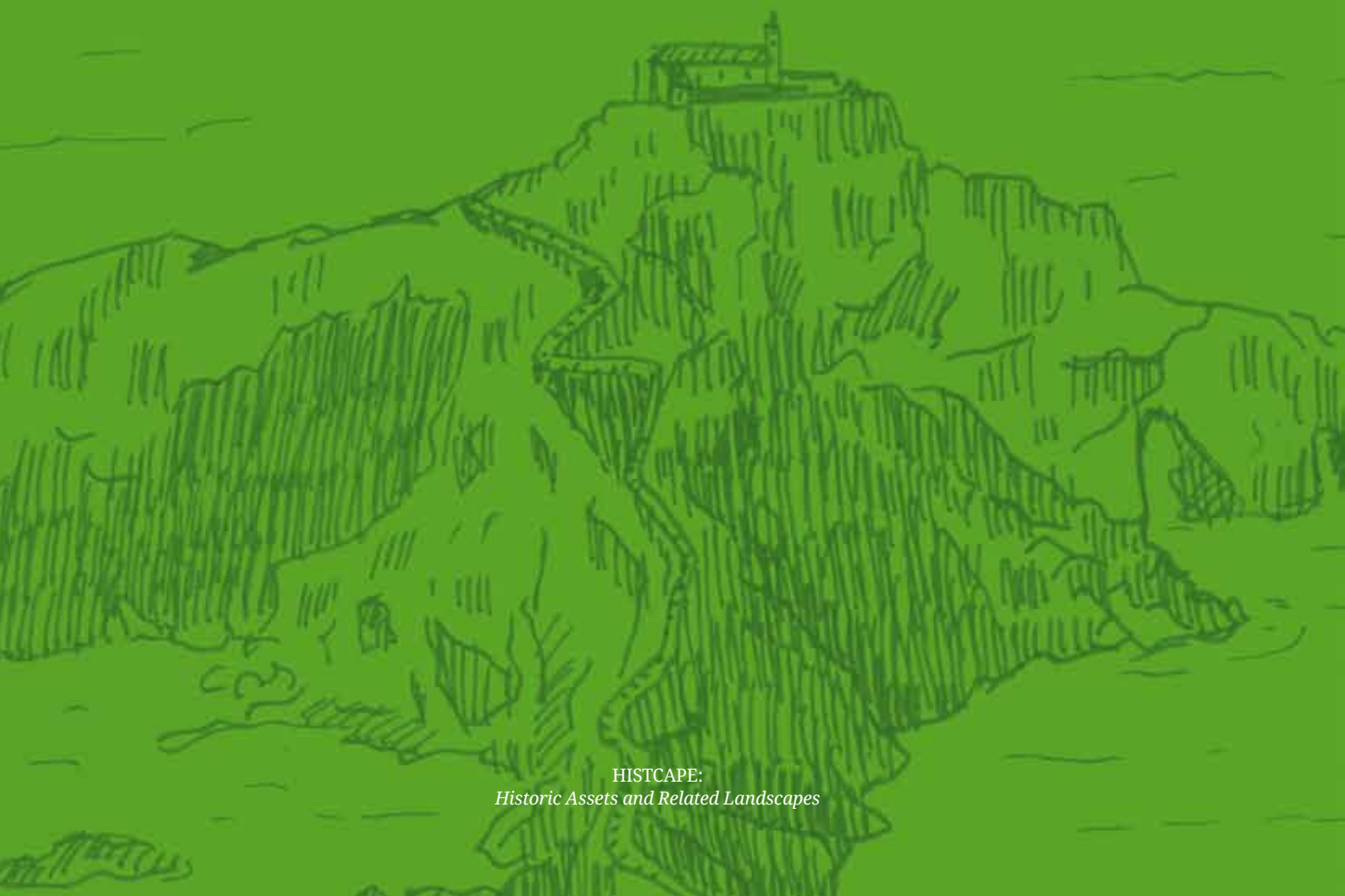
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12

Education Through New Channels
Basque Country, Spain

Technology for Tourists

written by Rand Eppich, José Luis Izkara
Fundación Tecnalia Research & Innovation





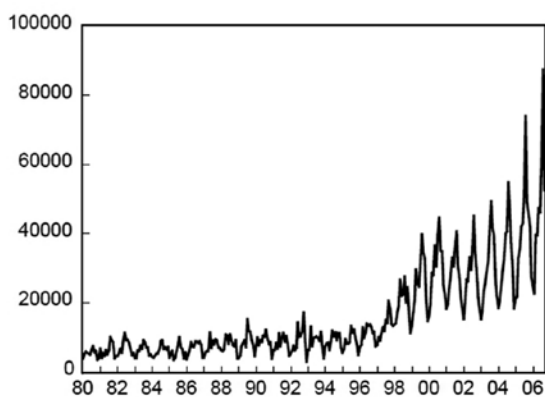
San Juan de Gaztelugatxe, Basque Country, is connected to the mainland by a narrow footbridge and attracts thousands of visitors per year.

Image: Rand Eppich © 2014

Seeing out new experiences is part of the human condition – to be exposed to new places, people and ideas. Tourism has many positive aspects: it encourages cultural exchanges leading to greater tolerance and understanding of other cultures and promotes education. Tourism can also be an economic engine that drives jobs, growth and sometimes the conservation of rural settlements and landscapes. These are only some of

the reasons tourism has grown to become one of the largest industries worldwide and is often promoted as an essential part of rural development. However, tourism has its negative side. It can be exploited to become an artificial or superficial activity devoid of any special experiences. Excessive tourism can damage cultural places and landscapes, thus eroding their uniqueness and creating commodification, social disruption and servility of local communities.

How can information be easily provided to tourists to culturally enrich their experience yet retain the uniqueness of cultural heritage sites?



Overnight stays of foreign visitors in Biscay Province, Spain, from January 1980 to September 2006. The peaks indicate summer months. BFONS © 2006

Description

Tourism is a force to be reckoned with. Its explosive growth since the mid-20th century, fueled by cheap flights, has been impressive. Today, it is one of the world's largest industries and is often, it is seen as a panacea to economic woes particularly in rural areas dependent upon agriculture or resource extraction with cultural heritage or landscape assets. It is frequently seen as an industry that is only positive with few detrimental impacts. But this could not be further from the truth. Some of the negative impacts include the conversion of historic places solely to serve tourism and rural landscapes can become crowded with automobiles thus losing their inherent qualities and values. In the case of mass tourism there can be social disruption, loss of private or semi-private spaces and servility of the local community as it turns to serve the tourist. Worst yet is that there could be a complete loss of a local community's identity.

So how can tourism be promoted responsibly? How can there be greater cultural understanding between visitors and the communities they visit? How can interest be promoted in heritage protection and increasing the social and economic well-being of rural communities? (Cooper, Winter, Cassidy). There have been movements underway to protect local communities and their cultural heritage and landscapes while still providing economic benefits.

These efforts have been led by organizations such as the International Centre for Monuments and Sites (ICOMOS) United Nations Educational and Scientific Organization (UNESCO) and World Tourism Organization (UNWTO). They have created publications, conducted workshops, formed committees and drafted guidelines specifically to

address the impacts of tourism and to promote sustainable and sensitive tourism. One form of tourism they have been encouraging and guiding is known as cultural tourism.

Cultural tourism is a type of tourism whose object is the discovery of culture through visiting monuments, sites and landscapes. Tourists visit specifically to experience unique places, customs and traditions. Cultural tourism exerts a very positive effect as long as it contributes toward the conservation and protection of the community and its cultural heritage and landscape. This form of tourism is justified and promoted as long as there are efforts for the maintenance and protection of the community because of the socio-cultural and economic benefits which they bestow on all populations concerned (ICOMOS Cultural Tourism Charter 1976).

However, the cultural tourist is not alone in seeking to understand and appreciate the places they visit. Some estimates indicate that more than 60% of all tourists visit some type of cultural heritage place even if their purpose of travel was recreational and not cultural (Tourism Essentials 2003). The question remains, how can tourism be promoted responsibly with greater cultural understanding and sensitivity?

Good Practice

One method to promote responsible and sensitive tourism is through direct communication with the tourist. If tourists are better informed about the impacts of their visit they will most likely 'tread lighter'. If they know about their influence on local communities and the sensitive nature of cultural heritage sites and landscapes they will tend to have more respect. Tourists, particularly those who visit cultural sites, want an authentic and unique experience and if they know more about their impact on the places they visit this can be assured. Good communication can promote a standard of conduct among all tourists even if their visit is not for cultural purposes. Even operators who profit from the tourism industry can benefit from better communications as they can tailor their businesses

more effectively with additional information – Information not only about cultural sites but also from tourists and their needs.

The information and communication technology (ICT) revolution can be one main channel to provide direct communication and promote responsible and sensitive tourism. Nearly 90% of tourists have mobile phones and over 60% have smartphones. 80% of all tourists get their information about where and when to travel on the Internet and most reservations for site visits and hotels are made on-line (UNWTO). Location specific information is provided in most smart phones using Global Positioning Systems (GPS) and this allows for information to be delivered to the tourist while they are visiting.

Enhancement of cultural heritage has become one of the most important tasks in built heritage conservation since the Declaration of Amsterdam (Congress on the European Architectural Heritage October 1975). This declaration promoted a change in the approach to the conservation of built heritage and forced us to consider the use-value, paying special attention to develop methods and tools to communicate, sensitize and educate users in the values of historical sites. Enhancement of cultural heritage by increasing the accessibility of the available information becomes a great opportunity to promote an historical site as a tourist area. One of the main challenges to achieve this goal is to translate to the visitors, in an attractive and effective way, information about the cultural heritage of the site. Information technologies offer the opportunity to make this information accessible in an attractive and seamless way. Virtual and augmented reality technologies are beginning to be considered one of the main tools to visualize, imagine and understand relevant aspects of the elements of tourist interest that cannot usually be perceived through the senses or using traditional techniques.

Tecnalia Research & Innovation has been promoting and researching the use of ICT for responsible cultural tourism for the past decade. Pilot projects have been conducted at a variety of cultural heritage sites based on the use of virtual / augmented technologies and mobile devices (smartphone, tablets, and other wearable devices).



Smartphone augmented reality application in use throughout Europe. Images: José Luis Izkara, Tecnalia Research and Innovation © 2014

Recognizing the fragility of cultural heritage places is important especially when promoting tourism in rural locations. technology can assist in informing visitors of this fragility and of their responsibility

This included smartphone applications or ‘apps’, adapted websites as well as the development of new devices based on such technologies. These projects have included multimedia content in the form of text, video, audio and 3D models. Examples of the projects developed by Tecnalía are:

- Augmented reality tourist telescopes
- Wearable Personal Assistants based on augmented reality
- Tourism guide based on augmented reality technologies on mobile devices (Vitoria in Basque Country and other European locations)

Ideas for implementation and transferability

- Consult tourism experts, understand the tourism trends in areas, engage the tourism departments in the local regions
- Involve ICT Information and communication technology experts that have a specialization in tourism
- Use new technologies to facilitate users in general and youth in particular
- Conduct a survey of how tourists are obtaining their information
- Map areas of that are vulnerable to the impacts of mass tourism
- Understand and disseminate the work of international organizations such as ICOMOS, UNTWO and UNESCO
- Create a database of tourism information sources and begin to understand how the message is reaching these tourists.
- Understand the brand and marketing of a place
- Develop with technology experts the sources of information and the message that needs to be delivered. Do not leave this message to outsiders and general guidebooks

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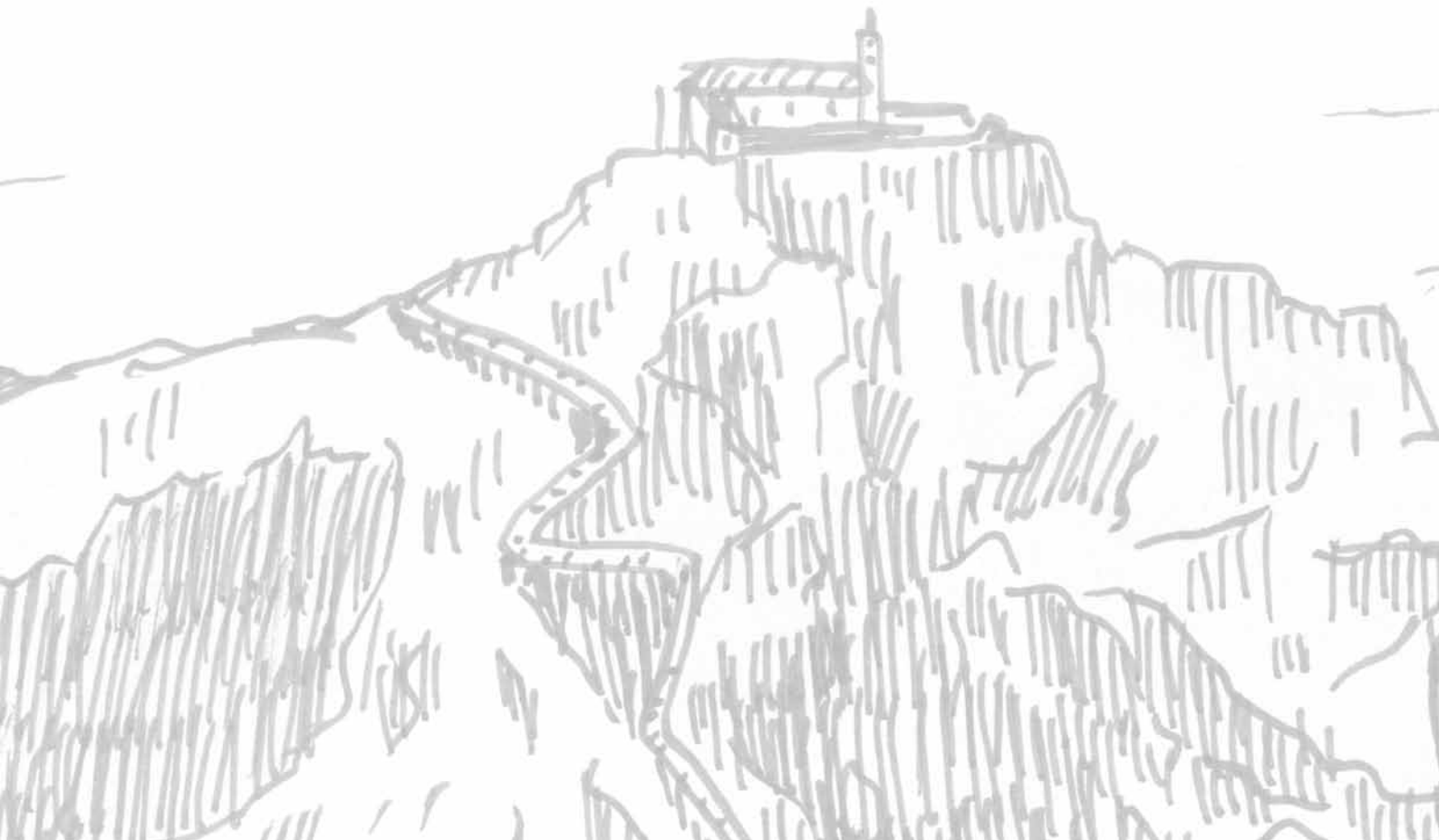
Rand Eppich can be reached at:

rand.eppich@tecnalia.com

José Luis Izkara can be reached at:

joseluis.izkara@tecnalia.com

HISTCAPE:
Historic Assets and Related Landscapes



13

Advisory Councils for Building Culture
Styria, Austria

Capacity Building in Communities

written by Christian Hofmann, Astrid Holler and Alexandra Kulmer
Rural Development Styria (Landentwicklung-Steiermark)



Styria Landscape with vineyards and historic architecture.

Image: Rand Eppich © 2014

The characteristic appearance of cultural and natural landscapes in rural areas is shaped by the traditional building culture of the specific region. However, the traditional building styles are often no longer respected by modern, rapid construction techniques and materials. Therefore, the characteristic appearance of cultural and natural landscapes is under serious threat in many rural areas. The responsible building authorities at

local level often lack the capacity and expert knowledge to ensure certain quality standards in planning and construction of new buildings and in the reconstruction or revitalization of existing buildings. New strategies had to be found to raise the awareness of these officials and the local population to ensure respect for traditional buildings and the landscape, as well as advise persons requesting a building permit.

How can the traditional appearance of cultural and natural landscapes in rural areas be preserved? How can know-how on traditional building culture be provided to communities and those applying for building permits?



Students learning about building culture in a school project.
Image: Naturpark Südsteiermark / Nature Park South Styria © 2014

Description

The unique appearance of the Styrian landscape in southern Austria has been shaped for many centuries by traditional farming activities and the traditional vernacular architecture of the region. This natural and cultural environment directly shapes the towns and landscape and influences the quality of life of every citizen. The characteristic appearance of the natural and cultural landscape is not only appreciated by the local inhabitants but is also a point of interest for visitors to the region. Therefore, there is a strong need to preserve this characteristic appearance and building heritage for future generations and as an important factor for the well-being of the community and for touristic and economic development.

The South Styria Wineland nature park, which lies in the south of Styria close to the Slovenian border, is one of the most characteristic regions, popular for its traditional architecture and landscape. The traditional masonry farmhouses and barns with red tile roofs are embedded in the hilly natural landscape surrounded by vineyard cultivation. The experience of landscape is a cornerstone of the successful touristic development and makes the nature park an attractive holiday region for Austrian and foreign guests, especially in autumn and spring. This traditional natural and cultural landscape creates an important economic value for the region. However, modern demands of private home owners and business operators with regard to the functionality and cost efficiency of buildings have put the unique landscape in South Styria under serious threat. This was also recognised by the provincial government of Styria, which has agreed on an overall concept for

construction and building policy in the province of Styria in 2009. This overall concept provides the legal framework for local municipalities as the competent building authorities of the region to ensure quality in architecture.

The South Styria nature park is one of the areas where special landscape protection zones have been established according to statutory provisions regarding traditional building style. Based on these statutory provisions, the municipalities of the nature park have the legal mandate and obligation to give advice to persons requesting a building permit and ensuring quality in architecture. The initiative “Plattform Baukultur” (Platform Building Culture) has been initiated to support the local authorities in their task as building authorities and to raise awareness among the local population.

The goal of the Platform Building Culture is to foster awareness for traditional architecture that respects the natural landscape but at the same time to contribute to sustainable construction in terms of reducing energy use and other natural resources and to respond to modern living needs. Modern building technology shall contribute to a high comfort of living while at the same time ensuring high quality construction. Through the project, there should be a new understanding of modernity in conjunction with the tradition of the region. Modernity in architecture is achieved through an abstraction from traditional building styles, by combining typical forms with new elements like bigger window areas and reduced roof overhangs. This should allow achieving modern trends in architecture while respecting the formation of the historic landscape.

Good Practice

The municipalities of the “South Styria Wineland” nature park have been working together since 2006 on a sustainable policy for building and construction that respects and preserves the traditional landscape appearance of the region. Together they initiated the “Platform Building Culture” as an initiative following an integrated approach by **connecting the administrative level with experts**

from architecture and the construction businesses and the local population. The Platform Building Culture is coordinated by the District Building Authority of South-West-Styria. One of the main goals was the assurance of quality in building through awareness-raising measures and qualification of administrative bodies and civil society. Through the Platform Building Culture a network of the local building authorities has been established to foster the exchange of experience and ensure the transfer of knowledge from experts.

As a first step, the municipal councils have adopted an overall concept for building culture, which constitutes a political commitment to respect the building traditions of the region when issuing building permits. The concept provides the legal basis for the establishment of advisory councils for building culture in the municipalities, which assist the local building authorities in the process of issuing building permits. The advisory councils for building culture have expert knowledge on traditional building culture and construction technics and aim to protect the traditional appearance of cultural and natural landscapes in rural areas by preventing uncontrolled construction activities. They are providing clear guidelines regarding quality standards in planning and building. These guidelines for building culture were made available to the general public in a brochure and a book providing quality information for the local inhabitants.

The advisory councils started their work in 2006 with a pilot phase in three municipalities of the nature park. Currently there are three teams of three architects working as advisory councils in eight municipalities serving 12,000 inhabitants. Every request for a building permit in these municipalities is evaluated by the council and then advice is given to the constructor with regard to the architecture and shaping of the buildings, the integration into the landscape, and on traditional materials. The council decides as a team, not as single person, to assure that the decisions are objective. Every year advice is given to about 300 (re) construction projects and there are many examples of its positive influence on initial construction plans. The council also highlights successful examples of architecture that



House K: steel and wood construction on an existing wine cellar in the landscape conservation area, Sausal / Styria and integration of new structures into an historic landscape. Image: Baustelle Land © 2014

respect the guidelines for building culture and makes them available to a broader public.

The Platform Building Culture does not only address the administrative level. Another goal of the platform is to anchor building culture as a topic in civil society. There is co-operation with the schools in the nature park to teach pupils the basic elements of regional building culture and sustainable methods of building. So far, two projects have been implemented in schools that gave children the possibility to learn more about traditional architecture, construction techniques and typical construction materials. Various teaching materials have been developed for children of different age groups to allow for hands-on learning experiences. The goal of these school projects is to give pupils, as future home-builders, an understanding of the importance of building culture and landscape protection that they can share at home with their parents. But the school projects are not the only awareness-raising measures. The Platform also organises symposia and events to foster the exchange of experience between experts and practitioners on a regular basis. Through the work of the platform the topic building culture is being taken up by regional newspapers,

magazines and other media. Through these media the local population can be reached and knowledge on traditional architecture can be spread among the public.

The success of the initiative can be measured on the one hand in terms of **increased awareness and knowledge on traditional architecture and characteristic building culture of the region**. On the other hand, there are a number of buildings on which a positive influence could be exerted by the advice of the council for building culture.

Ideas for implementation and transferability

- Recognise and evaluate landscapes that are under threat from changes that will impact their values
- Establish a network that builds the basis for the cooperation between administrative bodies, experts and the civil society
- Locate and engage professionals that can provide expertise on building culture and traditional architecture
- Foster the exchange of experience and transfer of knowledge between experts, authorities and the local population
- Create and distribute information available to the community in a way that is easy to understand through awareness-raising measures
- Establish co-operation with schools to foster education in building culture from an early age

The integrated approach connects the administration levels with the local community through awareness raising measures



House K: steel and wood construction on an existing wine cellar in the landscape conservation area, Sausal / Styria and integration of new structures into an historic landscape. Image: Baustelle Land © 2014

Contacts – References

Christian Hofmann, Baubezirksleitung Südweststeiermark, can be reached at: christian.hofmann@stmk.gv.at

Astrid Holler, Landentwicklung Steiermark, can be reached at: astrid.holler@landentwicklung-steiermark.at

Alexandra Kulmer can be reached at: alexandra.kulmer@landentwicklung-steiermark.at

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HISTCAPE:
Historic Assets and Related Landscapes



Adapting and Implementing Good Practice

Pilot Actions

written by Rand Eppich and Juan Carlos Espada
Tecnalia Research & Innovation Foundation

*“The only thing that is
constant is change”*

Heraclitus





The ribbon test connecting problem statements, community assets with good practice examples from around Europe.

Image: Rand Eppich © 2014

Change will happen – for better or worse – impacting the people and places we know and care about. Our heritage – in its tangible and intangible forms of plazas, villages, landscapes, customs and traditions – is in a constant state of change. Monuments decay, buildings are demolished or adapted to new uses, agricultural fields are abandoned or aggregated, traditions and customs evolve or are forgotten. This is especially

important in rural communities where this change has been accelerating in recent decades as transportation becomes easier and less expensive, urban areas offer more attractive opportunities for young people and globalization reaches into every corner. All of these changes impact the communities that hold their cultural heritage special. The cultural heritage is what makes places unique, ties people together and creates communities with distinctive identities.

*How can we affect change for the better?
How can we ensure that important places
are preserved?*



Presentation from Regione Marche, Italy concerning their mapping of cultural heritage and landscape assets. Image: Regione Marche © 2014

Managing change

To affect change for the improvement of rural areas and to protect the heritage of communities, change must be managed. Specific actions must be implemented by individuals, organizations and regional governments. However, for actions to be effective they must be carefully designed, discussed and, most importantly, tested. Any change, especially when impacting cultural heritage, is best tested and evaluated before large scale action.

As part of the INTERREG IVC HISTCAPE project, the team developed a methodology to implement change through specific pilot actions. The HISTCAPE project is directed to finding solutions to protect cultural heritage of villages and their surrounding landscape. Through this project the team is addressing the challenge of sustainable management and conservation of historical assets in rural places as they are a unique part of each community's identity.

During this project the entire team first identified, discussed and assessed good practice from throughout Europe. Six partners then selected good practice to test implementation in specific Pilot Actions. They endeavored to adapt the good practice to their specific situations and test their implementation. This was designed to give insight into the implementation plans of all project partners. Below is a

description of the methodology used during the project to create and implement these Pilot Actions. Each Pilot Action is then briefly described with some of the adapted good practices and a short conclusion.

Methodology

The methodology can be divided into five parts:

- 1) Identify issues through **strategic problem statements**
- 2) Define **good practice and asset identification** in each region
- 3) **Link the issues** identified in one region to good practice from other regions
- 4) Draft Pilot Action implementation plans
 - a. Identify good practice examples to adopt
 - b. Outline specific actions to adopt / adapt good practice
 - c. Present the Pilot Action plan to colleagues, partners and communities.
 - d. Evaluate rigorously and continuously
- 5) **Implement the Pilot Action**
 - a. Evaluate the results
 - b. Validate the methodology

Strategic Problem Statements

To address the challenges of each region the first step in this methodology was the identification of problems. While it may seem that the problems are similar across Europe and easy to state, a rigorous strategic problem diagnosis was required, as not all problems are the same and they need to be understood in depth – especially by those who must address them. The identification and classification of these problems would help with the identification of possible solutions.

Good Practice and Asset Identification

The second ongoing step was the identification of good practice examples already occurring in their regions. Each

project partner was asked to write the most relevant good practice from their regions using a standardized form. The standardization of this form was critical in order to further evaluate the good practices and compare and contrast. This served two purposes – to help partners identify good examples and assets in their own region and to offer a source of ideas from other partners. The good practice step also helped regions to identify their important heritage assets that could be built upon.

Link the Issues with Good Practice

It would have been insufficient to only identify problems, good practice and assets. Partners had to create links or connections between their problems and the good examples that were happening elsewhere in Europe. This was accomplished via the Ribbon Test Workshop. The problem statements created earlier were placed on one side of a large wall and the good practices on another. Interregional groups were formed and asked to connect the two and discuss why they were relevant.

Following the Ribbon Test, the partners were asked to begin the design of their Pilot Action. The partners identified the good practice matching their problems and assets and incorporated it into this design using a formalized SMART – Specific, Measurable, Attainable, Relevant and Timely method. Each Pilot Action was presented over a series of workshops and the partners evaluated the results in several categories.

Draft and Implement Pilot Action implementation plans

Following this methodology, six partners began to create and then implement their Pilot Actions. These six Pilot Actions were designed to manage change, address problems in the regions and incorporate assets, all evaluated by peers, partners, communities and experts. The six regions where this took place were located in Western Macedonia, Greece; Regione Marche, Italy; Rhineland-Palatinate, Germany;

Styria, Austria; Saaremaa Local Government Association, Estonia; and Castilla y León, Spain. These Pilot Actions are mentioned below in a brief summary.

Pilot Action Implementation Western Macedonia, Greece

Western Macedonia, located in the mountains of northwest Greece, is the energy and mining centre of the country. It contains a rich history of over a hundred years of industrialization in mining and energy production. Consequently, it is home to a number of industrial sites, many abandoned or unused. Not only do these places need revitalization but they also tell the story of industrial Greece. Unfortunately, this is unknown beyond a few individuals or a chapter in textbooks.

The Pilot Action for Western Macedonia was to “spread the word” about Greece’s industrial areas through new interactive digital media to attract possible investors, awake scientific interest and educate the community to their unique industrial cultural heritage. The project team from Western Macedonia first met with all interested stakeholders, the local public authorities, the chamber of commerce, and engineers and photographers to understand the potential and history of these industrial sites. They collected previous documentation about the industrial sites, including previous studies, conference reports, and historic images and gathered the official position of community leaders. They then identified a number of good practice examples from other HISTCAPE project partners. This included two main good practice – one from Castilla y León in Spain, which promoted their mining industrial heritage at the Sabero area (see chapter: When a Plan Comes Together) and the other from Tecnalia Research & Innovation, which utilized information and communication (ITC) technologies to inform communities and visitors about cultural heritage (see chapter: Technology for Tourists). They also benefited from the good practice from the University of Ljubljana (see chapter: Informed Decisions). They combined and adapted aspects from these two good practice to create their Pilot Action.

Finally they drafted their Pilot Action plan and presented it several times to the HISTCAPE team. They then gathered input and evaluations concerning their plan before implementing. Their Pilot Action was to create a dynamic website that was available both On-line and on smartphones. This website contains the history of these places, maps, images, statistics and, most importantly, possibilities for future reuse. It is also a platform that allows visitors to learn about the industrial heritage of Greece and contains displays of virtual reality, overlays of historic images and links to other sites of information.

Regione Marche, Italy

In Marche the identity of communities is closely tied to their landscapes. The rolling fields broken by hedges and trees with their hilltop towns are important to the people of Marche. There have been laws protecting it and planning for its use for well over a century. These plans are often developed after careful study by highly trained professionals. They include holistic approaches taking into account many aspects of land use including natural features, agricultural and man-made forms. However, in many cases the plans designed to enhance and protect the landscape for communities are not well understood or communicated.

Therefore, the Pilot Action for the Marche Region of eastern Italy set out to assess, direct and communicate their landscape protection plan. They drew upon two good practice examples communicated during the HISTCAPE project. The good practice of community involvement from Western Macedonia, Greece (see chapter: Community Initiative) and from Styria, Austria (see chapter: Capacity Building in Communities). They adapted and altered these good practices to 'fit' the context of Marche.

The landscape based development approach to their Pilot Action had three basic steps:

- 1) Analysis of the landscape
- 2) Extracting tacit knowledge

3) Working with the community, creating development

It was designed specifically to fit the context of one community in Arcevia but also designed to be adaptable and transferable to other communities via the Strategic Agenda of the Marche Regional Landscape Plan.

During their Pilot Action they held community meetings and held structured and non-structured interviews with numerous stakeholders, experts, policy makers and interested citizens. They reached out to specific organizations that are involved in landscape protection including the Castle Committee and the Regional Government. They also conducted workshops and mapping sessions to discover the relationships between communities and their landscape, potentials of the region and recorded knowledge of landscape resources. The Pilot Action led to three proposals for development action:

- 1) Walking places of the Arcevia Castles – to extract local tacit knowledge from the network of paths that link castles in the regions
- 2) The Award “I take care of the Arcevia Landscape”, a public ceremony that recognizes individuals or organizations that play a significant role in protecting the Marche Landscape
- 3) Testimonials of the Landscape – oral stories from older citizens that gather their knowledge of the rural landscape.

Some of the results of their Pilot Action were presented to the HISTCAPE partners in Portugal in March 2014. During the evaluation many expressed appreciation and stated that the experience in Marche directly assists them in implementing similar actions in their own regions.

Rhineland-Palatinate, Germany

The protection measures for landscape and historic assets are well defined in this World Heritage site along the Rhine River in western Germany. However two issues needed to be addressed – the large number of government agencies and that owners and managers of historic structures require

professional assistance. The partner from Rhineland-Palatinate realized that long-term maintenance and a registry of architectural documentation was an absolute necessity.

Therefore, this Pilot Action included the good practice examples concerning vertical and horizontal governance from Saaremaa, Estonia (see chapter: Nature & Culture) and from the Regione Marche, Italy (see chapter: Identifying with the Landscape). This helped them connect the various government agencies required for protection of cultural heritage assets and the surrounding landscape. This also helped them develop a cooperation network and create opportunities that bring relevant public and private stakeholders together. The second good practice that was included in the Pilot Action was not identified within the HISTCAPE partnership, so the team searched for related good practice in Europe. This related to the routine, long-term maintenance of historic structures. Rhineland-Palatinate held an internal expert workshop that was attended by representatives of the Monument Service in Lower Saxony and a representative from the Monument Watch Brabant to explain to policy makers how they set up their own monument service. They explained:

- How funding was raised
- Which difficulties they had to cope with and how they solved them
- How everything began and how it is today
- The possibilities of setting it up in other regions of Germany

The experts answered the policy makers' questions and discussed the possible transfer. A representative from the Chamber of Crafts was highly interested in implementing this good practice and follow-up meetings with the Chamber of Crafts is planned to further discuss the issue.

The team learned that working with a large address database of stakeholders is highly necessary to reach as many relevant political areas as possible. This is the basis for cross-sectorial projects and transferring any new measure that is aiming for a change on a higher political level. Moreover, the interconnection of projects on national level has proven to be successful.

Styria, Austria

The small rural towns in Southeast Austria contain a large number of vacant historic buildings. The partner in Styria directed their Pilot Action toward the development of a management strategy for the reduction of vacancies and the preservation and revitalization of historic centers of small rural towns and villages through strategic planning and innovative management concepts for these historic communities.

For the Pilot Action they transferred the experiences and specific aspects extracted from the good practice from the city of Oberwesel in the Upper Middle Rhine Valley (see chapter: Coping with Challenges) and experiences from the Community of Nymphoeo, Western Macedonia (see chapter: Community Initiative). These good practice examples are outlined earlier in this Guidebook. To identify successful concepts for the reduction of vacancies in historic towns and villages, the partner also searched outside the HISTCAPE partner regions and identified the Guardian Houses concept of Leipzig as a relevant good practice example. The good practice of the Guardian Houses is a scheme set up by the association HausHalten e.V. with the intention of protecting and maintaining existing buildings in Leipzig. This concept shows how progressive action in combination with the desire to try new things out can lead to new developments in the preservation of endangered buildings.

To implement their Pilot Action they created a Regional Steering Board that included experts from regional authorities, regional planners, professionals from the field of landscape protection and building culture, scientific researchers, local policy makers and consultants. They included three pilot municipalities: Wildon, Vordernberg and Murau. They held workshops and meetings with these communities and developed a business plan to implement a new management concept for the preservation and revitalization of historic centers of small towns and villages based on the lessons learned from the three good practice examples described above. This business plan included strategic planning, civic participation and the economic valorization of existing potentials as key elements to identify new possible uses for vacant property in the three

municipalities. The business plan was then transferred into a general strategy for the preservation and revitalization of historic centres of small towns and villages in rural areas. In the long term this strategy should lead to a more efficient use of financial resources and help to enrich the local economy and to promote vital and viable town centres in small rural communities.

The partner from Styria realized that a good practice cannot be transferred entirely but must be evaluated, adapted and combined with other good practice for the regional context before attempting to transfer into policy, and that the different legal backgrounds of each partner region can be a challenge for good practice transfer. They also realized that the inclusion of citizens is crucial to secure a sustainable development of the cultural values of the communities.

Saaremaa, Estonia

“Mapping the Status and Terms of Protection of Geological and Historic Sites” was the Pilot Action of the Saaremaa Local Government Association. The island of Saaremaa located off the west coast of Estonia has unique geological formations on top of which are historic villages, castles and windmills. The government association needed to link together these two important assets – the natural and cultural – for the promotion of local economic development and tourism. In order to link together these two elements they conducted a series of workshops and seminars dedicated to nature tourism and development of a unique park – the Saarte Geopark. They also began to collect information on the cultural and heritage sites from the whole island. This involved communities, experts and the partners from the HISTCAPE project. The external expert also contributed to describing and mapping values, sites and assets. Finally, the Government Association disseminated the results of their activities and accomplishments, with recommendations at a community meeting. Tourism developers, local guides, the Heritage and Environmental Boards and land owners all attended these meetings. Eventually, the results will also be published on-line as an interactive map and database on the Government Association’s website.

In order to accomplish this they consulted several good practice examples from other HISTCAPE partners, including the Regional Landscape Environmental Plan from Marche, Italy (see chapter: Identifying with the Landscape); the Žuvintas Biosphere Reserve and added-value activities from Lithuania and the Society “Geopark of the North Vidzeme” from Latvia (these are not featured in this book; however more information is available on the HISTCAPE website).

In preparing this Pilot Action the Saaremaa Local Government Association learned of the large number of cultural and natural sites and their associated values in Saare County. They also learned that there are many protection plans that overlap each other and require review and consolidation. In addition, during the process of mapping they realized that many of the sites are poorly maintained, there is a lack of interest in maintenance as owners are faced with financial difficulties, and that knowing the stakeholders is essential to explain their activities and possible change. But they recognized that the process of implementing the Pilot Action was a good opportunity to test new solutions for the region – even given the short time frame.

Castilla y León, Spain

The regional authority needed to assist rural communities with the protection of their cultural heritage so they prepared guidelines. These guidelines are for the preparation of special protection plans in small historical towns in the rural areas of Castilla y Leon. This process was finished toward the end of 2013 after an extensive two-year project where different meetings and local workshops were held with the drafters of the Guidelines. This included stakeholders and a technician team from the Regional Authority of Castilla y León. Afterward, the team from Castilla y León worked on an Implementation Plan where they selected as an action “the dissemination of these guidelines among municipalities and future drafters of the special protection plans”. They also designed a plan for dissemination. The good practice examples they incorporated were tools for social participation and involvement of citizen participation from the Region of Western Macedonia, Greece (see chapter: Community Initiative). They also conducted a citizen survey

on the needs of historical towns. Some of their results include a “Suggestion Box” and a citizen’s request for the inclusion of some assets in the catalogue which are part of the special protection plans. The special protection plans are complex urban planning instruments but also mandatory instruments for the protection and preservation of cultural assets. There are many municipalities that can follow these common guidelines. Their Pilot Action highlights these common guidelines, to facilitate the drawing up of a cost-effective plan. It is considered that the future implementation of these guidelines will lead to more special protection plans, which is the target for the implementation.

Conclusion

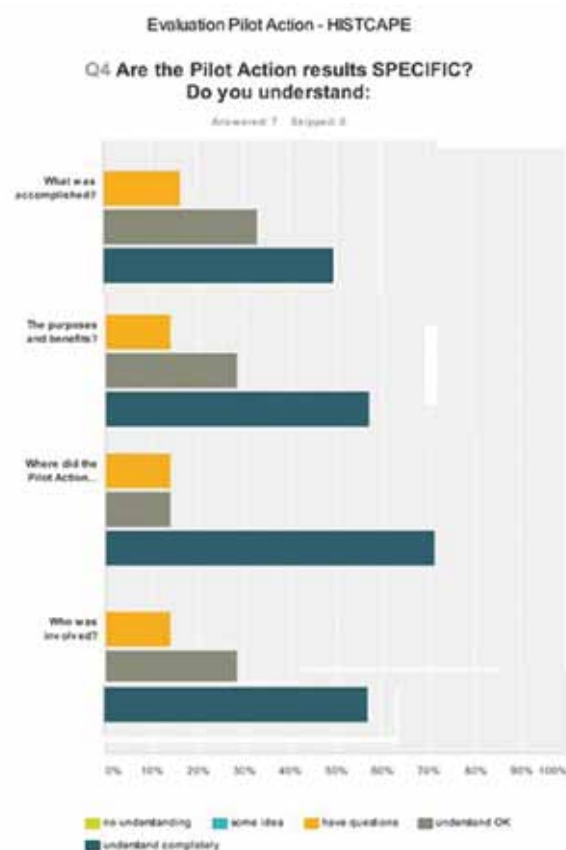
The Pilot Action implementations have been of great value for the HISTCAPE exchange of experience process by validating the transferability of the good practice examples identified in the project. The implementation followed a bottom-up approach involving local stakeholders and decision makers as well as the local communities of the pilot regions. Through the Pilot Actions, the HISTCAPE partnership has generated visible results by addressing the cultural heritage issues at stake and improving the policies in the partner regions. The lessons learned from Pilot Actions have been the basis for the definition of ten regional Implementation Plans and several implications are presented in the next chapter.

Additional information on these Pilot Actions is available on the project website (www.histcape.eu).

Contacts – References

Rand Eppich can be contacted at:
rand.eppich@tecnalia.com

Juan Carlos Espada can be contacted at:
juancarlos.espada@tecnalia.com



HISTCAPE Pilot Action evaluation sample results. Pilot Action partners presented their plans and results to the other partners and experts and an extensive evaluation was undertaken. This evaluation together with specific questions was given to the Pilot Action partners in order to improve their implementation plans. Image: Rand Eppich

From the HISTCAPE Project

Lessons Learned

written by Barbara Vodopivec
University of Ljubljana, Slovenia



HISTCAPE:
Historic Assets and Related Landscapes

“Rural regions contain a great wealth of evidence of our past interaction with the land. This is reflected in buildings of all kinds – houses, farms, mills, churches, castles, bridges and the like – and in the manifold intricate features of the landscape. The landscape is like a rich history book, revealing how generations have worked the land and changed its appearance. Similarly, the population of folk culture of each rural community – music, song, dance, traditional costume, customs, festivals, language, religion – express the inheritance of that community.”

ECOVAST 1994, A Strategy for Rural Europe, European Council for the Village and Small Town

Preservation of cultural heritage and its related landscape in rural Europe is a complex yet urgent challenge involving social, environmental, economic and many other areas of regional development. This challenge was decisively addressed by the HISTCAPE partnership. Three years of work on the project has brought forth many concrete results and innovative ideas which are presented in this book, including the various lessons that have been learned by the partnership. These lessons are summarized in the following chapter, some of which can be promoted further as good practice, whilst others are to be considered in future projects.

The HISTCAPE project was designed as an exchange platform which operated through workshops, open conferences, presentations and debates, study visits, good practice, in-depth analyses, policy recommendations, exercises and elaboration of implementation plans. The project also communicated through online discussion forums, the website and newsletters. This variety of methods and techniques aimed to exchange thoughts, ideas and experiences and brought together professionals from many different levels of policy, backgrounds and geography in joint search for solutions to identified

challenges. Consequently, these joint efforts resulted in some pronounced lessons learned:

- There is an intense pride of place in the small communities of Europe; that the regions visited by the HISTCAPE partnership love their individual culture and its uniqueness.
- Even though the regions of Europe are unique and diverse, they all share similar issues of conservation of small urban sites and their related landscapes. Similar problems have different impacts and are varied, but all face similar challenges.
- Many small communities are very inventive in protecting their communities, culture and landscape and are willing to share their solutions.
- These small communities are willing to welcome a group of strangers, explain their culture, food and customs while explaining their problems and sharing their solutions.
- Most communities do not need to be pushed to do something by government institutions; many of the good and innovative ideas are generated by the people themselves but need assistance or expert advice to be realized.
- While they often view themselves as Latvian, Greek or German, they also view themselves as European.



San Settimio resort, Marche Region: pilot action workshop with local stakeholders and students from University of Ancona, May 2014.
Image: Barbara Vodopivec, University of Ljubljana © 2014

Specifically some of the lessons learned during the project include the following.

Saaremaa Local Government Association, Estonia, for example, pointed out a lack of staff expert knowledge and sources of finance to realize their ideas. In addition they even sensed a lack of enthusiasm or resistance to change, as well as a lack of some owners' interest to maintain their cultural heritage.

Northern Cultural Regional Directorate in Portugal confirmed through the project work that regional and local officials need to strengthen their capacity to protect and promote their cultural heritage. They need to involve all stakeholders at both municipal and regional level. Involvement, awareness raising, promotion of benefits, consciousness of specific values... all of this is crucial for the regions in order to start exploring their heritage and landscape potentials for their development, which can also be driven by new technologies, as Region of Western Macedonia, Greece, demonstrated in the case of industrial heritage revitalization. Here, in particular, the HISTCAPE project gave strong lessons learned and brought good results in sharing and exploring methods and approaches of so called participative management, as, for example, illustrated by the Marche region pilot action.

Rhineland-Palatinate, Germany, highlighted the need to involve local politicians and to connect different players on local, regional and national level as well from different disciplines. The mission of participative management is not just to encourage dedication among individuals but also institutions. Alythus region has proven good results by involvement of local politicians in regional development

plan preparation, for example, whilst Vidzeme region verified their approach of connection of different policies, such as cultural heritage preservation and spatial planning, and Styria region demonstrated how to address some key challenges in rural areas, such as the problem of vacant properties.

Based on the experience of all the regions involved in the HISTCAPE project, a key lesson learned for successful heritage and landscape rural development is social participation and participative management across divides. Such management must bridge the following gaps between:

- National and local government policy -Often the policies do not sufficiently cover conservation of cultural heritage (urban centres and monuments) in combination with landscape conservation. Many times these policies are at odds with one another.
- People and institutions -People in the local communities have good ideas and are active but institutions often cannot take advantage or do not know of these efforts.
- Academic sphere and local stakeholders -Academics have researched and studied solutions but these are often not communicated or fall short of test implementation.
- Different disciplines -Cultural heritage is a cross-disciplinary issue therefore solutions need to cut across disciplines such as architecture, landscape planning and government.
- Policies of regional development (environmental, rural, cultural, housing, educational) to better coordinate solutions.

One of the lessons learned by the HISTCAPE project is that these gaps exist and must be closed.

Good practice identification and transfer between regions was at the core of the HISTCAPE project. As pointed out above, problems faced in the rural areas are similar all over Europe and there is a common need to find solutions. However, this task is highly challenging due to pronounced regional differences and local backgrounds. Each good practice identified in the project is at the same time addressing both the common problem (e.g. how to revitalize industrial heritage) as well as the specific situation in which it is set. We learned that simple transfer of good practice is

not possible. Our joint experience is that the good practice must be altered with a mixture of different approaches in order to be effective, increase knowledge and capacity. A simple transfer without adaptation and alteration of good practice cannot produce concrete results. A better way to address regional specific problems should adopt the following methodology:

- Identification of problems as well as assets,
- Discover innovative solutions and approaches from good practice examples,
- Uncover the elements and take the best from them,
- Adjust, combine and compile the good practice in a new, regional, specific approach,
- Create a new good practice for regionally specific cases.

Faced with complexity of the field, HISTCAPE partnership learned that little steps in achieving general aim of the project should be considered as a positive result (e.g. putting the issue on the policy agenda) and that long-term approach for implementation should be employed, because in some regions three years is too short a period to achieve concrete results.

Even though we came from different institutions, different levels of management and potential policy influence and, above all, different regions, the HISTCAPE partners learned to work together, to share experience, ideas and solutions, to be tolerant that different regions work at different paces and with a variety of work methods. Last but not least, the partners learned to be flexible in terms of understanding each other, as well as when partnership change occurs.

The HISTCAPE project forced us to self-evaluate our own approach, our work, methods used and our experiences which could be shared. Through learning different approaches we started to value our own experiences and confirmed and validated the way of addressing our own problems. This gave us more self confidence in our future work. Finally, it should be pointed out that a strong positive impact of being involved is our ability to use the international project HISTCAPE to connect with the local communities and begin concrete measures to bring cultural heritage and landscape management to their attention as important drivers of regional development.



Arcevia, Marche, Italy Pilot Action workshop and study visit.
Stakeholder involvement for the conservation of the landscape.
Image: Barbara Vodopivec, University of Ljubljana © 2014

Working Together
A Key Lesson Learned

Integrated Management Approach

written by Barbara Vodopivec and Roko Žarnić
University of Ljubljana, Slovenia



One of the most important lessons learned was that the responsible government agencies in rural Europe need an integrated approach to the management of both cultural heritage and its surrounding landscape. Throughout the project it was learned that many decisions impacting heritage and landscape are often made unilaterally. While there is the recognition that consultation with experts and other agencies is necessary, it is also difficult given the rigid structures and current policies. Following HISTCAPE project objectives, which were to explore these issues and the potential of heritage and landscape in rural areas as drivers of regional development, the project conclusions advocate an integrated management approach. An integrated management approach takes into account that heritage and landscapes are complex and interlinked with many different dimensions including cultural, physical, digital, environmental, human and social. This approach acknowledges that for these to be managed successfully and sustainability, numerous agencies, the public and experts must be involved and contribute.

The integrated management approach was recently highlighted in 2014 by a European Commission report: Towards an integrated approach to cultural heritage for Europe. This report states: “It is clear that many public policies have an impact on heritage, and heritage in turn has many impacts in other policy areas. Therefore a more integrated approach to heritage conservation, promotion and valorisation is needed in order to take into account its manifold contribution to societal and economic objectives, as well as its impact on other public policies”. This report goes on to state that the value of heritage is both intrinsic and economic, that it is a function of these different dimensions and of the flow of associated services.

This concept was validated by feedback from partners and experiences during the project. Many partners expressed frustration in reaching common decisions that involved multiple national, regional or local government agencies. Often there were situations recounted where one agency executed decisions that adversely impacted others. This was also reflected in one of the key thematic themes of the

project – good vertical and horizontal governance as well as the search for good practice examples that incorporated integrated management.

Integrated management of cultural heritage and landscapes has been an ongoing topic since the 1990s; however, this approach has not yet reached its full potential as an established management platform (round tables, regular meetings, conferences) which gathers together representatives from many different disciplines. The cross discipline aspects behind this approach have not been fully adopted in most administrations. This is a critical point for the HISTCAPE project in that our objectives included the conservation and management of both cultural heritage and its surrounding landscapes. Usually these themes assigned to at least two different government agencies. Although more efforts are being made to bring knowledge and resources of different disciplines together, there is still a significant amount of work to be done to facilitate this approach.

For rural areas the integrated approach means even more efforts in implementation, as responsible authorities and persons are not necessarily in close proximity to the sites and collaborative processes are subject to more restrictions in organizational terms. Therefore, the HISTCAPE project offered a chance for all partners to learn about the advantages, techniques and methodologies of this approach in terms of successful implementation.

The HISTCAPE project offered a unique chance to compare successful processes and methodologies to determine if an integrated management approach was in place. It was determined that while the concept is widely recognized it is not firmly in place. Therefore, the HISTCAPE partnership is able to make well-founded conclusions and recommendations to adopt this approach.

Main conclusions are:

- Protection, promotion and management of cultural heritage and its surrounding landscape are inseparable. One cannot be managed successfully without consideration of the other. The denigration of one eventually leads to increased risks overall.
- Management of these resources involves many complex

- Currently most policies concerning landscape, natural resources, agriculture and cultural heritage do not include integrated management.
- Short-term and isolated activities are often on the political agenda but are not an adequate approach for dealing with long-term complex challenges and unlocking the social and economic potential of cultural heritage and landscapes in rural areas.
- Successful solutions often do not align with election cycles and more time is necessary to produce results and bring everybody on board to generate sustainable agreements between experts and stakeholders.
- Solutions that work successfully in urban or high density areas might not necessarily work in a rural context.
- Interregional exchange on European level offers benefits and chances for learning from each other: Through this exchange partners can learn more concerning the integrated management of resources.

Basic principles of integrated management approach

Basic principles of the integrated management approach:

- **Integration** reflects the cross-cutting and complex nature of cultural heritage and landscape
- **Multidisciplinary** involvement to link different disciplines
- **Participation** with a strong involvement of all relevant stakeholders, agencies at various levels
- **Cooperation** between participants and exchange of experiences, cross-regional networking, horizontal and vertical policy networking
- **Values** based on regional characteristics (site specific values identification and assessment)
- **Promotion** and awareness raising assists in successful management.
- **Education** (knowledge transfer at all levels of education and informal educational channels)
- **Problem orientation** to address the most relevant issues identified (e.g. re-use of historic buildings, elaboration of new innovative financing models, systems of regular maintenance)
- **Consideration** of site and context specifics
- **Acceptance** of a long-term and progressive nature of problem solving in creating site-specific solutions

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graph LR
    A[PROBLEM DEFINITION] --> B[RESEARCH ACTIVITIES]
    B --> C[UNDERSTANDING ENHANCEMENT]
    C --> D[POLICY DEVELOPMENT]
    D --> E[SITE MANAGEMENT]
    E --> F[MONITORING & REVIEW]
    F --> G[INTEGRATED MANAGEMENT]
  
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After **Problem Definition**, the 1st step, which is often already done or even obvious but lacks elaboration, the 2nd step in the approach is to detail the necessary Research Activities.

Research Activities embrace a collection of relevant data (data already available and new data needed, using various methods, techniques and tools, (e.g. research of data bases, archival data, good practice and different experiences analyses, current condition assessment in the case of objects).

Understanding Enhancement possibilities is the 3rd step and is a process of widening and deepening the knowledge available on the specific problem with involvement of all potential stakeholders and by linking all players at local, regional and national level (e.g. values identification, on-site surveys, interviews, workshops, different participatory methods).

Once the research is accomplished and understanding of the problem is gained, the relevant regional strategic document needs to be defined.

Policy Development represents the 4th step in the process. In the HISTCAPE project the implementation plan was confirmed as a useful policy development instrument. This phase also defines responsibilities, obligations and resources, and is a basis for relevant decision-making procedures.

Policy Development provides the basis for definition and implementation of a **Site Management** plan, step 5, with all specific elements included. Site management includes plan implementation, which also counts as verification of the theoretical framework of the approach and should be a two-way process; policy development should benefit from experiences and lessons on the terrain whilst each specific site should build its policy upon the general recommendations. In this way, both levels can be continuously updated. As such, site management appears as the central step in the approach; it is the point where top-down and bottom-up logics meet and intertwine with each other.

Monitoring & Review, the 6th step, concerns procedures, defined at the end of the approach, but often they also need to be performed continuously during this process.

Various impact assessment analyses can help improve policy development. They are also crucial, for example, in the transparent and efficient planning of allocation of resources.

Encouragement for integrated development

The plea for an integrated management approach is the result of the HISTCAPE project, particularly of interregional workshops, pilot action implementations, a number of study visits and discussions carried out at various occasions. HISTCAPE partnership offers this approach as the result of dealing with some very complex and challenging problems and as a response to many dilemmas, which were faced in this instructive and beneficial process. The integrated management approach is proposed to help regions address their development challenges.

HISTCAPE partners would like to encourage rural regions that are struggling with the management of their cultural heritage and landscapes to incorporate this approach. Although it takes additional time, effort and resources (financial and organizational), it is an approach that offers the best long-term results. The partners recognize that politically it is unattractive as it is not the “path of quick results” but also know that quick and isolated decisions will not foster sustainable solutions. It should not be forgotten that the challenges of today developed over the course of many years. The advantage of today is that the opportunities for exchange, communication and working together on the European, national and local levels have never been easier. No European region has to start from scratch on its own but can start with a manifold of experiences and successful approaches all over Europe.

HISTCAPE partners will continue working with each other and they are happy to share experiences and expertise with other interested European regions.

Challenges and Recommendations

General Guidance

written by Karin Drda-Kühn
media-k GmbH, Germany



Setting the scene

Rural areas face severe challenges threatening their cultural and community values. Structural and demographic change, loss of infrastructure and lack of urgent investment leave their mark on many European regions. This is often followed by a deep depression and lasting damage to rural societies. Following the results of the previous chapters, specifically the descriptions of Good Practice and Lessons Learned, this chapter goes a step beyond and summarizes HISTCAPE experiences, including recommendations according to successful practice. Local and regional politicians, regional planners and decision makers are invited to benefit from the HISTCAPE results.

As the challenges faced are similar in many European regions, the HISTCAPE partners offer to share the outcomes of their own regional and local experiences such that others might benefit in regional planning as well as on the socio-economic level.

According to the HISTCAPE experience, the challenges can be concentrated on three main topics:

- 1. Integrating planning & interdisciplinary knowledge transfer**
- 2. Organization of social and civic participation**
- 3. Supporting economic valorization**

1. Integrating planning and interdisciplinary knowledge transfer

One of the lessons learned in the HISTCAPE project is that isolated approaches do not lead to sustainable and convincing results. It became visible as a repeated pattern that disciplines working in an integrated, interdisciplinary and cooperative way showed much better results than disciplines working in parallel. For example, planning processes which strived to bring disciplines (planning, landscape conservation, agriculture and businesses) together and tried to create value chains for numerous stakeholder groups seem to have a much better outcome in terms of sustainability and satisfaction of stakeholders in the long run.

Strangely, our European knowledge society is extremely focused on communication and dissemination of information, but it seems that the creation and transfer of interdisciplinary knowledge in terms of bringing different disciplines together with their specific resources is not yet well developed. In our topic, the sustainable management and protection of cultural and natural heritage, the exchange of experiences is not self-evident and there exists the need for constant efforts and professional steering in order to allow different disciplines as well as regions, municipalities and communities to benefit from each other's work.

The main reason for this lack of integrated exchange and transfer might be that representatives of disciplines are trained to exchange within their own sectors but not necessarily between disciplines. For example, energy efficiency in historic buildings requires architects, engineers, restorers, conservators, building operators of all kind (public and private, commercial and non-commercial) and managers to work together to develop successful results. This highlights that many times the involvement of even more specialists is needed. The process of cooperative working needs professional understanding and steering which is often not taught in specialized education.

Recommendations

Create adequate processes and tools to promote, educate and communicate integrated experiences

Processes and tools can be round tables, networks or community meetings. Their core is communication and their aim is to reach a common understanding in objectives and implementation in order to avoid the loss of cultural heritage resources as part of local, regional and national identity.

Support the creation of networks of different disciplines

Networks are a key for bringing resources and knowledge together. However, professional network management is a serious task which is not feasible on a casual basis but needs time, commitment and organization.

Cluster landscape and cultural heritage related networks

Landscape developers and cultural heritage operators are not necessarily the same and might have very different interests. Joint activities help to create databases, knowledge transfer and development of common projects.

Include the values of cultural heritage and landscape in educational programs of different disciplines

This is, of course, a question of curricula and a long-term effort. However, awareness of the social and economic values of our unique European cultural heritage and landscape is often missing. Maybe these values are no longer self-evident as part of our societies; therefore even more communication is necessary in education.

Promote public information and education in cultural heritage and landscape subjects

This is necessary in order to foster a better understanding and higher appreciation of cultural values and ensure the participation of communities in the protection of their habitats.



Sabero Museum; Image: Junta de Castilla y León, Consejería de Cultura y Turismo © 2014

Good Practice Example

These recommendations stem from the HISTCAPE partners' work in examining good practice examples. An excellent example that highlights integrated planning is: When a Plan Comes Together from the Junta de Castilla y León, Spain. In Castilla y León it was recognized that Cultural Heritage cannot be handled individually but must be understood as a whole, taking into account its surroundings, environment and future. Therefore, a wide vision of the cultural assets was necessary.

The PAHIS Plan of cultural heritage in Castilla y León stems from the experience of previous plans and diagnosis of a heritage that takes into account the characteristics and qualities related to the number of cultural properties, the dynamics of population and territorial environment. It is the strategic instrument for the current management of cultural heritage in the region (See chapter: When a Plan Comes Together).

2. Organization of social and civic participation

'Forgotten' seems to be one of the key problems in rural communities where citizens have the impression that politics are not able to solve urgent problems such as 'brain drain' or loss of infrastructure. Often they feel neglected or consigned to oblivion by politicians, their regional administration or society in general. However, there are convincing examples where rural citizens start their own initiatives for the revitalization of their communities and villages in order to protect their cultural heritage and landscapes. Examples show a new social power, which comes out of self-confident people who do not want to wait for government or investors and ready-made solutions (which in the worst case might never come). Citizens start, trust in their own resources and find new ways for cooperation to sustain their communities. This might be a long and stony road to success, but it motivates rural or village life enormously and stimulates new development processes in communities.

Participation is a means to extract the knowledge and talents that citizens possess. This knowledge is different from technical and political knowledge as it does not usually enter into the process of preparing plans, projects and policy decisions. However, citizens possess important resources which widen the field of opportunities to be considered if these are combined with the skills of professionals and politicians. Participation seems an appropriate strategy when replication of standardized models is not advised or not possible and innovation must be fostered to create 'design contexts' in which all the kinds of knowledge can interact to generate new ideas and new solutions. In this sense, participation is an essential part of a methodology that

is more efficient than others in simultaneously mobilizing all the resources available and stimulating interaction between stakeholders to solve complex problems.

Participation fuels the self-reliance of (local) actors and helps to eliminate the practice of merely delegating power or just making claims. It produces broader involvement in the actual solution of problems and develops a sense of ownership of ideas which in turn creates favorable conditions for implementing change. The communication channels set up between the various actors involved will probably remain in place like permanent (social) capital for future initiatives.

Recommendations

Facilitate the processes of social and civic participation in cultural heritage and landscape preservation

Social and civic participation are crucial to achieve successful cultural heritage and landscape policies in European regions and municipalities. Facilitation means support for citizens who get engaged in preservation topics. As a start, this does not mean financial support. Support mechanisms can be rather simple like offering a meeting place, inviting experts, listening to arguments. Part of successful process guidance means taking each other serious as a counterpart.

Encourage and support civic participation and voluntary engagement

Initiatives of citizens for their heritage are always a strong signal that there is identification and commitment for their region. They should not be seen as social or politically disruptive forces but as serious partners in value protection. Local actors possess relevant resources to cope with local problems and to grasp opportunities. This might also imply that public administration has to accept that relevant resources are not necessarily within administration but also outside. Bringing them in on a topic and focusing them on solutions offers chances beyond the possibilities of public administration.

Steer civic participation in a professional way

Long-term success needs long-term engagement. Municipalities are therefore well advised to invest in professional steering of initiatives of local actors; otherwise it might come difficult to secure sustainability of results. Therefore, a city manager with allocated tasks in steering local action groups is a useful option.



Volunteers at the ARCTUROS centre for the protection of the Brown Bear in Europe, Antonis Douramanis © 2014

Make use of new mechanisms and instruments for participation to foster investments in cultural heritage preservation and revitalization

Involving stakeholders outside of the rural area concerned might help to find new solutions. An effective approach to rural development is the so-called 'place-based approach'. It implies the involvement in the cultural heritage revitalization of endogenous and exogenous actors: The buyer of a derelict house in the inner city of a small town, who wants to create a weekend retreat only, earns a welcome strategy as well as local support to feel accepted.

Communicate Good Practice examples of social and civic participation

Civic participation and involvement of the citizens can stimulate cultural heritage preservation and revitalization of historic buildings in villages and towns. Awareness-raising measures can endorse the understanding and appreciation of cultural heritage by local citizens and help to give them back the responsibility of caring for the cultural heritage of their village and town.

Good Practice Example

While most of the good practice examples illustrated in this book have some type of social and civic involvement, there are some that stand out, in particular the chapter on Community Initiative from the Region of Western Macedonia in Greece. The small village of Nymphéo was nearly deserted, with only 80 remaining inhabitants. Beginning in the early 1990s the remaining community members along with former residents took action building upon Nymphéo's three major assets: the surrounding natural landscape and wildlife, the historic village architecture and, most importantly, the community's intense pride of place.

Nympheo is a very good example of organization of social and civic participation. If the local community had not begun to work toward their development or if the various parts of the community had not worked together, the renewal of the village would have failed (See chapter: Community Initiative).

3. Supporting economic valorization

Culture and economics are often not mentioned together, but economic aspects are critical to the sustainability and well-being of rural communities in Europe. Cultural heritage and rural landscapes offer an enormous potential for income and employment, but generating income and employment from these resources is difficult and often raises concerns. Conflicts may exist between conservation and economic use. Both sides have good reasons for their work and objectives. For specialists working in cultural heritage such as historians, conservators, and archeologists, conservation and protection are the main focus. However, heritage operators like owners of castles or historic accommodation seek to benefit economically and therefore strive to adapt sites to the needs of tourism, gastronomy, accommodation or public access. Therefore, bridging the gap between the different needs and uses is essential and a challenging task.

An important part and advantage for economy is the diverse nature of Europe represented in unique regional culture. This culture is a differentiating factor that contributes to the economy and it remains untapped. Therefore, economy of culture and cultural heritage needs encouragement to develop the own power and gain acceptance from rural stakeholders who still too often do not appreciate cultural heritage as an economic value of its own. Economic valorization is closely linked to the appearance of rural communities and aesthetic values. This is directly connected with the huge European problem of vacant properties in small cities and villages: They are a problem of missed economic chances as well. Every single neglected and vacant building means loss of value and money for its owner and loss of identification for locals. There are no common avoidance strategies yet, but we learn more and

more that the complexity of the background urgently needs integrated approaches.

Recommendations

Identify and promote economic potential of cultural heritage

Cultural heritage cannot be of economic benefit to rural communities without identification and subsequent promotion. This process is rather advanced in urban areas, but requires more effort in rural areas as they have high class values in culture and cultural heritage as well. The reasons why rural areas are behind in unlocking the economic potential are well known, but the main barrier still is that administrations at the local and regional level need more awareness of the economic potential of their own heritage. Research has shown that conservation offers much more direct and indirect effects in social, economic and employment terms than tearing buildings down.

Bridge the gap between the conservation needs and economic use. As stated earlier there may be conflicts between conservation and economic use. These must be balanced and one way to ensure this balance is through the early and continued involvement of both.

Support cooperation between regions and agencies outside and inside

Learning from each other means to get inspiration and ambition for handling challenges. Solutions might not be available in the own region but beyond. As challenges in Europe are rather similar, Europe-wide solutions might already be available elsewhere.

Create innovative financial models. Investments (in financial terms) mean they provide a monetary return or an economic benefit. Too often the word ‘investment’ is meant as a donation with no returns provided. This is a misuse of the word and gives investment in heritage a poor reputation. Missing are efforts to set up innovative financing models, custom-made for heritage operators, that provide a positive return to investors and can be evaluated in financial terms. Simulation of financing and operation models of different kinds is an opportunity to permit sustainable decisions.

Create new use for historic spaces

Re-use for historic buildings is one of the most urgent topics in rural development as the number of heritage sites (of different quality concerning their building history) is large and selection might be a difficult task. Good examples for the successful re-use of heritage sites equally in economic, historic as well as social terms in rural areas are rare and seldom focus on strategy and sustainable development. The successful long-term examples seem to have similar success factors:

- In their development cost and time efficiency with administration and businesses were effectively supported by many partners
- Long duration for approvals for investments in cultural heritage assets for private investors was avoided
- Tourism is a strong economic factor, but not the only one: seeking strategies beyond tourism for promoting the economy can bear sustainable results
- Awareness raising activities are necessary to communicate that investments in cultural heritage are not subsidies or sunk cost but lead to further investment. In return conservation activities get their share back

Develop a cross-regional information system, database and management for vacant property

Too many municipalities seem to work at local level seeking single solutions in their own community without considering experiences in similar municipalities – good or bad. A database as a cross-regional information system might foster the exchange of information and act as an early warning system when vacancies happen in an accumulated way.

Cooperation is the key, not single actions. Municipalities in rural areas should be encouraged to share resources in the management of vacancies in order to come to networked solutions and support persons efficiently, for example those who consider buying and renovating old property. Service orientation is a key word for owners who want to sell or renovate: recommendations about qualified craftsmen, access to finance and funding. In urban areas several innovative approaches in avoiding vacancies were established during the last ten years: intermediate use of

vacant buildings, consultant services for house owners threatened of vacancies, support in setting up investment plans, financing models. However, many of these models are not easily transferable to rural areas but earn a chance to be checked for transfer opportunities with adaptations.

Start early to avoid vacant properties

Vacant properties are not a sudden event but are long announced: missing necessary repairs for several years, owners who are moved in elderly homes, no heirs or heirs living far away. The knowledge about reasons for vacant properties is mostly available in the local context and problems are discussed long before they become visible. Mostly, owners feel emotionally connected to their property and feel uncomfortable about vacancies. Establishing an active vacancies management with an early warning system followed by active support offered by municipalities might help to avoid vacancies.

Check existing initiatives on European level for preventive actions

Fortunately, there are sufficient initiatives Europe-wide which have long-term experiences in the preventive care of cultural heritage assets, mainly in building stock. They can also offer calculations in order to show the economic benefit, which is the best argument. Never forget: A single shifted shingle on the roof of a historic building, which is not repaired on short notice, means a whole new roof within 15 years!

Shift public and private budgets from big repair to small maintenance

Preventative actions create added value in the long-term: early repairs mean less damage and consequentially ensure that there is no need for larger restorations. In the long term, they protect the value of the monument and save huge sums of money.

Good Practice Example

All of the HISTCAPE partners stated that economic valorization was at or near the top of their list of issues faced in rural regions. Financing conservation and rural

development is a difficult issue. Many of the good practice examples listed in this publication have some aspects of innovative financing. However, the one that stands out is the public / private financing of the windmills of the island of Saaremaa, Estonia.

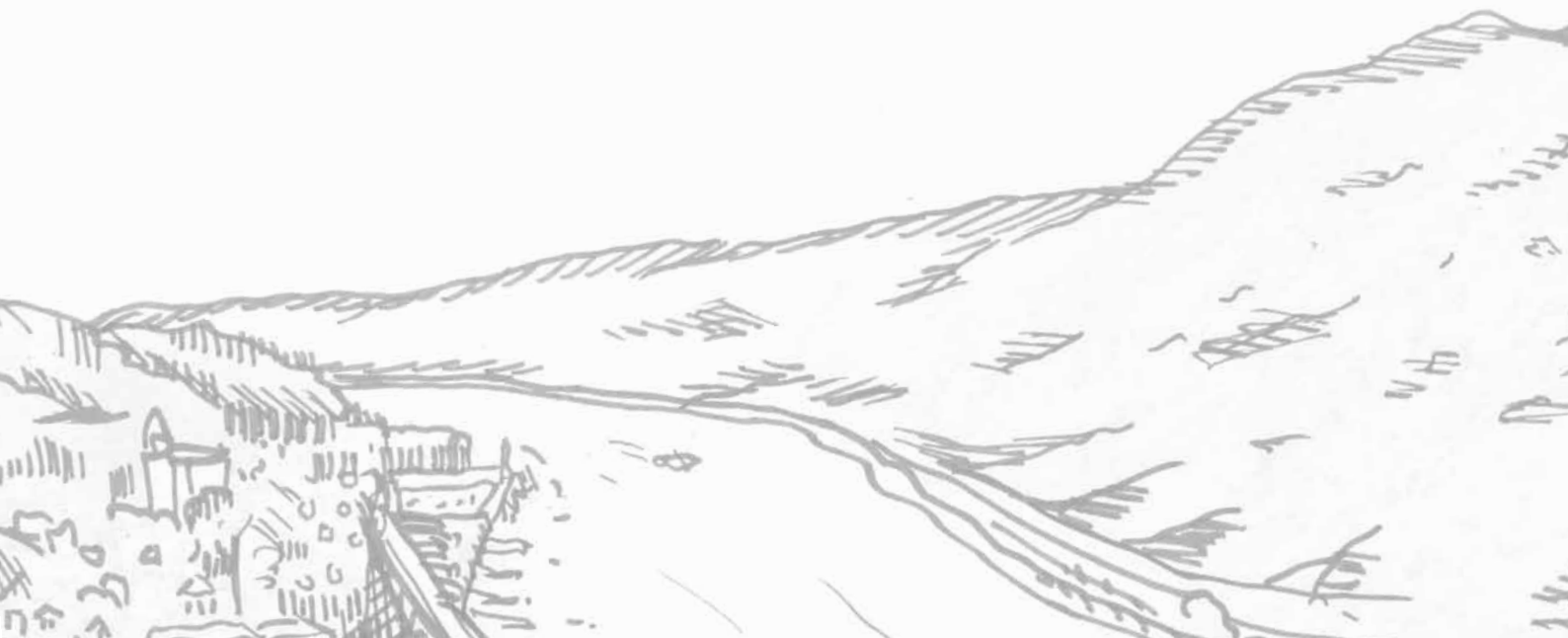
Conservation of cultural heritage can be expensive and the island authorities needed to find a source of financing to preserve and protect the windmills as an important

symbol. This was found in the cooperation project with Altia Eesti Ltd., whose logo of the popular brand of Altia Eesti 'Saaremaa' prominently features a windmill. Through the cooperation between the company and the Saaremaa Tourism Development Center, the brand 'Saaremaa' is interconnected with the identity of the island and has helped restore its historic symbol – the windmills (See chapters on Brand Financing and Nature and Culture).



Angla Windmill Culture Heritage Centre - Sigrid Osa, Angla © 2014

HISTCAPE:
Historic Assets and Related Landscapes



A Project Bibliography

For Further Reading



Additional material is available from the HISTCAPE website

Good Practice & Thematic Topics

www.histcape.eu/content/good-practice-thematic-topics

Documents and Publications: brochure, poster, article, summary

www.histcape.eu/documents2

Press Releases

www.histcape.eu/content/press-gallery

Newsletters

www.histcape.eu/content/newsletters

Open Conferences

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The HISTCAPE project team, through this publication, has compiled what we have learned over the three-year project. It is the result of the efforts and enthusiasm of many regions, institutions and individuals. We believe that it will offer good practice and ideas to the issues faced in rural regions throughout Europe. There are no easy solutions, but there is complete conviction among the team that many rural regions are thriving and can serve as inspiring examples.

Sincerely, the HISTCAPE Team

- Alexandra Kulmer, Sandra Höbel, Gerhard Vötsch, and Andrea Tackner: Rural Development Styria, Austria
- Laura Cuevas Ortiz, Rosa M^a Sanchez Díaz and Isabel Pinilla Baamonde: Junta de Castilla y León, Spain
- Carla Cruz, Miguel Rodrigues, David Ferreira and Antonio Ponte: Northern Portugal Regional Directorate for Culture, Portugal
- Vincenzo Zenobi, Achille Bucci, Lorenzo Federiconi and Emanuela Montemari: Regione Marche, Italy
- Dimitroula Aslanidou and Dimitris Milonas: Region of Western Macedonia, Greece
- Ingeborg Hoffstadt and Natalie Eimertenbrink: Directorate General Cultural Heritage Rhineland-Palatinate, Germany
- Sonata Dumbliauskiene: Alytus District Municipality, Lithuania
- Veiko Viil and Viktoria Bubukin: Saaremaa Local Government Association, Estonia
- Anda Eihenbauma, Anita Vaido, Lelde Ābele, Atis Treimanis and Marta Cekule: Vidzeme Planning Region, Latvia

This Guidebook offers new insight and a way to increase the knowledge and skills to improve rural regions and the conservation of their cultural heritage and landscape. The team has contributed their very best to the collective effort and we are pleased to share this publication with you.

We wish to express our thanks to all those numerous friends and colleagues who have advised or encouraged us in any way and also to all the experts who have contributed to this project. Finally, we would like to express our steadfast gratitude to the directors of our respective institutions, whose encouragement and financial support made this endeavor possible.

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- Karin Drda-Kühn, media k GmbH, Bad Mergentheim, Germany and Vienna, Austria, www.media-k.eu
- Kostas Karamarkos, KKConsulting, Kozani, Greece, www.kkc.gr
- Claudio Calvaresi and Maria Luisa Cipriani, Istituto per la Ricerca Sociale, Milano, Italy, www.irs-online.it
- Vincenzo Barone, Rocco Molinari and Anna Natali, eco&eco, Bologna, Italy, www.eco-eco.it
- Teo Hrvoje Orsanic and Lucija Zorenc, Kozjanski Park, Slovenia, www.kozjanski-park.si
- Agnes Frank, Internationalisierungszentrum Steiermark GmbH, Graz, Austria, www.ic-steiermark.eu

HISTCAPE Team

This publication and project is the result of all of the regions involved in the HISTSCAPE project. It is on their behalf that this publication was created in order to disseminate their good practice.

- Rural Development Styria, Austria
- Castilla y León Regional Authority, Spain
- Northern Portugal Regional Directorate for Culture, Portugal
- Marche Region, Italy
- Region of Western Macedonia, Greece
- Directorate General Cultural Heritage Rhineland-Palatinate, Germany
- Alytus District Municipality Admin., Lithuania
- Saaremaa Local Government Association, Estonia
- Vidzeme Planning Region, Latvia
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- University of Ljubljana, Slovenia
- Heritage Europe, United Kingdom

This publication is a celebration of our combined knowledge and our desire to protect Europe's cultural heritage and landscapes to share what we have learned during this project.



HISTCAPE:
Historic Assets and Related Landscapes

Rural Development Styria

Contact:

Alexandra Kulmer
alexandra.kulmer@landentwicklung-steiermark.at
Website: www.landentwicklung-steiermark.at



The association Rural Development Styria (Landentwicklung Steiermark) was founded by the Provincial Government of Styria to support the implementation of the Local Agenda 21 in Styria. The goal of the association is to foster civic participation in Styrian municipalities to create innovative strategies for dynamic rural areas. By making use of the regional values, a balanced economic, ecological and socio-cultural development shall be enabled also for small communities. Rural Development Styria has worked together with more than half of the Styrian municipalities based on the model of Local Agenda 21 and initiated numerous innovative projects to strengthen the citizens' self-responsibility.

Within the project HISTCAPE, Rural Development Styria has identified innovative management models for vacant property in small historic towns and villages in the rural areas and transferred these models to the region of Styria. The empowerment of the local population and coordination between different stakeholders has proven to be a crucial aspect for the protection and revitalisation of the historic centres of small and declining municipalities. The media k GmbH has supported the association Rural Development Styria in the project implementation. Based on the HISTCAPE exchange of experience process, new strategies have been adopted for a successful management of cultural heritage assets in Styria, promoting vitality and viability.

Regional authority of Castilla y León (Spain)

Contact:

Laura Cuevas Ortiz and Jesús del Val Rocío
cueortla@jcy.es - valrecje@jcy.es
Website: www.patrimoniocultural.jcy.es



The Regional Authority of Castilla y León, as a regional government, represents the region of Castilla y León with complete authority regarding its cultural heritage. It is well known that the region of Castilla y León has an expansive historical and cultural character, which holds eight cultural assets recognized as UNESCO World Heritage sites and a valuable amount of Cultural Properties.

Regarding its historical towns in rural areas, Castilla y León possesses 587 municipalities declared historical assets or monuments with high cultural value, spread over an extensive scarcely populated territory.

The Regional Authority of Castilla y León has developed an ambitious program articulated in the strategic plan for the

cultural heritage known as Plan PAHIS, which includes the recognition of cultural values and cataloging methodology as well as assurance of the preservation and protection of the cultural heritage, in coordination and cooperation with other institutions and entities.

Throughout the HISTCAPE project we have developed innovative instruments and tools for the improvement of sustainable territorial management policies in cultural heritage preservation and created a common methodology for the protection of small towns with cultural values, located in rural or scarcely populated areas

University of Ljubljana (Slovenia)

Contact:

Roko Žarnić and Barbara Vodopivec
roko.zarnic@fgg.unilj.si- barbara.vodopivec@fgg.uni-lj.si
Website: <http://www3.fgg.uni-lj.si>

The Republic of Slovenia has a population of two million people with a density of about 100 inhabitants per km². Approximately one third of the population live in towns of more than 10,000 inhabitants; the rest live in nearly 6000 smaller towns and villages. The University of Ljubljana was founded in 1919. Today, there are more than 51,000 graduate and postgraduate students at three arts academies and 23 faculties.

Slovenia has a rich cultural heritage with 29,139 units recorded in the National Heritage Registry, 28 % of them declared monuments, and offers an outstanding mosaic of biological and landscape diversity. So far, more than 11 % of the countryside has been protected in various protection categories including, among others, three sites from the



UNESCO world heritage list (Heritage of Mercury. Almadén and Idrija., Prehistoric Pile dwellings around the Alps and Škocjan Caves).

In the HISTCAPE project the University of Ljubljana promoted integration of cultural and natural heritage in the sustainable regional development and to this purpose cooperated with Kozjanski Park, one of the oldest and largest nature reserves in Slovenia. Stretching across 200 square kilometres, it has the status of a regional park and has a rich cultural and natural heritage. Three-quarters of the park's surface is proclaimed as Natura 2000, and since 2010 a wider area of the Park is declared as biosphere reserve under the auspices of UNESCO (MAB).

Region of Western Macedonia (Greece)

Contact:

Vasileios Kotoulas
bkotoulas@pta.pdm.gr
Website : www.pdm.gov.gr

The Region of Western Macedonia was created under Law 1622/1986 which created the land-planning division of Greece in regions. It serves as the area where de-centralized bodies of the central government meet with the actors of local government. The Region contributes in the national planning and in this framework draws programs and applies the underpinned policies for economic, social and cultural growth.

The principal role of the Region of Western Macedonia as a development institution is clearly illustrated with the planning of the 4th Regional Operational Programme of Western Macedonia. The main objective of the programme is to contribute to the creation of a dynamic region that will utilize the cultural assets but also the human potential of its citizens.



The Department of Culture and Sport is mainly responsible for coordinating activities of cultural institutions of the region. This could be achieved with the implementation of cultural programs and events, the establishment of awards, grants and other means in order to encourage the development of education and arts. In addition, it is responsible for monitoring and strengthening associations and bodies which pursue similar goals, the joint organization of cultural events with local actors for preservation of local heritage and its dissemination to young persons.

The Region participates in the HISTCAPE project in order to find ways for better preserving, managing and promoting its cultural assets through an exchange of means and tools with the project partners that constitutes the partnership of HISTCAPE project.

Vidzeme Planning Region (Latvia)

Contact:

Lelde Ābele - lelde.abele@vidzeme.lv

Marta Cekule - marta.cekule@vidzeme.lv

Atis Treimanis - atis.treimanis@vidzeme.lv

Website: <http://www.vidzeme.lv>



Vidzeme is the biggest region in Latvia in terms of territory and the smallest in terms of inhabitants. Vidzeme Planning Region (VPR) is regional planning and development institution which offers services at the national, regional and municipal level and represents the regional development interests of 25 municipalities and Valmiera city. Our mission is to act as a development platform for the municipalities of the region. We foster long-term balanced growth of the Vidzeme region and implement development projects. We have experience in implementing both large-scale, EU funded, cross-border projects and specialized national and local-level cooperation projects. International cooperation is a significant part of the Vidzeme Planning Region activities. Sharing knowledge and gaining our partners' experience across Europe is invaluable to improve regional policies for balanced regional and national development. Project

topics are diverse, ranging from tourism and business to the transport system development, landscape planning and contaminated sites. But they share one goal – to increase the region's ability to make full use of internal resources and development potential.

In the HISTCAPE project Vidzeme Planning Region is glad that the topic about landscape protection as well as planning and management has become topical again because in recent years it has been a bit neglected in Latvia. We are pleased that we can share our knowledge with the partners and gain the incredible experience from them to improve our work. With the development of policy recommendations for landscape planning and management we will be accomplishing great work which will serve as a good planning tool for local and regional professionals in active rural heritage preservation.

Saaremaa Local Government Association (Estonia)

Contact:

Veiko Viil and Viktoria Bubukin

sol@tt.ee - info@saartegeopark.ee

Website: www.saaresol.ee



Saaremaa Local Government Association was founded by local governments of Saare County in 1993. Thirteen local municipalities (governments) are members of the Association. The board of the association is made up of the representatives of the local governments. By law the association is partner to County Government and in some matters also to the State.

Saaremaa Local Government Association is the public body in charge of promoting the balanced development of the environment, economy and cultural heritage of the county. It has a long history of competences in the development of sustainable tourism and also in devising and implementing strategic plans and policies to protect the environment, landscape and cultural heritage.

The Association aimed foremost to improve the protection of cultural heritage assets and nature values in rural areas and therefore hoped to implement the policy recommendations for the protection of rural landscape developed by the HISTCAPE project.

The association benefit from the exchange of experience in the management of cultural heritage assets, nature values and landscape to achieve sustainable environmental development through the Saarte Geopark. The aim from the project was to prepare policies for sustainable development and the continuing health of the geopark as well as to provide an overview about the islands geological heritage. These aims are completed.

Northern Portugal Regional Directorate for Culture (Portugal)

Contact:

Carla Cruz and Miguel Rodrigues
ccruz@culturanoorte.pt- mcredrigues@culturanoorte.pt
Website: www.culturanoorte.pt



Northern Portugal Regional Directorate for Culture (DRCN) is a decentralized body governed by public law, created in 2006, with competences in preservation, conservation, valuation and promotion of cultural heritage of the entire territory of Northern Region of Portugal, with legal powers to safeguard property around 1200 architectural and archeological sites, classified as National Heritage in the North of Portugal, in addition to the 4 sites classified by UNESCO as World Heritage (Historic Centre of Porto, Historic Centre of Guimarães, Douro Valley and Archaeological Park of the Coa Valley). Northern Portugal Regional Directorate for Culture has also special responsibility for the protection, conservation, presentation and disclosure of a set of 53 classified monuments distributed throughout the northern area of the country, of which 17 are permanently open to the public and endowed with guides and infrastructure to support visitors.

The Northern Region of Portugal has many small historic centers, with more than 800 years of history, which integrate several different heritage values. Under the powers of the DRCN to preserve the historical heritage and its frameworks, it has intervened towards the rehabilitation of these small centres, contributing to ensuring the sustainable development of these areas, depressed in socio-economic terms, particularly in the countryside.

The HISTCAPE project, through the exchange of experiences between bodies of cultural heritage of different countries allowed the increase of good practice, staff capacity and new policies in heritage and landscape protection and management, particularly in rural territories, enhancing local economies through valorization of rural values.

Regione Marche (Italy)

Contact:

Vincenzo Zenobi
vincenzo.zenobi@regione.marche.it
Website: <http://www.regione.marche.it>



Regione Marche is one of the 20 regions of Italy. It lies in Central Italy alongside the Adriatic Sea. Marche is known as a “plural region” for its traditions, dialects, historic cities and for its different landscapes ranging from mountains to the sea. However, when you say “Marche” you think of a typical landscape of hills and rural areas with a wealth of historical settlements and heritage assets.

The Marche Region has been pursuing the objective of safeguarding and enhancing the quality of its landscapes for many years mainly thanks to the Regional Authority's Landscape Plan. It has focused on protecting the historical heritage as well as its botanical and geological assets through connected landscape and urban policies.

However, the Landscape Plan is under review as the Marche

Region is facing the challenge of designing proactive policies besides the more traditional regulatory ones. If, according to the European Convention for Landscape, everything is now to be considered an important landscape, work must be done on recognizing conditions that make good human landscapes possible. In this way, active policies for landscape are meant as a set of actions aimed at directly or indirectly creating quality landscapes.

Thanks to HISTCAPE, the Marche Region carried out a pilot action relating to this strategy. It will be included in the new Strategic Agenda of Marche Region Landscape Plan as the idea to involve local community and to link landscape; tacit knowledge to start a place-based development policy appeared convincing and suitable to be transferred.

Directorate General of Cultural Heritage Rhineland-Palatinate (Germany)

Contact:

Ingeborg Hoffstadt

Ingeborg.Hoffstadt@gdke.rlp.de

Website: *www.gdke.rlp.de*



Rhineland-Palatinate is an old cultural region in the centre of Europe, based on Celtic and Roman roots. Thus, it possesses an outstanding historical heritage which is visible in important monuments, artworks and traditions. It is the home of famous German myths like the Nibelungen, the internationally known Loreley, the Roman emperor Constantine the Great, Charlemagne, the 'father of Europe', the medieval centres of Jewish life in Speyer, Worms and Mainz, the inventor of printing Gutenberg – man of the millennium, and the list goes on. Four UNESCO World Heritage sites characterize the region: the Roman monuments in Trier, the cathedral in Speyer, the Upper Rhine Valley, and the ancient Roman frontier Limes. 80% of Rhineland-Palatinate consists of small towns in rural areas.

The General-Directorate of Cultural Heritage Rhineland-Palatinate (GDKE) is the professional authority for historical assets. The protection of historical assets is ensured jointly between the General-Directorate and 36 local authorities all over the region. It is indispensable to develop standards and appropriate methodologies/strategies in order to make decisions regarding the approach to the diverse problems which are found in rural areas. Through the HISTCAPE project the General-Directorate benefited from the experiences of other European partners, by good practice Europe-wide and complementary expertise within the partnership.

Alytus District Municipality Administration (Lithuania)

Contact:

Sonata Dumbliauskienė

s.dumbliauskiene@arsa.lt

Website: *www.arsa.lt*



Alytus District Municipality is a local authority within Alytus County, situated in a beautiful corner of southern Lithuania. The district occupies 1411 square kilometres and is divided into 11 local administrative units. The population of the district is more than 28,000 inhabitants and accounts for over 17% of the total county population.

For the last two decades the municipality has been responsible for the cataloguing and management of historic heritage objects and collecting information for a database for the protection of cultural and historical heritage assets. There are 72 archaeological, 395 historical, 144 artistic, 29 architectural and 3 urban monuments, plus 19 landscapes containing evidence of historical settlements.

Within the HISTCAPE project the municipality developed local policies for protecting and enhancing cultural assets, values and landscape. The project's challenge, through promoting innovation and added-value project activities related to the enhancement of cultural assets and landscapes, was to strengthen sustainable economic activities and employment related to cultural heritage assets. Through HISTCAPE, Alytus District increased the awareness of its cultural heritage assets and their value by reaching a wider audience both within and beyond the project partnership.

Tecnalía Research & Innovation (Spain)

Contact:

Juan Carlos Espada - juancarlos.espada@tecnalia.com

Rand Eppich - rand.eppich@tecnalia.com

Mikel Zubiaga de la Cal - mikel.ubiaga@tecnalia.com

Website: www.tecnalia.com



Fundación Tecnalía Research & Innovation (Tecnalía) is one of the leading applied research organisations in Europe with an international presence in 25 countries. Headquartered in Spain, Tecnalía has 1500 professionals and over fifty years of experience devoted to developing, testing and applying research to the current needs of society.

Tecnalia is organised into 7 main areas: Health, Industry, Transportation, Society, Innovation, Information and Communications and Sustainable Development. Within Sustainable Development, the Cultural Heritage Team has been working internationally for the past 15 years to protect and conserve the World's cultural heritage. They have been applying research to strategic planning and management,

developing methodologies and policies, advising public authorities and institutions and creating tools for the conservation of cultural heritage. Their scope ranges from archaeological sites and single structures to museums and urban centres.

As a key partner in this project, the Cultural Heritage Team of Tecnalía sought to realise the potential of technology in the conservation of rural and landscape heritage and between the regional level and local level. They shared their previous experience and good practice and created new contacts while leveraging the resources and knowledge of other divisions within Tecnalía.

Heritage Europe (United Kingdom)

Contact:

Brian Smith

b.smith@historic-towns.org

Website: www.historic-towns.org



EUROPEAN ASSOCIATION
Historic Towns and Regions

Heritage Europe was formed as The European Association of Historic Towns and Regions (EAHTR) by the Council of Europe in October 1999 as part of the initiative "Europe – A Common Heritage". Heritage Europe now represents through its range of membership categories over 1000 historic and heritage towns, cities and regions in 30 European countries.

Heritage Europe's aim is to promote the interests of historic towns and cities across Europe through International co-operation between heritage organisations, historic towns, cities and regions. Heritage Europe furthermore aims at sharing experience and good practice and promoting vitality, viability and sustainable management of historic towns, cities and regions.

The main focus of Heritage Europe is to bring historic towns together to share and disseminate good practice in the sustainable management of historic towns. In particular,

it aims to identify the underlying processes that lead to success. Specifically, it organises international symposia, commissions research and produces guidelines on good practice, leads and participates in European projects and arranges study visits and staff exchanges. Heritage Europe seeks through HISTCAPE to inspire local and regional authorities to cooperate so that rural cultural heritage assets will be valued and preserved by the adoption of innovative good practice solutions. As a partner in the project, Heritage Europe broadened its contacts with both regions and smaller historic towns in rural areas, giving them access to a historic towns network at local, national and European level, allowing them to share experience and professional expertise, as well as good practice and practical guidelines. Specifically Heritage Europe ensured that the project's findings are widely disseminated throughout Europe.

The HISTCAPE Project Historic Assets and Related Landscapes

Good Practice, Methodology, Policy Recommendations & Guidelines for Rural Communities

HISTCAPE (HISTorical assets and related landsCAPE) is an INTERREG IVC project. The Interregional Cooperation Programme INTERREG IVC, financed by the European Union's Regional Development Fund, helps Regions of Europe work together to share experience and good practice in the areas of innovation, the knowledge economy, the environment and risk prevention. Funding is made available for projects and a wealth of knowledge and potential solutions are also on hand for regional policy-makers.



*For more information visit the project website:
www.histcape.eu*

