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Organization of World Heritage Cities

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Heritage and Communities

Tools to engage local communities

Proceedings

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Tools to engage local communities

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Introduction to the theme by the OWHC

Heritage & Communities: tools to engage local communities

Local communities have a legitimate right to participate in the conservation, management and presentation of cities which are inscribed on the World Heritage List. Local communities should:

- be consulted and involved in management decisions;
- receive protect in from unwelcome changes; and
- share in benefits which flow from World Heritage inscription of the places where they live and work.

Involving local communities in the management, presentation and promotion of a city's cultural heritage is not always a simple and obvious process for municipalities. As a reminder, in the last decades of the twentieth century, community involvement was often achieved through education rather than cooperation, but since 2007, it is recognized as the fifth "C" of the Strategic Objectives ("C" for communities) of the World Heritage Committee[1].

However, the 21st century has seen the rise of urban occupation by human populations and a proliferation of properties' inscriptions on the World Heritage List in urban areas now encompassing an unprecedented number of 1600[2] including parts of cities, townships and villages.

In 2017 it has become unthinkable not to take into account the views of local people in the mechanisms to be adopted to conserve and manage the urban heritage or properties present in the urban territory of a city as highlighted in the UNESCO Global Report "Culture: Urban Future"[3] and as indicated in the New Urban Agenda[4].

This observation is due to the fact that this "UNESCO specificity" provides an additional level of engagement to be respected in order to ensure the Outstanding Universal Value which defines a part of the urban heritage. Consequently, seeing Culture as an enabler for the Local Sustainable Development of a city has an obvious and direct impact on the daily lives of the inhabitants of the concerned neighborhoods.

A major question, then, is what participatory roles can be given to the local communities to assist the municipalities in their obligations? A secondary question is how can this participation be implemented effectively, in the context of World Heritage Cities?

To this the OWHC has tried to provide insights through a multi-day scientific programme which has put at the heart of the debates its own community composed of mayors, elected municipal officials and local heritage experts.

The flagship event was a day devoted entirely to tools and precedents that have proved their worth in the involvement of local communities. As in 2015, during the 13th World Congress, these tools came from the cities of the OWHC and were be presented by their own designers.

The second important event was the Mayors' workshop dedicated to mayors and municipal officials. The latter was a direct continuation of the Scientific Day by inviting the elected representatives to come up with a list of benefits and downsides aspects to involve their local communities.

Several exhibitions and parallel events were also dedicated to the theme "Heritage and Communities" during the 5 days which composed the congress. You will be able to discover this diversify and rich content within the page of those proceedings which gather a work of patinates from all over the world. We would like to thanks then because without them, this publication would not have been possible.

Pleasant reading!

Manon Auffray de l'Étang

Head of the Scientific Committee

Organization of World Heritage Cities

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1. In 2007, the World Heritage Committee revised its Strategic Objectives (Decision 31 COM 13B) based on the Budapest Declaration on World Heritage adopted in 2002 during the 26th session of the Committee.

Operational Guidelines, paragraph 26 (5)

Operational Guidelines, paragraph 211

2. Ana Pereira Roders et al., *Human Settlements Managing World Heritage, Results of a Global Survey (1978–2015),* Eindhoven University of Technology, 2015, p.3

3. *Culture: Urban Future*, Recommendation 3.3

4. *New Urban Agenda*, paragraph 12

Keynote Address

Heritage and Communities

By:

Prof. Michael Turner | UNESCO Chair in Urban Design and Conservation Studies, Bezalel Academy of Arts and Design, Jerusalem

Governance and Heritage

Monuments fading into history often lose their context disconnecting political configurations from their urban edifices. Robert Graves in Claudius the God depicts the dialogue between Claudius and Vitellius discussing the conversion of Ostia into a safe winter harbour:

'A republic can never hope to carry through public works on so grand a scale as a monarchy. All the grandest constructions in the world are the works of Kings or Queens. … the Pyramids. … ' and comparing this to the Appian Way, the greatest monument ever raised to human liberty, built by a free people, and always thronged with grateful travellers. The dialogue underscores the connections between governance and heritage and the values of the community.

The definitions of urban heritage – urban communities

Let us consider the definitions of Community and Urban Heritage. There is a need to give an all-embracing meaning to the term 'community' as most of the definitions of community focus on some form of identity. It is defined as a group of interacting people, living in some proximity in 1, space, 2, time, or 3, some other relationship. Intent, belief, resources, preferences, needs, risks, and a number of other conditions may be present and common, affecting the identity of the participants and their degree of cohesiveness. We will need to recognise that there may be multiple definitions.

Within the World Heritage Convention, people and their communities have a multitude of references to include a wide range of terminologies from stakeholders to future generations. To this, needs to be added other emerging identities through the digital revolution as virtual and diasporic communities, social media, facebook, whatsapp? crowd sourcing, chat groups and tweeter.

While at first glance we may want to standardize the terminology, perhaps we should suffice with harmonization. I believe that we may enjoy this smorgasbord, savoring as much diversity as possible.

Involvement of Culture and the Culture of involvement

Community involvement is the process of engaging in dialogue and collaboration with community members. Successful community involvement is based upon information and dialogue and may be part of the decision-making process in reaching consensus between conflicting interests of the communities. The role of City Hall is to be honest broker balancing the public benefit with the private loss. In recent years, most institutions have stressed the importance of public information and community involvement in assessing and managing potential risks. Is this becoming an 'end' rather than a 'means'? Community involvement has been identified as important because it may 1, identify overlooked local knowledge, 2, streamline efforts and 3, gain acceptance.

Community involvement also provides a forum for residents to become informed about civic affairs and actively involved in making decisions that ultimately impact their community . It is clear that each culture has its indigenous approach to involvement and 'one size does not fit all'. A major question, then, is what participatory roles can be given to the local communities to assist the municipalities in their obligations? A secondary question is how can this participation be implemented effectively, in the context of World Heritage Cities?

Levels of participation and methods

The planning processes can be compared to the symphony with the many stakeholders representing the orchestra include the percussion instruments of the public and NGO's. The fugue is enriched with the interweaving of the different voices and instruments alternating between piano and forte – the true symphony or concerto.

Public participation has undergone traumatic changes of the past decades and suffice it to say that there is a need for a more integrative policy between the planning and design processes and the acts of public participation on the belief that those who are affected by a decision have a right to be involved in the decision-making process. The seminal paper of Sherry Arnstein is the point of reference that we can use to understand the role of the public and the level of its participation. Our understanding of community has expanded in time, place, and space through the technological revolution to include virtual dimensions of our society.

Cultural diversity / multiple identities

One of the main inherent issues and at the heart of the UNESCO constitution is cultural diversity. The resolution of conflict can be achieved through dialogue and the acceptance of "the other" and the allocation of space both real and virtual and multiple identities. Amartya Sen has noted that the more identities an individual can adopt the less violence.

The points of friction need to be identified and these are often based on conflict between values and their interpretation. If there were 'universal values' we might assume that there would be no conflict. There are three possibilities, one, there are no universal values, two, there are universal values but there is a question of interpretation or three, a mixture of the first two. The ICOMOS Burra Charter, 1999 determined that "places may have a range of values for different individuals or groups and values are continually renegotiated", while the Nara Document 1994 highlights the importance of cultural and heritage diversities being an irreplaceable source of spiritual and intellectual richness. The city no longer belongs solely to those who "created it" but now hosts migrant communities reinterpreting its original value, through their own eyes. The debate in 2014 on Nara + 20 furthered the considerations of Heritage and Communities.

Managing our cities with SDG-NUA-HUL

The UNESCO Recommendation on Historic Urban Landscapes calls for new tools allowing for the translation of ideas to reach a consensus for urban living rather than the single narrative. Some of the issues include decision-making in times of uncertainty and the dichotomy of short-term – long-term with the broad vision. The role of OWHC in identifying these issues with its finger on the pulse of the cities is oscillating between the Local and the Glocal – with Culture as an enabler for Sustainable Development. The transformation of urban communities has long been an issue around the world. However, with increased mobility, both real and virtual, the effects of the speed of change and the socio-economic dynamics of the city now necessitates a reappraisal of the ways that these challenges and opportunities are sustainably met. For instance, processes of gentrification are being scrutinized and the needs for social inclusion have brought together ideas and concepts re-defining the city's identity; thus providing the continuity of place rather than people.

The Historic Urban Landscape approach strives to increase diversity though the "sustainable use of urban spaces" thereby pointing to the inclusion of previously marginalised communities.

Tools

There are two documents that may guide us in generating relevant tools, the HUL Recommendation and the New Urban Agenda.

The HUL Recommendation identifies four major tools - (a) Civic engagement, (b) Knowledge and planning, (c) Regulatory systems, and (d) Financial tools. Efforts will need to be made especially for 'civic engagement tools' to develop visions that reflect diversity and set goals together with 'knowledge and planning tools' that should allow for the recognition of cultural significance and diversity, and provide for the monitoring and management of change to improve the quality of life and of urban space.

Tools in the New Urban Agenda will have to be dovetailed into the HUL Recommendation. The tools are integrative that promote access to a wide range of issues including affordable, sustainable housing options… to be based on open, user-friendly, and participatory data platforms using technological and social tools available to transfer and share knowledge …, to enhance effective urban planning and management, efficiency, and transparency through e-governance, information and communications technologies assisted approaches, and geospatial information management.

The Challenges for Cities

The way forward in developing heritage practices demands the integration of disciplines and tools that have to be reviewed on a regular basis. Pro-active civic engagement and community participation to support social inclusion in dealing with increasing ethnic and religious conflicts, as well as rapid urbanization with complex social transformations and migrations.

We will need a better understanding of the mechanisms through capacity building together with a more thorough decision-making process with clear milestones. Research and studies in conflict resolution need to be encouraged considering compromise and coexistence in the debates of values and interpretation. As most of the World Heritage in our cities is considered urban fragments, we need to debate how we provide an integrative approach that would add benefit to the rest of the city? Cultural heritage will have to be sewn into the wider urban fabric.

Sharing experiences and the developing of a manual for action, which can be used in capacity building for awareness and education is urgently needed. The space for cultural and biological diversity linking culture and nature with monitoring and reporting is a priority in adopting the Sustainable Development Goals.

Machinami, Shan-shui and Hwabaek

Being the first OWHC Asian venue let us share the language of the region. 'Machinami' Japanese ICOMOS Charter for the Conservation of Historic Towns and Settlements in Japan; translated as 'Historic Town', is a Japanese word that includes a nuance of the historic core, in both its tangible and intangible factors, its physical and spiritual aspects, that would be created by a 'bond of spirits'.

Shan-shui and Shan-shui poetry/ landscape painting with the aim of the traditional Chinese artist to capture not only the outer appearance of a subject but also its inner essence as well—its energy, life force, spirit – to be renamed the Recommendation on the Historic Urban Shan-shui.
Finally, let us join our hosts and celebrate Hwabaek that made it a rule that consensus may be reached only with a unanimous agreement.

You can watch Professor Turner's lecture by clicking on the thumbnail of the video.

Session 1: Community involvement in promotion and valorization of urban heritage

City of Philadelphia (United States of America)

The Philadelphia World Heritage Education Program: A Model for Community Engagement through Heritage Education

By:
Mr. John F. Smith, III | Board Chair, Global Philadelphia Association
Ms. Zabeth Teelucksingh | Executive Director, Global Philadelphia Association
Dr. Melissa Stevens | World Heritage Coordinator, Global Philadelphia Association
Ms. Sylvie Gallier Howard | Chief of Staff, Department of Commerce, City of Philadelphia

I. Motivations and Program Context

After becoming a full member of the OWHC in 2015, the City of Philadelphia, in concert with the Global Philadelphia Association, undertook a strategic planning process to engage its citizens in awareness of and responsibility for the city's heritage assets. The engagement effort began with the creation of the Strategic Plan itself: over 200 representatives of the area's business, civic, and educational communities participated in its formulation. The plan therefore represents a community-built vision of what we would like to accomplish as a World Heritage City and presents a plan of action for the realization of this vision.

Because of its great diversity, our World Heritage City is at the same time a "City of the World's Heritages." Thus, a fundamental motivational feature of our plan is the recognition that all of our communities have cultures and heritage assets worthy of celebration – indeed, in addition to our World Heritage Site, there are 66 other National Historic Landmarks disbursed throughout the city – and that by promoting education of those assets within each community, we could develop a broad communal sense of our collective heritage.
Heritage education is accordingly one of the key areas of the Strategic Plan. Helping each of our local communities to develop a sense of ownership, stewardship, and pride in their own heritage will, we believe, create the environment needed for the preservation of the heritage we have in common. At the same time, community engagement through heritage education will build relationships and social capital across cultural boundaries and social and economic barriers, instill a sense of pride in self and community, and create an understanding of the need for global citizenship and challenging ethnocentric assumptions.
In one way or another, the Philadelphia World Heritage Initiative seeks to do this at all levels. What we refer to as the World Heritage Education Program, however, is directed toward our children.

II. Implementation Methodology: Innovative Models and Local Involvement

The fate of our heritage will soon be in our children's hands. Through the World Heritage Education Program, we aim to broaden their understanding of their and other cultures and to prepare them to be successful in a rapidly globalizing world. We have developed the following models with these goals in mind. Each involves local community engagement and each, we believe, can be replicated and adapted for use in other World Heritage Cities.

a. Partnering with Community Educators

The Education Program is led by a task force of Project staff and educators representing Philadelphia schools, museums, and non-profits. This task force has pioneered a variety of creative approaches to the task of heritage education, as follows:

- During a 2015 Summer Institute held at the University of Pennsylvania, 35 educators from Philadelphia area schools worked together to create 35 model lesson plans for primary and secondary students focusing on Philadelphia's history and global heritage. These lesson plans were packaged into a "World Heritage Tool Kit" and made available online and in print.

- In the Spring of 2016, Dr. David Brownlee, a distinguished professor at Penn, created a 28-minute video for us telling the story of Philadelphia's historical and cultural heritage. It has been translated into multiple languages.

- In July 2016, we sponsored a two-week World Heritage Curriculum Writing Workshop through which curriculum developers worked with ten teachers to develop heritage education materials to be integrated into the School District of Philadelphia's official social studies curriculum.

- In the summer of 2017, a group of 15 Philadelphia teachers will travel to World Heritage sites in India and Nepal. These teachers will serve as "Philadelphia World Heritage Education Ambassadors," shaping and sharing our World Heritage story and communicating the importance of heritage awareness to their students and to other educators upon their return.

b. Direct Heritage Programming

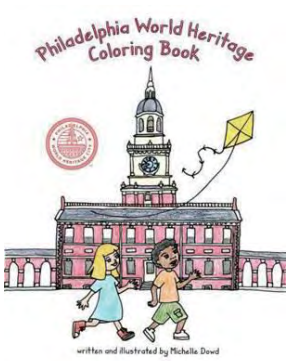
The task force has also worked with a variety of Philadelphia communities and local talent to create new models of heritage programming:

- In Spring 2016, we piloted a three-day World Heritage program with the Andrew Jackson School in South Philadelphia. Students learned about Japanese and Turkish culture from native speakers, visited international exhibits at Philadelphia cultural institutions, presented on their own cultural heritage, and participated in a cultural festival.

- A second pilot program was held over five weeks in Spring 2017 in collaboration with the Norris Square Community Alliance, a community-based program for at-risk youth. The goal of this program was to utilize heritage awareness to instill pride in community and self and to dissect stereotypes. Each week highlighted a different world region and emphasized the shared experiences of students and their international counterparts.

- Students have been directly involved in the city's annual recognition of its World Heritage City status each May. This year, we worked with the Tilden Middle School, a historically-designated public school with a diverse student body, and the Mayor's Office to create a highly successful multicultural program celebrating their roots.

- Together with a talented artist, we developed a "Philadelphia World Heritage Coloring Book" aimed at children between 5 and 11 years of age. This innovative and engaging publication features a diverse group of children visiting sites of historical and cultural importance throughout the city.



III. Results and Lessons Learned

Where they have been implemented, the above models have received very positive feedback. The Education Program nevertheless faces significant challenges. The World Heritage City Project needs more resources, and does not alone have the capacity to carry out all of the needful activities. Community engagement makes all the difference. The theme of this year's World Congress could not, therefore, be more appropriate. In Philadelphia's case, engaging local communities in heritage-related activity is not only a desirable outcome, it is a fundamentally important requisite to our ability to carry our program out.

IV. Bibliographical References

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You can watch Philadelphia's lecture by clicking on the thumbnail of the video.

Session 2: Community involvement in management & safeguarding of urban heritage

City of Brussels (Belgium)

The Grand-Place of Brussels: Shared Management

By:
Ms. Paula Cordeiro | Architect-Site Manager Grand-Place UNESCO
Mr. Michaël Goetynck | Director General of the Urban Planning Departmente

The Grand-Place of Brussels has been inscribed on the World Heritage List since 1998. A protection area called buffer zone has been set up around this asset.

A monumental ensemble, whose appearance is the result of enormous changes at the end of the 17th century and substantial restorations in the 19th, the Grand-Place of Brussels is home to baroque-era houses arranged around a gothic town hall. The large square has a major tourist, heritage and cultural appeal, and so requires sound management.

The City of Brussels and the Directorate of Monuments and Sites of the Brussels-Capital Region know how important the type of management is. For more than 15 years, they have been developing joint measures to preserve and enhance this site.

A first document grouping all these measures, the Management Plan, was drawn up in 2012 to meet UNESCO requirements, and is based on five strategic objectives:

1. Stewardship of the heritage assets
2. Guaranteeing authenticity and integrity to preserve heritage
3. Development of a functional mix, in particular trade and housing
4. Improvement of the living environment
5. Awareness-raising, promotion, dialogue and tourism development

These five strategic objectives are divided into 18 specific objectives, themselves broken down into 46 action plans. The Historic Heritage Unit of the City of Brussels has been responsible for coordinating the overall plan.

The Management Plan has been updated for a six-year period (2016-2021) and is currently awaiting approval. It can be viewed on the City of Brussels website, at this address: https://www.brussels.be/unesco-world-heritage

Such a document, previously inexistent at both levels of the public administration, has paved the way for the development of innovative working methods based above all on the transversality among the various departments. Essentially, it is mainly a work tool common to the City of Brussels and the Brussels-Capital Region aimed at fostering an integrated and participatory vision of the area. It is not a rigid, regulatory, text but rather a text lending itself to ongoing reflection, based on expertise on the ground spanning more than 15 years. In the wake of the 2015 Faro Convention on the value of cultural heritage for society, UNESCO insists on integrating local populations into the management process of "world heritage" sites.

The City of Brussels met this demand during the review process of the six-year management plan (2016-2021) by setting up public consultations in the form of electronic questionnaires and participatory workshops.

The three objectives of the public consultation were:
- To acquaint the public with the management plan
- To take the pulse of the various partners of the site
- To propose improvements to the management plan

The aim was to gauge the opinion and perception of the inhabitants, the shopkeepers, and other users of the area, and to provide information on the measures implemented on the site.

The questionnaires were posted on the City of Brussels website from September 16 to October 17, 2016. City-dwellers and shopkeepers of the area were called upon to participate. Communication strategies included suggestions boxes that were distributed and informative totems that were placed in strategic spots. Information was also shared on social networks.

An initial participatory workshop was organized on December 7, 2016. Three themes were up for discussion: habitat, commerce and public spaces. In addition, there were three cross-cutting topics: heritage conservation, public awareness and promotion. Participants were invited to sit down at the various tables that were laid out according to theme. For each theme, proposals for action were drawn up in order to guide the discussions.

One element that emerged from this initial meeting was the importance of establishing a network for dialogue and setting up regular meetings to garner the different viewpoints and comments on certain aspects concerning the management of this World Heritage site.

The methodology and the conclusions of this grassroots participation will be presented to you in greater detail, along with the positive and negative points that we have observed throughout this endeavour.

You can watch Brussels' lecture by clicking on the thumbnail of the video.

City of Oaxaca de Juarez (Mexico)

The Friends of the Mexican Southern Railway Association: Fighting from the platform for the preservation of railway memories in Oaxaca

By:
Dr. Arch. Gerardo Corres Tenorio | Founder of the Mexican Association "Railroad Museums in Mexico"

This project pays homage to the railroads and their allies that joined the struggle to preserve the historical memory of the ancient Oaxaca Station on the Mexican Southern Railway (1892), a symbolic area of the economic development and the heritage city of Oaxaca de Juarez. This spectacular urban space was abandoned to fate by the federal government when the role of the railroad disappeared in most cities in Mexico. It has become an example of industrial heritage conservation via the empowerment of the local community.

It began precisely with the interest of civic organizations, where the interested groups that love this heritage's creators and the value that railroad culture represents first took possession of the location. As the city's largest scale public space with more than 16 hectares of outdoor space, it represents the largest public area in the city. The Mexican South Railway Museum was finally established in 2003 in a peaceful co-occupation with the authorities after a great deal of effort, through simple and concrete measures such as on site cleaning, security to prevent intrusion, and especially recreation and cultural activities.

Mexico's South Railway Museum project was established to preserve, protect and promulgate the Oaxaca railway property. Starting from that civil movement, the Friends of the Mexican Southern Railway Association seek to take care of the spirit and the essence of the old station, and wait on the main platform in hope that this situation will be the motivation for a return of the sightseeing train to Oaxaca. In the words of one railroad operator: "When a recovery manages to recreate the effect for which the building was created, it's a sign of the successful completion of an act of conservation. The objective of this presentation is a dual one."

We want to show on one hand the development of the project and to relate its significant points that have led us to preserve the railway's memory. And on the other hand, we want to share the tools and the lessons that this process has given us around two core ideas. The first is the importance of involving civil society to create sustainable conservation projects. The second is the importance of diversity within the group in charge of the heritage, in order to articulate different visions and perspectives about its use and care.

After the year 2000 with the structural changes in the organization of railway lines on the national level, the future of the train and its station in Oaxaca was uncertain. The building located in the west part of the city was witness to the splendor that the railroad brought with it in the past, and was transformed thanks to the love and tenacity of its supporters into a heritage space. First the Friends of the Mexican Southern Railway Association was created in order to watch over and monitor the good use of the property. Following this, in 2004 the Council of the Municipality of Oaxaca, working together with the "Friends of the Railroad" association, succeeded in having the building ceded under a commodity use contract.

Shortly thereafter the Railway Museum began to operate a successful cultural center where different exhibitions and conferences were organized around the memory of the railway. It also served as a space for social and cultural get-togethers, and for development of different lines of research and action, namely on building, furniture, natural, documentary and intangible heritage.

Why is the railway so important to its supporters? In 2004 the South Railroad carried out its final journey. A carrier of dreams of modernization, the railroad was inaugurated in 1892, an event attended by General Porfirio Diaz (Chassen 1990). Thousands of men were involved in the construction and management of the railroad. For more than a century, the passage of wagons along the station platforms marked a rhythm in the life of all the workers involved. The railway station was not just a building but also a place around which an entire population was organized around the train. It is partly these links that explain the perseverance of the railroad workers to preserve their space. What would this place have been without its stories?

The scene for thousands of them is found in the iron, stone, and other materials used to construct the building. This reminds us that “the history of architecture is not the history of buildings, but rather that of the aspirations of the social relations that linked the men who made those buildings possible.” (Vargas 1989, 19) The railway heritage is also a place from where an intangible heritage of unequaled wealth arises. It is important to strengthen the memory of the social relationships that made the building possible in the first place. What would the railway have been without the railroad workers? What would that magnificent building have come to without the management and support of its workers?

It is exactly there that the importance of preserving the memory of the railway lies. The Railway Museum has been an educational space for thousands of Oaxaca residents and visitors to learn about their past and to be able to develop a different appreciation of it; it provides a multidisciplinary experience that gives us a window into the past from many of its aspects. As this example shows us, the involvement of local actors is vital for taking care of a place’s heritage. In this case, it was civil society that began to get involved and was able to sustain its effort thanks to the varied armaments given by the government of the state. We can learn about a number of actions to take to involve civil society.

First, the involvement of civil society is vital in creating sustainable urban projects. The so-called "sentimental owners" of the space are the first to guard and watch over their heritage. The experience of the people that worked in the company, an experience filled with memories and yearnings, prompts them to do their bit to preserve the heritage. Though this example shows us how civil society was involved from the beginning, it also teaches us that it is necessary to provide civil society with tools capable of integrating them directly into the conservation process. It is thus important to involve civil society in decision making, thanks to various tools of popular consultation. It is equally necessary to give the groups legal backing and to provide them with the legal tools that let them act as a constituted group.

The second point that we will address is the diversity within the Friends of the Mexican Southern Railway group. The association consists of descendants of railroad workers, researchers, and architects, among others. This diversity is key for the management of the heritage, since its use and the interests around it depend on the different visions and perspectives that the different social groups possess. This is a civil society pushing the government to work and become active players in the protection of the heritage. It is this spirit of local community, of citizenship, and finally of friendship that we want to share in this presentation. We need more people to be friends, to join together, and to bring their different perspectives in the looking after of the heritage. The arduous struggle of the railroad workers continues, and we hope that these tools can be shared with other railway museums in Mexico and around the world.

To recap, in this conference our objective is to relate how this impressive property was rescued by the railroad workers of the state of Oaxaca. We will focus on one hand that industrial heritage is also a place of community identity (Malpica 2007, 40). And on the other, we will focus on the tools used by the railroad workers for the safeguarding of this heritage. It will be argued in the presentation that civil society is the key element in heritage conservation. It will begin with a brief history of the railroad and its significance for the local community.

Thereafter we will talk about the creation of the Railway Museum and the tools in the taking care of the heritage that this example gives us in the involvement of civil society.

It has now been 15 years since the inauguration of the Mexican South Railway Museum. As part of the "30th Anniversary of Oaxaca as a World Heritage Site" this site looks quite different from when the community appropriated the space.

The Main Building was impressively restored, the Cargo Cellar is now the Oaxaca Children's Museum (the Museo Infantil de Oaxaca or MIO), and the open space continues to be full of life thanks to different activities. What has not changed are the dreams of getting back in touch with the railroad in Oaxaca and the supportive actors who commit themselves more and more every day.

OAXACA, OAX.

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You can watch Oaxaca de Juarez's lecture by clicking on the thumbnail of the video.

Session 3: Community involvement in development of public policies related to urban heritage

City of George Town (Malaysia)

Heritage & Community: Community Participation and Managing Liveable George Town World Heritage Site

By:
Ms. Noorhanis BT. Noordin / Director of the Department of Heritage Conservation for the City Council of Penang Island

Introduction – World Heritage Listing

On 7th July 2008, the city of George Town, together with Malacca, was officially inscribed as a UNESCO's World Heritage Site (WHS) as "The Historic Cities of the Straits of Malacca: Melaka and George Town". This inscription recognised George Town as having a multi-cultural living heritage and unique architectural & townscape without parallel anywhere in East and Southeast Asia.

The WHS in George Town, is located at the north-eastern tip of the Penang Island, is confined to approximately 259.42 hectares of the inner city. It is divided into two areas namely the Core Area and Buffer Zone, which has the highest number of pre-war historic buildings in the country.

The city of George Town is the capital city of the State of Penang, one of the 13 states in the Federation of Malaysia. Penang is located in the north of Peninsular Malaysia and consists of; Penang Island and the mainland Seberang Perai.

Map of Penang Island and George Town

The inner city of George Town has been inscribed as UNESCO's World Heritage Site (WHS) under the category of cultural and following criteria of Outstanding Universal Values (OUVs): Criteria (ii) - interchanges of human values and culture over a span of time within one location; Criteria (iii) - exceptional representation of living cultural tradition; and Criteria (iv): - outstanding example of shophouse typology and architecture.

Sustaining the Heritage

With the listing as world heritage, George Town has embarked on the following initiatives to conserve, redevelop and rejuvenate the inner city to generate a dynamic growth yet retain its unique tangible and intangible heritage:

- Physical conservation projects, urban renewal and infrastructure projects;
- Improvement in the governance and management of conservation practices;
- Preparation of a Special Area Plan (SAP) and a Conservation Management Plan (CMP), providing detailed guide on conservation;
- Formulating additional legal framework on heritage legislation
- Education and awareness programmes to enhance the understanding and participation of all stakeholders (the local community, building owners, investors, developers, professionals, government agencies and concerned parties) on the importance of this heritage status and the need to preserve the living culture and traditions; and
- Provision of funding assistance for conservation and restoration through grant programmes and other non-financial assistance.

The preservation and conservation activities in the World Heritage Site (WHS) of George Town aim to achieve the following objectives:

- To preserve the originality and authenticity of the multi-cultural living landscape;
- To optimise and revitalise the use of cultural heritage for future economic, social, cultural and educational development;
- To preserve and transmit the continuity of the significant values of the living and built cultural heritage as a life education tool and resource of knowledge for the young and for future generations;
- To preserve the close relationship of communities and their social cultural ties and further enhance community involvement in order to create a sense of belonging and pride of place; and
- To offer visitors the unique opportunity to experience an authentic multi-cultural living and built cultural landscape and its diverse manifestations

Public Consultation and Community Involvement

In practicing good governance in the City of George Town, the City Council of Penang Island has adopted the process of public consultation and community involvement in order to create balance between development and conservation. The engagement of the public and community in the implementation of projects can give an important input even their opinions are very subjective based on different expertise, backgrounds and needs.
The followings are some of the processes and projects by the city council that involve the community and heritage.

Heritage Management Plan and Special Area Plan for George Town World Heritage Site 2016

The conservation in George Town has started before the listing and conservation policies guidelines were introduced earlier in the inner city. After the listing, the property area is further enhanced and Heritage Management Plan & Special Area Plan are prepared in year 2009 by the authority to incorporate detailed guidance for managing and conserving the tangible and intangible heritage of George Town through development control and projects to improve the world heritage.

In the process of preparing the plan, one of the mechanisms is to engage the public by inviting the relevant stakeholders, local communities, associations and agencies (among others) to participate in the series of focus group discussions and workshops. After putting all the inputs and drafts together, the plan was exhibited and inspected by the public for reviews and comments. This will be followed by a hearing process to listen to the objections and feedbacks. The plan was revised again accordingly before it was put forward for approval and endorsement by the State Government.

The Heritage Management Plan & Special Area Plan for George Town World Heritage Site has been gazetted on 1 September 2016.

Participatory during the preparation of the plan

Exhibition of the Heritage Management Plan and Special Area Plan

Technical Review Panel

In order to safeguard the development in George Town World Heritage Site, a committee has been set up called Technical Review Panel Committee Meeting at City Council of Penang Island, which reviews and examines all applications for any development submitted in world heritage site. The Panel consists of independent experts from the authority (local/state/federal), academician/institution, professional bodies (architect/planner/engineer/lawyer), historian, heritage consultants as well as state assemblymen. The Panel will inspect and consider the applications based on criteria such as technical excellence, innovation, use of materials, sustainability, contribution to community/public space, scale, eco features, compatibility with existing built heritage & intangible culture, contribution to the continuum of the heritage, cultural & social impact and other related matters.

Technical Review Panel Meeting

Town & Country Planning Act 1976

The above act/legislation has provisions in its law to enable the local authority to refer the submission of a new planning permission to the neighbouring lot owners for comments/objections (if any). The neighbours as well as the developers will be called for hearing sessions should there be requests to do so. Objections/comments from the neighbours and the developers are taken into consideration when processing and deciding on the application of the planning permission. Under the provision of the act, if either both parties do not agree with the local authority's decision, they can request to appear before Appeal's Board, a committee that is being set up to review the case.

Upgrading public building/realms:

- Campbell Street Market

The City Council of Penang Island is in the process to implement the Upgrading and Refurbishment Project of the existing Campbell Street Market in the inner city of George Town. The Council is always sensitive to the needs and issues related to market traders, therefore the upgrading of the existing market facilities is aimed to provide a more comfortable market equipped with the latest technology to improve the quality of life of the local communities.

The building is categorized as heritage building and located in the Unesco World Heritage Site at the junction of Campbell Street and Carnarvon Street. The market, which is one of the earliest in George Town was built in the 1900s on the former burial site that was purchased by the Municipal Commissioner in 1899 for the purpose of building a market. The architecture of this building is a steel frame design with attractive corner facade that is very unique and has historical value and setting.

This project is intended to start the upgrading work in year 2017. For the purpose of this project, the Council has involved the local communities as part of the brainstorming process by conducting surveys, dialogues and workshops in year 2015/2016. The survey done to obtain feedback from the public which involve traders, market consumers, the surrounding communities and civil societies. The purpose of this survey is to obtain views and suggestions/inputs from the public on what are the activities they desire for this market.

During the survey, dialogue and workshop sessions, some of the concerns/suggestions that were raised are:

- One grave in the middle of the market should be maintained
- Conducting continuous dialogue with the traders/hawkers regarding licensing issues.
- Conducting awareness sessions on heritage and also hygiene
- Organize more workshops to traders on managing the cleanliness and security of the market from time to time
- To encourage more women to trade at the market.

The Council hopes that upgrading work of the market is not just done physically, but can regenerate significant heritage activities (tangible and intangible heritage) to its user and surrounding area. The Council also hopes that the implementation of this project can become one of the tourist destinations in UNESCO World Heritage Site George Town and can attract both local and foreign visitors.

- Open Space – The Armenian/Acheh Street Green Project

The Armenian/Acheh Street Green Project demonstrates a collaborative approach to a neighbourhood improvement scheme within the George Town World Heritage Site. This project exhibits a design that was carried out as part of the Greening George Town Project, which addresses the need to enhance and improve the area's livability and sustainability. The project showcases ethical planning and placemaking methods which include community and stakeholders involvement, collaborations and thoughtful design practices. Completed in early April 2016, the project has since spawned significant social, economic and environmental benefits. The positive impact on the local community includes a marked improvement in walkability, cleanliness, accessibility, noise level and community spirit. This is demonstrated by the Heritage Day and George Town Festival held at the open space, together with daily leisure activities and sports practices by the residents.

The City Council of Penang Island believes that the open space at the Armenian/Acheh Street project sets a new standard for future planning of public open spaces not only in George Town, but also in the wider context of Penang. The Council will continue to provide a safe, green, clean and healthy interacting environment for the community and maintain the values of cultural living heritage in George Town World Heritage Site.

Lessons Learnt

- A program of cultural activities with active participation of the local population keeps the city alive and remains an attraction to the young and old.
- A policy of conserving the culture and tradition in the city ensures that the way of life of the community is preserved for posterity.
- Participation of the community and their commitment means that the city remains vibrant and that the locals are engaged in a meaningful relationship with their heritage. It also means they too have contributed towards the implementation of initiatives.

Safe guarding George Town's tangible and intangible heritage values is a team effort and partnership of various agencies, government, land/ building owners, community group and non-governmental agencies.

You can watch George Town's lecture by clicking on the thumbnail of the video.

City of Tarragona (Spain)

The Civic Tarraco Project. Citizen Participation in Tarragona

By:
Mr. Gustavo Cuadrado Moya | CEO of the foundation Tarragona Smart City

Personnel Involved

Ms Begoña Floria Eseberri. Deputy Mayor for Culture, Heritage, Festivals and Tourism. Tarragona City Council

Dr Santiago José Castellà Surribas. Professor of International Law. Rovira i Virgili University. Director of the Smart Cities Chair. Director of the Tarragona Smart Mediterranean City Foundation.

Dr Angel Belzunegui Eraso. Professor of Sociology. Rovira i Virgili University. Director of the Social Inclusion Chair of the Rovira i Virgili University.

Mr Gustavo Cuadrado Moya. Professor of the Faculty of Business Sciences of the Rovira i Virgili University. Manager of the Tarragona Smart Mediterranean City Foundation.

Mr Armand Bogaards. Entrepreneur. Iniciativa Mensagenes.

Mr Joan Menchon Bes. Municipal Archaeologist. Tarragona City Council

Description

The Archaeological Complex of Tarraco was added to the list of UNESCO World Heritage Sites in 2000. It consists of the following monuments in the city: the Walls, the Worship Area, the Provincial Forum, the Circus, the Amphitheatre, the Colonial Forum, the Theatre, the Early Christian Necropolis, Scipios' Tower, El Mèdol Quarry, and the Ferreras-Puente del Diablo Aqueduct, and, outside the city, the Roman villas of Els Munts (Altafulla) and Centcelles (Constantí) and the Roman Arch of Berà (Roda de Berà).

In addition, the rock paintings of the Cova de l'Apotecari are part of the Mediterranean Rock Painting Arc included in the World Heritage list in 1998. We can also add that Castells (human towers) and the Mediterranean Diet were recognised by UNESCO in the Representative List of Intangible Heritage in 2010 and 2013 respectively.

Finally, the province of Tarragona has other Mediterranean Arc rock art sites, the Royal Monastery of Poblet (a World Heritage Site since 1991) and the Ebro Delta Biosphere Reserve (recognised by UNESCO in 2013), and the declaration of Priorat County as a Cultural Landscape is in progress. This makes Tarragona province one of the points on the planet with the largest number and widest variety of sites recognised by UNESCO.

This variety is found in a living territory, in which the Historical and Archaeological Heritage, the Cultural Landscape and the Biosphere Reserve have an intrinsic value and content, at the same time as containing intangible values and having a relationship with the societies that live in them.

Tarragona, as a living Mediterranean city, forms part of this reality, of this dialectic in which the different types of heritages are linked, coexist and interrelate with the life of a city in development in the 21st century.

The tensions and dialectics inherent in all metropolises with a vast heritage, and which are planning for the future, generate a need for better management. In view of this situation and the need for improved civic governance, in which the opinions, feelings and proposals of citizens must be taken into account as part of the logical and necessary process of empowerment, the CivicTarraco project has been activated.

Included in the strategic objectives of the Rovira i Virgili University, Tarragona City Council and the Tarragona Smart Mediterranean City Foundation is the process of redefining the Smart Heritage concept beyond the application of new technologies in the management and dissemination of Historical Heritage.

CivicTarraco proposes a participatory model that goes beyond the classic proposals: personal participation, creation of a database and group meetings. CivicTarraco, in addition to the classic system, generates a model of participation through a moderated social network and the active cooperation of civic reporters. The idea is to reinforce the classic process by applying the Messagenes technology to generate the proposal of ideas that go beyond opinions and requests, as well as a model of asynchronous communication.

Messagenes is a contextualised and moderated social medium in which participation is through a website or an app. It has the active participation of citizen reporters who glean ideas from the different interest groups: experts, the commercial sector, the political sector, residents, users, travellers, tourists, associations, organisations, etc.

It is a process with a much more open and transformative focus that empowers citizens, connects society with the specialists and responsible politicians and allows the generation of idea maps that go beyond opinions and specific opinions that in one way or another lead to frustration, as they cannot all be answered with a yes or a no.

Civic Tarraco Map of Ideas

A multitude of maps can be extracted.
This one organises the places and subjects to be studied.
For example: the interaction of families in the Colonial Forum (an area with a high population and commercial density).
This process has been applied in the following cases:
1. Participation in drawing up the Master Plan for the Roman Circus of Tarragona Historical Area
2. Participation in the Roman Circus Intervention Project, Plaça dels Sedassos sector
3. Participation in the Tarragona Colonial Forum Intervention Project

We currently have a process open on the Uses of Public and Heritage Spaces (squares, streets, spaces in the public domain with monuments, museums, etc. and subjects such as tourism, activities, café terraces, etc.).

We can report that in the processes that have now been closed, the Circus and the Colonial Forum, the results show that the perception of the state of conservation of the monuments is acceptable. However, there is a special sensitivity among the residents
of the specific areas regarding coexistence with the activities and uses of the historical urban space: café terraces, noise, rubbish, urban cleaning, traffic, etc. In terms of the dissemination and socialisation of the heritage values, we observe the need for a friendlier presentation of the monuments, making them more accessible to the citizens by improving or implementing the discourse of the historical area with signposting, explanations, etc.

These considerations have been incorporated into the different technical and legal documents.

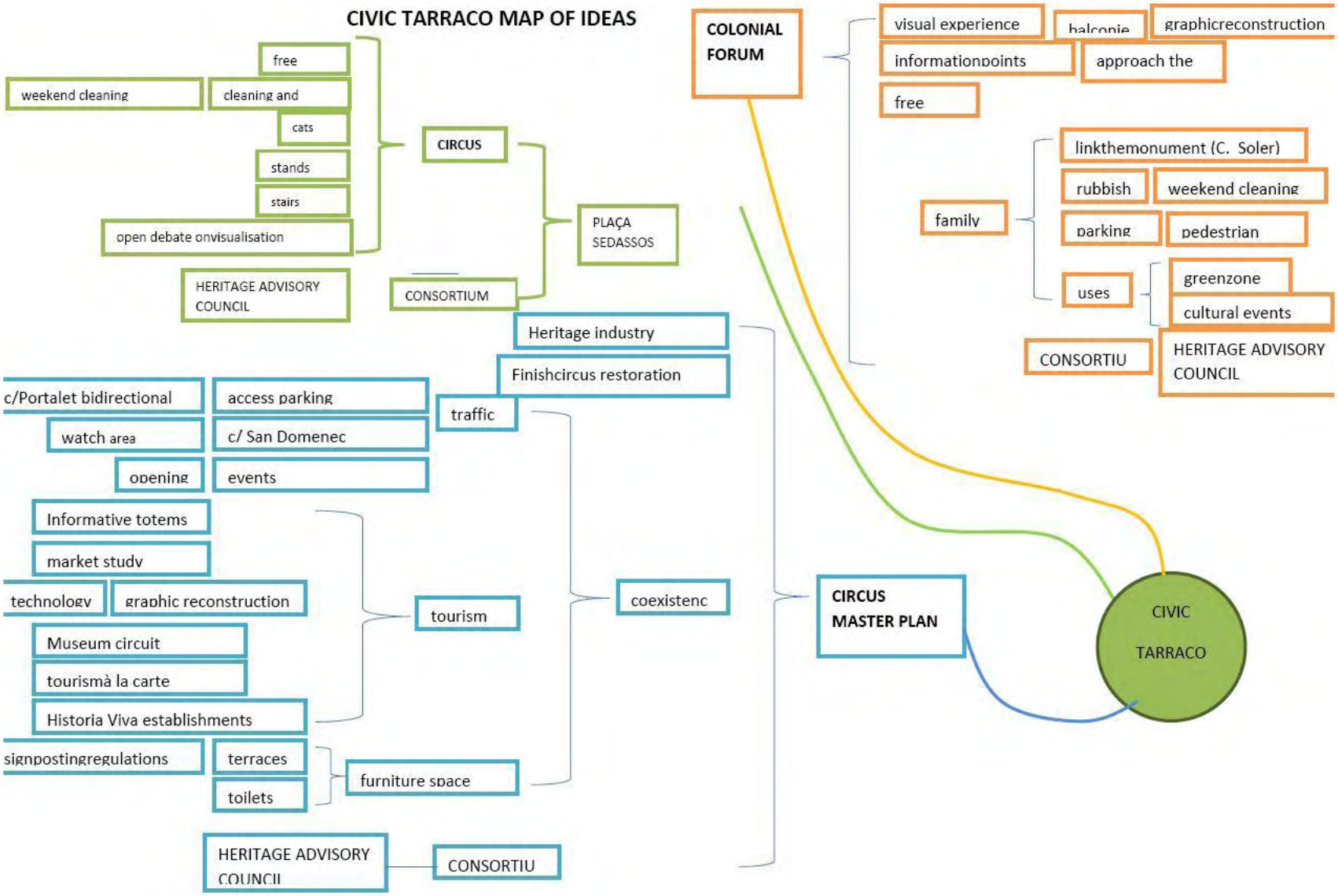
Project Presentation

CivicTarraco has been presented at the following seminars:

- Meeting of World Heritage Managers. Burgos, Ministry of Education, Culture and Sports, October 2016.
- 35th Meeting of Associations in the Defence of Heritage. Morella- Ulldecona October 2016, Hispania Nostra, October 2016.
- Cordoba Heritage Biennial, OCPM, December 2016.
- Sustainability and Coexistence in Historical Centres, Smart City- Smart Heritage, Cordoba June 2017.

Links

http://www.tarragonasmart.cat/mediterranean-city/?s=CIVIC+TARRACO
www.messagenes.com/newscenter/participacio


CIVIC TARRACO MAP OF IDEAS
CIVIC TARRACO
CIRCUS MASTER PLAN
COLONIAL FORUM
visual experience
balconie
graphicreconstruction
informationpoints
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free
family
linkthemonument (C. Soler)
rubbish
weekend cleaning
parking
pedestrian
uses
greenzone
cultural events
CONSORTIU
HERITAGE ADVISORY COUNCIL
PLAÇA SEDASSOS
CIRCUS
free
weekend cleaning
cleaning and
cats
stands
stairs
open debate onvisualisation
HERITAGE ADVISORY COUNCIL
CONSORTIUM
Heritage industry
Finishcircus restoration
traffic
c/Portalet bidirectional
access parking
watch area
c/ San Domenec
opening
events
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Informative totems
market study
technology
graphic reconstruction
Museum circuit
tourismà la carte
Historia Viva establishments
furniture space
signpostingregulations
terraces
toilets
HERITAGE ADVISORY COUNCII
CONSORTIU

You can watch Tarragona's lecture by clicking on the thumbnail of the video.

Session 4: Using urban heritage to support community development

City of Quebec (Canada)

The Experience of Participatory Management in an Urban World Heritage Site: The Case of the Old-Québec Dialogue Table

By:
Ms. Julie Lemieux | Vice-president of the Executive Comity of the City of Quebec

Motivations and Context

The Old-Québec Dialogue Table was established in 2012, in the wake of the Estates General on the Old Québec held in 2010, through the initiative of the local citizens committee. The objective of the Estates General was to take stock of the situation of the sector with a view to drawing up recommendations to guide the management actions and development plans for the district. It was during this exercise that the City became interested in a consultation mechanism, as city officials were desirous of implementing a communications tool with the many stakeholders of Old Québec.

The general objective of the Dialogue Table is to reach a consensus on the orientations, interventions and actions to be implemented for a balanced development of Old Québec. This is an innovative concept in Québec City, given the wide range of stakeholders.

It is a participatory management experience on the heels of what was advocated by the Faro Convention on the Value of Cultural Heritage for Society, where human values are the focus of a broad and cross-cutting concept of cultural heritage.

Methodology Used

The Dialogue Table is composed of more than twenty members representing the various stakeholders in the district (political representatives, representatives of the federal, provincial and municipal governments, associations of hoteliers, merchants, citizens, as well as cultural, academic and healthcare institutions). The Table holds six work meetings per year.

The Table does not have a legal status defined in a bylaw. Members are governed by rules of ethics and confidentiality, allowing for open discussions during the meetings, and controlling public speaking on behalf of the Table, since only the Chair of the Table or the mayor can speak on its behalf.

The Dialogue Table benefits from direct and official lines of communication with the municipality, in particular the elected city counsellors, and receives material and financial support from the City and the Secretariat of the National Capital Region for its activities. Technical, material and human resources are provided by the City, clearly demonstrating its support for the Table.

The Dialogue Table is the result of a political will that is characterized by the attention afforded the opinions of all the stakeholders. Indeed, its success hinges on this.

Degree of Involvement of Local Communities

By bringing together participants of the Old Québec district around the same table, it has been possible to create joint initiatives and partnerships that had been previously untapped.

The representativeness of the participants, the credibility of the Table and the climate of confidence which sprang up after a few years have allowed some players to consult with members on projects concerning the district, sometimes even before these projects become public, to garner initial reactions, and to make improvements to the projects.

It was during the drafting of the action plan that the issues of empowerment and initiatives enacted by the community were raised. The hope was that the public bodies would not be laden with all expectations; the City did not want to be responsible for carrying out all the initiatives, as some were actually carried out by other members sitting at the Dialogue Table.

Outcome of the Process

The Dialogue Table made it possible to bridge the communication gap among the various players of the district. It facilitates interaction, and helps improve citizens' quality of life thanks to a more rapid and seamless mediation of minor irritants.

The Table has given rise to several studies on the challenges and issues related to heritage management. Some of these studies have helped guide decision-making for the players and boost acceptability, while others have helped establish the facts and dispel certain widespread false beliefs about the district.

The Table is a unique mechanism that is conducive to the exchange of information and the coordination of actions of the stakeholders. It rallies the different players around a common vision and purpose. Building a common objective that meets with consensus from all the parties (with possibly divergent interests) is a key and determining factor for it to pursue its work. In May 2016, the City of Québec received the action plan put forward by the Dialogue Table, which proposed 13 specific objectives grouped under six broad themes, with the goal of adding 500 permanent residents to the sector by the year 2021.

The experience of the Dialogue Table has taught us that an open line of communication becomes a powerful tool for aligning the initiatives taken by the various stakeholders.

The following conditions proved crucial:
- A strong political will and the involvement of elected officials
- A dedicated professional and clerical staff to support its activities, commission studies and follow up on meetings
- The credibility of the participants and the relationship of trust that emerged during the process

Bibliographical References (e.g. books, articles, reports)

- Forum “How to make the Old Québec more attractive to residents”
- Action Plan of the Old-City Dialogue Table

You can watch the Quebec's lecture by clicking on the thumbnail of the video.

City of Cordoba (Spain)

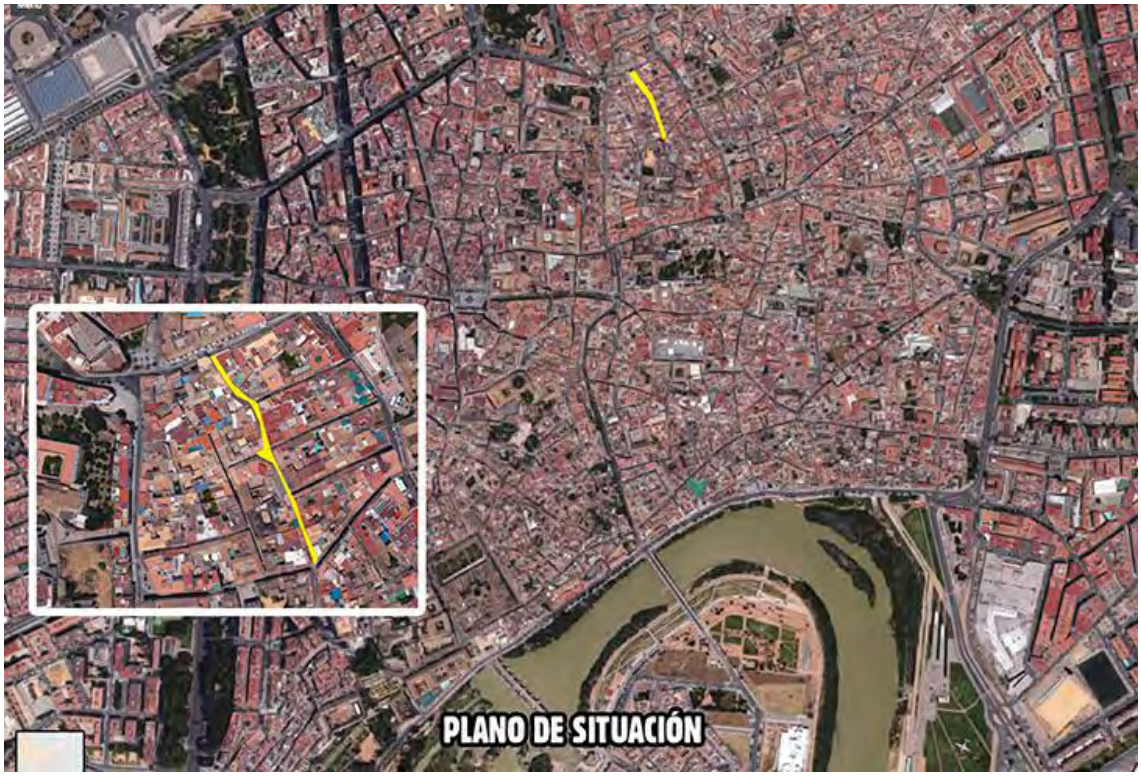
Project IMAGENE – Sculpting our environment with coexistence: Taking the patio out to the street

By:

Mr. José Antonio Gómez Valera / Co-founder and promoter of the IMÁGENES Project and Neighbor of the street Images

Motivation and context of the project or method

The project called IMAGENES is a collective tool to create a strong and critical society through art in a physical support rich in heritage and culture, the street Imágenes of the Historic Ensemble of Cordoba, breaking the isolation into which the 21st century is leading us.



The project has had three very different phases. The first is related to its origin, since the project emerged as a classroom assignment where students in scenography of the Higher School of Performing Arts of Cordoba were confronted to a work of "Public Art" [1]. After having asked for the permission of the neighbours, we have found out that at least one part of them was very interested in this, the second phase emerged as a result.

During the second phase, neighbours in the vicinity took the lead of the project which acquires the relational characteristics which we mentioned; thus, the aim is not so much as to create a piece of "public art", but to use "this" as a pretext so that at least once a year there can be moments of coexistence and neighbour encounter.

The third phase of the implantation is the choice of themes which would make the encounters take shape; this phase has been materializing over the years. Presently, it is totally consolidated and deals with issues in the social sector (gender-based violence, ecology, environment, corruption, emigration, etc.)

[1]Freeland , Cynthia.- PERO ¿ESTO ES ARTE?, Cuadernos arte Cátedra, MADRID 2003

Ever since the second edition, the model of relational aesthetics to which reference was made starts to take shape in its facets of design and collective production process. It seeks above all the encounter of neighbours, thus configuring a series of relations between individuals who share a common space such as the street, by analogy to what patios of neighbours represent. Patios are so well-known institutionally and at tourism level in this city of Cordoba, above all in May when the traditional festival of patios takes place. It is precisely for this reason that the PROJECT IMAGENES is also visualised in May.

The project deals with two tasks: the first is the organisation of a collective task which deals with themes chosen by theneighbours in this dynamic of encounter and the modelling of their own social relations closer to what we can call "actor-author". The second is the occupation of the street with stories that these same neighbours consider important to tell, either for awareness raising, resistance or denunciation, getting away if possible from mere "decoration" and hence bringing one more point of view to enrich a global cultural story of the city on this or that issue.

Multiple and varied themes have been dealt with so far, it is worth mentioning that themes related to the denunciation of gender-based assassinations are still valid 10 years afterwards with a feminist claim (IMÁGENES DE AUSENCIA 2007, IMÁGENES DE MUJERES EN MOVIMIENTO 2017); themes on European deportations of Syrian refugees (IMÁGENES DE SOLIDARIDAD 2017); on corruption issues (IMÁGENES DE TRANSPARENCIA 2013); on the good use of water resources (IMÁGENES DEL AGUA 2008) and environment protection (IMÁGENES DEL RIOS 2006); on land speculation (IMÁGENES DEL QUERER Y NO PODER 2009); as support of the candidacy of Cordoba European cultural capital (IMÁGENES DE CULTURA 2011) and the creation itself (IMÁGENES DE COLORES 2010); regarding approaches in relation with philosophic themes such as illusion and effort to make dreams become reality (IMÁGENES DE PUNTOS DE ILUSIÓN 2012 and IMÁGENES DE ATRAPASUEÑOS 2015, IMÁGENES DE CAMINANTES 2014).

IMÁGENES DE AUSENCIA
2007
IMÁGENES DE MUJERES EN MOVIMIENTO
2017

IMÁGENES DE SOLIDARIDAD
2016

IMÁGENES DE TRANSPARENCIA
2013

IMÁGENES DEL RÍO
2006
VEN EN BICI
¡OLE!
IMÁGENES DEL AGUA
2008

IMÁGENES DEL QUERER Y NO PODER
2009

IMÁGENES DE CULTURA
2011
CÓRDOBA 2010
CONDE DE
ARENALES

IMÁGENES DE COLORES
2010

IMÁGENES DE CAMINANTES
2014

IMÁGENES DE ATRAPASUEÑOS
2015

IMÁGENES DE PUNTOS DE ILUSIÓN
2012

The methodology applied

Presently, the following PROCESS is totally consolidated:

1. CALL FOR PARTICIPATION
2. CHOICE OF THEME
3. PROPOSAL OF DESIGN
4. PUBLICITY
5. AUTHORISATION AND FINANCING
6. MATERIAL GATHERING
7. FABRICATION
8. INSTALLATION
9. MAINTENANCE
10. DISMANTLING

- PARTICIPATION IS THE MAIN FOUNDATION: An open call to neighbours is made to the whole population, visitors and to nearby schools, through social networks, emails and posters.
- INFRASTRUCTURES: Meetings are held at neighbours' homes when the group is small, and at nearby public schools.
- RECYCLING AND ENVIRONMENT: Whenever possible, recycled materials are almost always used for different installations, materials such as wood and plastic foam take on different forms from one year to another; it is also commonplace to ask neighbours to hand in used objects such as umbrellas, shoes, toys, etc. With such proceedings, the project is pretended to be respectful of the environment in the same time that ecology is enhanced, and of course to lower the cost of every edition.
- SPONSORING: The Project counts on a minimum of sponsoring from the Cordoba City Council, as well as the support of some local enterprises.

The degree of participation of local communities

The presence of neighbours, as well as the degree of their involvement is fluctuating. Some have been there ever since the beginning, some are recently incorporated, others are no longer with us. It is noteworthy that in the two latest editions, 10 to 12 years old children have been incorporated in the process of creation; they come from different schools of the area, some are neighbours of the street or from the neighbourhood.

There are approximately 60 neighbours, students and visitors participating actively in each edition.

There are thousands of visitors on the street, as well as participation and visits on social networks.

In order to look further into the concept of the Project and to learn about its scope, you are invited to consult the following pages:

https://www.facebook.com/calle.imagenes
http://www.calleimagenes.com/
http://calleimagenes.blogspot.com/
http://elentendedero.es/2017/05/14/calle-imagenes-2017/

You can watch Cordoba's lecture by clicking on the thumbnail of the video.

Session 5: Community involvement within the OWHC's regional activities

Regional Secretariat of Northwest Europe and North American

Community Involvement in Urban Heritage Sites: More relevant than ever

By:
Mr. Matthias Ripp | Regional coordinator of the Secretariat of Northwest Europe and North America and World Heritage Coordinator of the City of Regensburg

©Matthias Ripp

The topic of participation and involvement of the public in heritage management is a current one. In 2007, the World Heritage Committee enlarged the already adopted four points of a strategic objective for the implementation of the World Heritage Convention: Credibility, Conservation, Capacity Building and Communication were amended with the so-called "fifth C"- Communities.

Since then, communities are given a new focus in all heritage work and especially all UNESCO World Heritage sites. To identify, recognize and value the local community as key actor in the process of a sustainable heritage management, to enforce constructive dialog methods between all stakeholders, and to encourage a mutual understanding and collaboration has become the challenge of a successful heritage management.

In November 2015, the Organization of World Heritage Cities decided on occasion of its World Congress in Arequipa/Peru to make “Heritage and Communities: Tools to engage local communities” the main theme for the next congress in November 2017 in Gyeongju/South Korea. The topic was chosen in a bottom-up decision: the regional meetings on site were asked to discuss and suggest a favorite topic, and the main auditorium of the General Assembly finally voted for the theme. In this case, the selected topic was indeed submitted through our Regional Secretariat!

Under this premise, the OWHC Regional Secretariat for Northwest Europe and North America organized its 2016 Regional Conference in Stralsund containing a profound thematic workshop on “Community Involvement”. Next to practice examples on the topic of how community is already involved in our OWHC member cities, the EUROCITIES network was invited to the conference to present best practices from their point of view and to open up the scope.

The Regional Secretariat Northwest Europe and North America intends to provide further benefit to members of the OWHC, but also all other urban heritage sites dealing with the constant struggle of a successful integration of the local community. This practice-oriented guidebook on "Community Involvement" is supposed to extend the conference report of Stralsund for a wider audience from a scientific point of view, and give even more profound insight on the different perspectives of community work. The approach of the OWHC Guidebook is to also integrate project examples from COMUS (“Community-led Urban Strategies in Historic Towns”– a Council of Europe/EU project with support from OWHC Regional Secretariat Northwest Europe and North America) as well as the EUROCITIES network and strengthen a fruitful cooperation with these two networks.

For profound information on the topic from a scientific perspective, an introduction will be given to the state-of-the-art of research as well as a detailed description of the COBA model (Communication Model for Built Heritage Assets). The idea of COBA is to support and stimulate a more professional heritage communication and a more efficient use of existing resources, based on a stronger identification of citizens with their heritage assets.

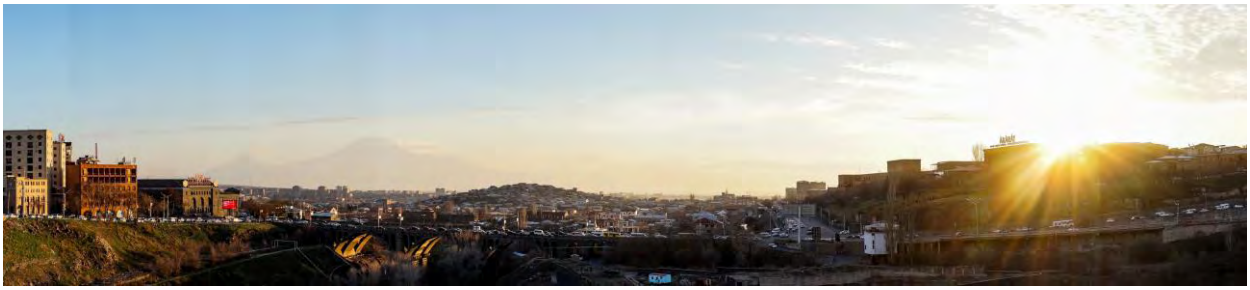
The OWHC Regional Secretariat Northwest Europe and North America, based in Regensburg/Germany, as the initiator and coordinating editor of this publication was responsible for the collection of examples, which were all selected and revised by an external expert. We would like to thank all our OWHC cities for their active participation and support. Special thanks go also to Cécile Houpert from EUROCITIES as well as all responsible partners from the COMUS project network.

We hope this guidebook to be a useful resource for all urban heritage site managers, responsible practitioners and researchers in Heritage Management and other networks.

COMUS (Community-led urban strategies for historic towns)
7 Principles for heritage based urban development

By:

Mr. Matthias Ripp | Regional coordinator of the Secretariat of Northwest Europe and North America and World Heritage Coordinator of the City of Regensburg



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On-going efforts towards sustainable development require sound and innovative perspectives on human rights and democratic governance, beyond solely economic concerns. With the consideration of heritage as a social, economic and political resource, it is essential to develop a new way of looking at heritage, by setting the ground to reframe relations between all involved stakeholders. This has been done in the COMUS-Project.

Communities at the heart of heritage governance

In the context of eastern Europe, there are many small and medium-sized heritage towns with historic urban areas and valuable cultural heritage assets facing various challenges. Some of these challenges include economic downturns, emigration of skilled people, as well as ageing populations. Experience with participatory practices and local community engagement for the preservation and reactivation of the cultural heritage to support the cultural, socio-economic urban development is in its early stages. In this context, preserving and reactivating heritage sites – whether they are historic, spiritual or industrial – implies the double challenge of dealing with low investment in capacity and limited skills and resources. Sites that had previously been significant for their heritage value and importance for local or national identities became neglected or even derelict; others suffered due to the legacy of centralised planning systems and limited capacity and resources at the local level to deal with the growing responsibilities of decentralisation.

As these countries have been going through atransitional period in their economic and political structures, new ways of addressing these challenges become important for the democratisation process where heritage may play an essential role in mobilising innovative powers in communities.

The COMUS project "Community-Led Urban Strategies in Historic Towns" aims to address these challenges and demonstrate how cultural heritage and its regeneration can provide opportunities for the financial, social and cultural development of a town (heritage based urban development). Therefore, the European Union, the Council of Europe and the Organization of World Heritage Cities jointly developed a community-based, cultural heritage-led, development methodology that was inspired by the HerO (Heritage as Opportunity) project and tested in nine pilot towns in Armenia, Belarus, Georgia, the Republic of Moldova and Ukraine.

COMUS brings heritage and communities together, in the heart of decision making on urban regeneration and local development. It introduces a methodology based on existing heritage resources, laying out an integrated approach with emphasis on the process. It further argues that urban heritage is not an isolated concept on its own, but is part of a larger system, and therefore should be considered in the entirety of a heritageled and community-based development process. In the context of the COMUS project, heritage is considered as a means and not the end result itself, demonstrating an increased role by communities in decision making. Thus, COMUS advocates for working with all layers of society simultaneously, encouraging a new constructive dialogue among all involved.

The main objective of the COMUS project was to stimulate social and economic development through enhancing cultural heritage and urban regeneration in historic towns by broadening the concept of heritage as a resource in the context of human rights and democracy, increasing the capacity of local and national authorities in the management of their heritage resources, empowering communities and citizens as the main actors in carrying out their heritage-led development processes.

Some Key Facts on the COMUS Project: Duration 30 months from January 2015 to June 2017, nine small historic towns participated: Goris and Gyumri (Armenia), Mstislav (Belarus); Chiatura and Dusheti (Georgia); Soroca (Republic of Moldova); Lutsk, Zhovka and Pryluky (Ukraine), three implementing partners: European Union, Council of Europe, Organization of World Heritage Cities (OWHC), over 200 national and local stakeholders have been involved in the participatory processes, 45 heritage sites were analysed and transposed into project concepts, € 650,000 project budget.

The final publication shares the wide-ranging experiences gathered during the implementation of this methodology, presenting its key technical and organisational principles, with the aim of applying this methodology successfully elsewhere.

The title is:
COMMUNITY-LED URBAN STRATEGIES IN HISTORIC TOWNS (COMUS)
Communities at the heart of heritage governance - Principles for heritage based urban development of small and medium-sized heritage towns in countries in transition

Please find your free electronic copy here: http://pjp-eu.coe.int/en/web/comus

You can watch Matthias Ripp's lecture on both projects by clicking on the thumbnail of the video.

Regional Secretariat Asia-Pacific

OWHC-AP Community Engagement Principles and Tools

By:
Mr. Jahyun Jang | Assistant Regional Coordinator of the Secretariat of Asia-Pacific (Gyeongju)

1. Background

Heritage & Community

For the last few decades, the discourses for the heritage preservation and management mainly focused on the technological and institutional aspects. This top-down approach caused the separation between local people and their heritage. An Australian scholar Gordon Grimwade criticizes this "expert-centered management" saying "it is as if the common people played no role in the development of society and culture." As a result, ordinary people have been only considered as groups of audience or subjects of education or even enlightenment.

However in the last 15 years, opinions have grown against this view. More and more research within the field of Heritage Management has focused on the personal, regional and relative values of Heritage Sites. People have come to realize the importance of Cultural Heritage as a not only a tangible asset but also as a catalyst of a social phenomenon called "Meaning-Making Process". They argue that an old building can be valuable not just because it is old and architecturally important but also because of the traditional use, beliefs, stories or meanings which are attached to the building by people who live or work there or are otherwise associated with it.

Those observations have led to the creation of the "People-Centered Approach" which places communities at the heart of the conservation and heritage management processes and consequently strengthens their ability to participate meaningfully in the process of decisions-making for themselves and their heritage.

2. Previous Achievement

The OWHC shares this perspective; regarding World Heritage Cities as not merely about monuments, but as places to live with strong socio-economic aspects, requiring holistic approaches. OWHC strives to maximize the meanings that World Heritage Cities hold for people and the benefits that. We have placed great importance on local government, although different local government agencies still adopt vastly different approaches to community engagement.

After hosting two previous workshops on "Community Engagement", we have developed a series of community engagement tools. As the theme of the upcoming World Congress this year in Gyeongju, Republic of Korea will be "Heritage & Community: Tools to Engage Local Communities", we believe this is an opportune moment to present some informative case studies which demonstrate aspects of these tools in operations supporting cases for the tools.

The Community Engagement Tools
There are four community engagement tools: "Principles", "Spectrum", "Matrix" and "Questions":

OWHC Community Engagement Principles
OWHC Community Engagement Principles provides a high-level stategic guidance for heritage officials, setting out key approaches and actions required to facilitate community engagement.

OWHC Community Engagement Spectrum
The OWHC Community Engagement Spectrum is designed to assist heritage officials to understand the level of engagement that defines the communities' roles in urban planning, heritage conservation, and related projects. The Spectrum shows differing levels of engagement based on the reactions, flow of the information, relationship between different stakeholders and overall goals. The Spectrum specifies the commitment made to the related stakeholders at each participation level.

OWHC Community Engagement Matrix
The Matrix is intended to help the World Heritage cities measure and understand their own performance by evaluating and assessing their specific cases and projects

Community Engagement Key Questions
The Community engagement questions support local officials by providing guidance on the information that needs to be gathered and issues that need to be identified and considered, in order to establish, facilitate and maintain genuine community engagement in the conservation and ongoing management and operation of World Heritage cities.

Increasing the Levels of Community Engagement

	Outreaching	Consulting	Involvement	Collaboration	Shared Leadership
Over all	Establishing Community Engagement	More Community Engagement	Better Community Engagement	Joint Community Engagement	Community leads and shapes the engagement process.
Reactions of Community members	Community members need information and want to build their knowledge	Community members require information	Community members provide and seek information	Community members are engaged as partners.	Community members work together
Relationship between Stakeholders	Each stakeholder is unaware of other stakeholders	Each stakeholder realizes there are other stakeholders	Stakeholders begin exchanging information	Stakeholders create bidirectional communication channels	Stakeholders exchange ideas and coproduce solutions
Information	Information and knowledge flow from the local authority to the individuals in the community only.	Local authorities start collecting information from the individuals in the community	Local authorities and communities share their information	Local communities raise their key issues and share information	New plan for projects and Final decision- making occurs a: the community level
Promise to the communities	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decsion.	We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will mplement what you decide.
Community Engagement Goal	To provide the communities with balanced and objective information to assist them in understanding the value of WH, issues, alternatives, opportunities and/or solutions.	To obtain feedbacks and more information from related stakeholders so that the heritage officials can have better results from their projects	To make sure that values communities cherish, aspirations and concerns are constantly understood and considered.	To partner with the communities in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
Roles of Experts (Maybe??)	Provide clear, unbiased information. Answer their questions honestly. Use non-technical language wherever possible.	Listen with care and attention. Help participants clarify their issues and aspirations. Ask open questions.	Work with participants as peers. Support them in developing options and alternatives.	Be open to challenge. Support participatory decision-making and collaboration.	Actively support and validate community leadership.

You can watch Jahyun Jang's lecture by clicking on the thumbnail of the video.

Gyeongju's Recommendations

The 14th World Congress of the OWHC recommends that World Heritage Cities:

1. Acknowledge that local people have the right to participate in identification, conservation and management;

2. Adopt a policy for community engagement, which is relevant to the local cultural context;

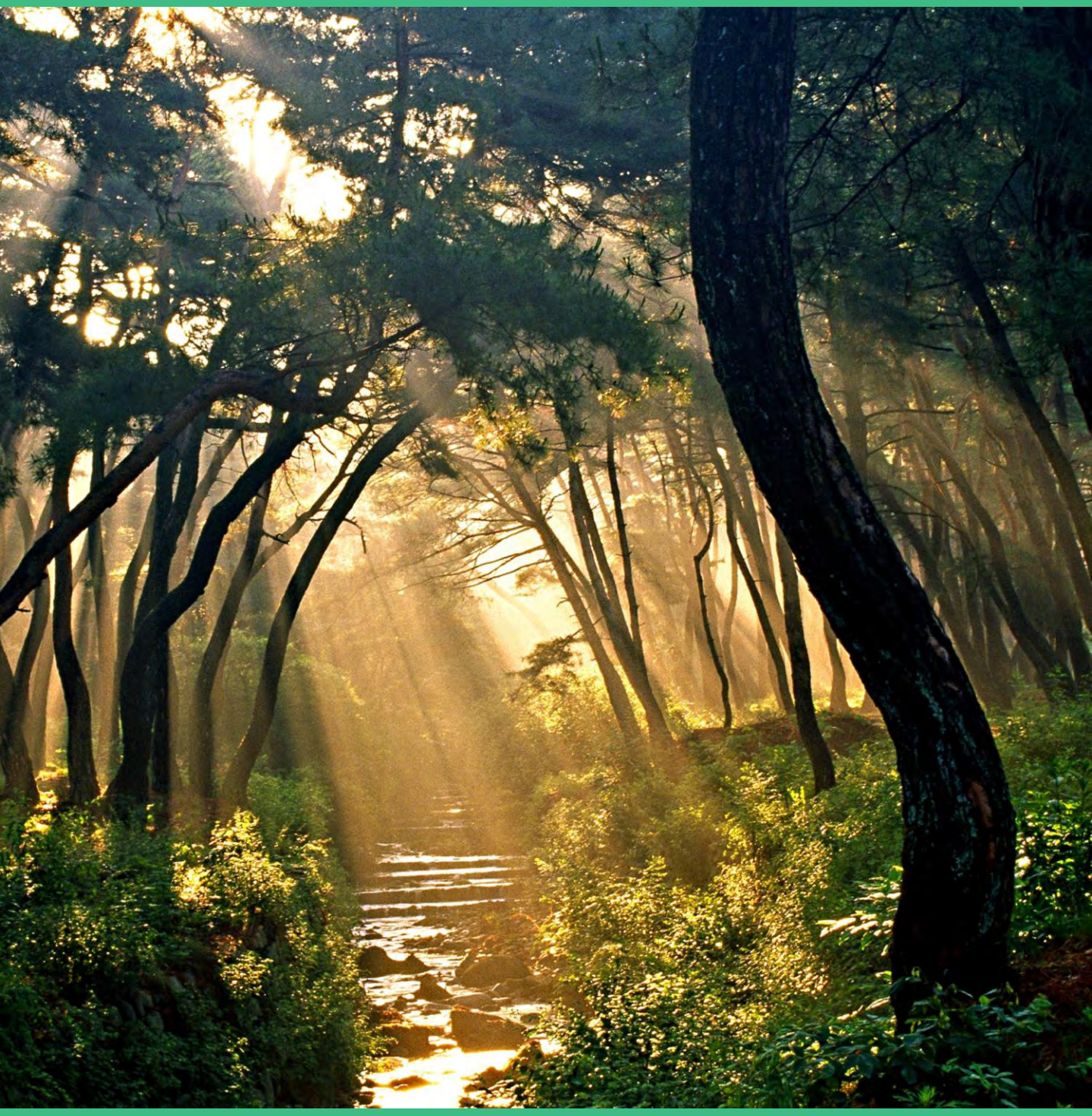
3. Consult with local people about decisions which may affect them;

4. Encourage communities input to initiatives and projects; and

5. Instigate outreach programs which present and develop heritage values with local people and to wider communities.

The 14th World Congress of the OWHC recommends that the OWHC (both General and Regional Secretariats) should develop a capacity building program based on the needs of individual cities.

You can watch the session concluding the scientific day and leading to the creation of the recommendations by clicking on the thumbnails of the two videos.



Mayors' Workshop

Historically, the Mayors' Workshop has been a technical information session for newly elected mayors and municipal councillors to present to them the fundamental aspects of urban world heritage.

Over time, the workshop has shifted from its initial goal to address the needs of all mayors and municipal councillors present during the world convention. Themes now focus on issues of interest to the elected officials of OWHC member cities. Problems are discussed during round tables and with the intervention of municipal officials and heritage experts.

The 2017 edition of the workshop is directly related to the Scientific Day theme of November 1. The decision to link the theme of the mayors' workshop to the scientific theme is purely circumstantial. It is motivated by the importance of the subject of local community involvement and the possible ramifications of the theme.

This workshop was created in collaboration with Mackay Strategic, the Eindhoven University of Technology and the School of Architecture of the Oxford Brookes University.

Once its drafting is finalized, a detailled report of this workshop will be added to complete this chapter.

Jean-Paul-L'Allier Prize for Heritage

Every two (2) years, the Jean-Paul-L'Allier Prize for Heritage is awarded by the Organization of World Heritage Cities (OWHC) to one of its member cities in good standing.

The award highlights an achievement related to the conservation, enhancement or good management of a living urban ensemble or property within an urban context thanks, in part, to the commitment of its local communities. The urban ensemble or property inscribed on the World Heritage List must be located within the territory of an OWHC member city.

It was the city of Quito (Ecuator) who won the 2017 edition of the Jean-Paul-L'Allier Prize for Heritage thank to its project called:

Investment programs and projects for the rehabilitation of public space on private heritage property in the Historic Center

Quito has been rewarded for its ambitious project that offers a concrete and viable solution to a frequent consequence of the inscription of a Historic District, namely, the impoverishment of the latter and the problems of renovations that result.

The city has implemented a redistribution of wealth to preserve its World Heritage by putting the local community and building owners at the heart of the project's success. This has allowed to rebuild a neighborhood life based on the preservation of the cultural richness of the district and moreover, this project has already been successfully taken over by other cities and, therefore, can be reproduced in the cities of the OWHC.

Investment and rehabilitation programs and projects for public space on private property in Quito's historic center

By:
Angélica Arias | Executive Director, Metropolitan Institute of Heritage (city of Quito)

The historic center of the Metropolitan District of Quito (MDQ) is recognized as the most extensive and best-preserved center of its kind in Latin America. The 376 hectares located in the heritage area are home to some 5,000 examples of immovable heritage property with unique and complementary characteristics that form a whole. The diversity characterizing this heritage unit invites analysis of a broad spectrum of scenarios related to the pathologies and heterogeneous problems linked to such property, whose handling and usage will always be assessed within the particular framework of universal guidelines for the conservation and rehabilitation of heritage.

The vision of the Metropolitan Institute of Heritage (MIH) for the implementation of the project identifies not only the problems of a globally recognized area, but also its weaknesses and high degree of vulnerability. The implicit risk for heritage buildings (maintenance and condition) resides not only in a project with an economic cast but also in actions carried out within the framework of the project itself or by property owners, in many cases leading to precarious living conditions for those concerned.

This scenario prompted the MDQ municipal government, through the MIH, to implement four ongoing programs in order to preserve the property and its intrinsic richness. The programs are as follows:

a) Rehabilitation of housing
b) Intervention on roofs – "Fifth Facade" (FF)
c) Recovery of facades – "Urban Image Recovery" (UIR)
d) Minor maintenance

Under the Fifth Facade and Urban Image Recovery programs, owners receive a non-refundable benefit amounting to 50% of the value of the intervention, with the owner paying the difference within a period of up to 10 years without interest or additional charges.

The overall objective of the programs is to preserve private built heritage and its context and to showcase ancestral construction techniques and technologies inherent in the constituent elements of the buildings themselves.

The project stems from a process based on a specific management model and a regulatory framework whose legal basis is designed to offer benefits to heritage property owners.

A key element for the realization of projects is community participation, which can be elicited by disseminating the content and announcing the successful completion of these projects by way of radio, television, internet, workshops, and most of all, personalized work with the owners, emphasizing the importance of preserving built heritage and the predominant role of ordinary citizens in this regard.

Owners who wish to apply for projects must make an appointment for specialized visits with MIH technicians, who will carry out the assessment and diagnosis of building pathologies and deterioration. The visits raise awareness of the importance not only of preserving the general characteristics of heritage property, but also of insisting on the recovery of ancestral techniques, such as the knowledge embodied in a cultural legacy and in intangible cultural heritage property. The chagliado, the atormentado, or the use of the Jupiter beam in roof construction are part and parcel of the knowledge passed on from generation to generation, and the program aims to preserve and disseminate this legacy.

Included with the visit report is the intervention budget, which is discussed and endorsed by the owner. This documentation initiates the contract phase, during which a public invitation is made to qualified professionals with the specified profile to submit offers to intervene on identified property. Once this work is completed, the definitive deeds are remitted and signed. To finalize the process, the owner will pay the predefined amounts for the intervention carried out within the established time frame.

This intervention for the preservation and maintenance of built heritage is a continuous process supported by the implementation of public space investment and rehabilitation programs for private heritage property in Quito's historic center. In this regard, the rehabilitation of 150 buildings has been authorized for a period of 6 years according to an annual plan.

The program's success is due to its recognition and acceptance by the community; with this in mind, the Institute is developing, in parallel, a project that includes owners' personal stories, whereby historic center residents recount their experiences to other residents of the area. The human dimension behind this work of rehabilitating the built heritage is therefore revealed through the stories of those who have benefited from it. For example, we have the case of Sara Paula, who says that the improvement in her residence was immediate and positive, as "we have been provided with repair guarantees and easy terms of payment." "I am very pleased with the enormous change that has taken place in my home, and I would tell anyone that this is a project they can trust."

To date, 116 applications have been filed, involving a group of some 700 people who will directly benefit from the programs. Applications are prioritized according to the degree of deterioration of the building in question, in other words, on its state of vulnerability.

These programs have been among the most effective tools used by the MIH and the Municipality of Quito when implementing cooperation and intervention processes within the community. The programs have enabled residents of places considered as heritage areas to initiate and/or strengthen processes of appropriating their meaning, history, and ancestral methods, but especially knowledge, so as to preserve this legacy for future generations.

On the national scale, there are no incentive (stimulation) programs for the rehabilitation of built heritage, and access to lines of credit for heritage property owners is limited. Being able to count on the experience of Quito, through the MIH, therefore represents an opportunity and a guide for this experiment to be repeated in cities such as Riobamba, Latacunga, Ambato, and Ibarra. This action is based on Resolution 0004-CNC-2015 issued by the National Competencies Council on January 8, 2015, a set of regulations authorizing the transfer of competencies to metropolitan and municipal decentralized autonomous governments for the preservation, maintenance, and promotion of architectural and cultural heritage.

At the international level, the experiment has extended to cities such as Rionegro and La Candelaria (in Colombia), Hijuelas, and Cartagena (in Chile), Panama City, and Mexico City, to mention only these examples. Knowledge and information was imparted during visits to Quito by high-level officials and teams from these cities, who attended technical seminars and visited rehabilitation sites.

The "Fifth Facade (FF)" and "Urban Image Recovery (UIR)" programs have made it possible to work on 150 buildings, of which 82 are located in the historic center of the metropolitan district, involving a total investment of more than $4.6M.

Not only have the living conditions of the population been improved thanks to the programs, but tools to facilitate the rehabilitation of heritage assets and the context in which they are located have also been created, while stimulating residential activity in the historic center of the metropolitan district, thus recovering and preserving a traditional cultural legacy.

As such, these programs provide a stimulus for owners of heritage property to develop economic recovery projects based on joint responsibility and investment cooperation between owners and the public institution, and especially by consolidating the neighborhood concept along with citizen solidarity and cooperation in preserving a shared cultural treasure.

You can download the PowerPoint presentation of the project of the city of Quito by clicking on the photo below.

International Video Production Competition « My City, our World Heritage »

This competition is intended for young people of two age groups: those between 14 and 17 years old and those between 18 and 21 years old.

At the invitation of the cities that are part of the OWHC network and that have registered, the young people are called upon to produce a video of a maximum duration of five minutes on a World Heritage City. First of all, each city choose a winning video for each of the participating age groups. The winning videos on the local level are then submitted to an international jury that determines a winner among the 14-17 years of age group and another one among the 18-21 years of age group.

The main objective is to convey to the young people a stronger sense of belonging and pride concerning World Heritage. Those videos make them acquire better knowledges and express their vision on Heritage, its conservation and enhancement.

The videos were evaluated according to the following criteria:

- Quality of the production
- Processing of the content
- Originality and creativity

For its fourth edition, the OWHC awarded, during the World congress, the videos from the cities of:

- San Antonio (United-States of America) for the age group 14-17 years old and
- Gyeongju (Republic of Korea) for the age group 18-21 years old.

In both groups, the jury acknowledged the high technical quality and the content of the videos, as well as the inventiveness shown by the young people.

You can watch those two winning videos on the following page.

San Antonio
Our City, Our World Heritage

My city, our world heritage,
it was Gyeongju

Posters' Exhibition

During the World Congress, the aim of the poster exhibition is to represent the wide variety of projects and actions taken by OWHC's member cities for their world heritage.

This exhibition is for all heritage stakeholders (public or private) coming from OWHC's cities. The subject of the achievement presented is up to the designer(s) insofar as their choice concerns their city's urban world heritage.

Thirteen cities of the OWHC sent their posters for the exhibition made in Gyeongju. You can consult them by clicking on the title of the poster that interests you.

Community Involvement in Bamberg – World Heritage-themed pop-up center
Ms. Patricia Alberth
World Heritage Office, City of Bamberg (Germany)

Urban Gardening – Fostering resilience of Bamberg's World Heritage Site
Ms. Patricia Alberth
World Heritage Office, City of Bamberg (Germany)

Proyecto Calle Imágenes – Esculpiendo nuestro entorno desde la convivencia – Sacando el patio a la calle
Ayuntamiento de Córdoba, Ciudad de Córdoba (España)

Heritage of Eurasia through Children's Eyes
Euro-Asia Secretariat, City of Kazan (Russian Federation)

Oaxaca – Ciudad de Luces y Sombras
Sr. Gerardo Corres Zenteno
Ciudad de Oaxaca de Juárez (México)

Community engagement in the Philadelphia Word Heritage City project
Global Philadelphia Association, City of Philadelphia (USA)

Vision du patrimoine 2027 – Préserver, enrichir, transmettre
Ville de Québec (Canada)

Influential Site of German History – Unique monument of urban development
World Heritage Coordinator Katrin Kaltschmidt
City of Quedlinburg (Germany)

Conservación del Templo de Santa Clara – Arte sacro
Municipio de Querétaro, Ciudad de Querétaro (México)

Living with Cultural Heritage – LiviHeri
Old Rauma WHS – City of Rauma (Finland)

Restoration of Fountains in Safranbolu
Mr. Fatih Ürkmezer
Mayor of Safranbolu, City of Safranbolu (Turkey)

HERO – Preservation by development of sustainable strategies for a better protection of the UNESCO World Heritage Sites from Romania
Dr. Sergui Musteata
Institute of Archeology, Romanian Academy – Iași branch, City of Sighisoara (Romania)

Un paseo por 2.000 años… de historia.
Ayuntamiento de Tarragona, Ciudad de Tarragona (España)

Upgrading public space within the World Heritage area
City of Vienna (Austria)

Parallel activities to the main program

During each World Congress, activities are organized alongside the main program for different audiences. Six parallel events took place during this 14th congress:

- Capacity Building Workshop for the cities with properties on the Tentative List
- Experts' Workshop
- Heritage on the Cutting Edge: Digital Technology on Heritage
- Journalists' Workshop
- Korean OWHC Students Association (KOSA)
- OWHC Young Professionals Forum

In the following pages, you can read reports on the OWHC Young Professionals Forum and the Experts Workshop.

OWHC Young Professionals' Forum

The Organization of World Heritage Cities and the City of Gyeongju held for the first time the OWHC Young Professionals' Forum under the theme "Heritage and Communities: Tools to EngageLocal Communities".

This week-long forum brought together 18 participants from 18 cities of the OWHC, all aged between 19 and 30 years old.

Their work week was sanctioned by the writing of the Young Professionals Declaration which you can discover on the following page.

And you can watch a video summarizing their week by clicking on the picture just below.

2017 OWHC Young Professionals Forum
Gyeongju, Republic of Korea
Forum Declaration (Abstract)

"These are our 9 Key Notes, with ready instruments, suggestions and examples. For more details, please see the complete youth declaration."

o PROMOTION

"Promotion of world heritage is one of the keys to make them more visible. Bring into the fold more "out-of-the-box" events, such as organizing more Festivals and "Open House" events to revive monuments and sites. Along with this, we would like to draw attention in creating a special World Heritage app, to keep pace with the younger generation."

o EDUCATION

"Education is the basic step for working with WHS and for WHS. Even we are feeling the lack of professional educational training for site managers. Also, we believe that children are a great resource for sustainable future and preservation of heritage which is why we should include world Heritage course in formal school schedules."

o YOUTH EMPOWERMENT

"As young professionals, we would like to also highlight the importance of youth empowerment. First overall, we hope to be part of the OWHC board of directors as the youth representative. Also, through this youth forum, we clearly recognize the need for adding a youth forum to every OWHC world congress."

o COLLABORATIONS

"Collaborating with the different groups from different backgrounds, ages and cultures is essential for engaging the local community and wider communities as well. We highly recommend collaborating with "talents" from different backgrounds by providing grants, scholarships, organizing music festivals, cinema clubs, open air cultural events, competitions and exhibitions. Simply putting, connect art with heritage for more vivid heritage cities. Also, since knowledge is power, cooperating with educational entities and universities becomes critical in engaging the community and finding new creative methods for community engagement."

o TRANSPARENCY & ACCESSIBILITY

"We also believe in more transparency and better accessibility to some of the resources. That starts with simplifying bureaucracy, when it comes to starting projects. It also requires sharing the master plan with the public and using easy understandable language with everyone involved."

o COMMUNITY INPUT

"We suggest you redefine community input in a modern way and to even go one step further! For example, by developing new methods like urban walks with experts. We also would like to emphasize on encouraging online participation with meetings and live question & answer sessions, to invite people to share their ideas and opinions through their screens."

o FINANCING

"Regarding financing, we encourage officials to dedicate special amounts and use participatory budgets for WH sites management, preservation and promotion. Also, use a "participatory budget" as a method for engaging the community in decision-making processes related to heritage. Mayors can use creative funding resources, in addition to collaborating with civil society including NGOS, foundations and educational entities. Finally, search for other more creative funding resources such as crowd funding, flea markets or seek sponsorships with multinationals and international companies based on social responsibility principles."

o OUTREACH

"Another very important aspect is the need for better outreach. To do so, you need to take social media seriously by hiring a social media professional that will post regularly on all your channels; making sure all your initiatives are promoted effectively. You should also define a hashtag and use it, so everyone can join the conversation and interact. The second key aspect is to reach out to every group with the media it's using. No single media can reach everybody. So, whether it's using modern technologies or traditional means, you have to use different tools to get the input from as many people as possible."

o MONITORING AND EVALUATION

"Finally, we believe that monitoring and post-occupancy evaluation should become an integral part of the project. This can be done through surveys filled by occupants and on-site visits by the professionals involved."

YOUNG PROFESSIONAL FORUM DECLARATION

14TH OWHC WORLD CONGRESS 2017

Gyeongju - Republic of Korea

Experts' Workshop

The experts' workshop was organized over two days on October 30 and November 2, 2107 and brought together 20 experts around the theme of heritage and local communities.

The discussions resulted in eight-point conclusions that you can discover below:

The 14th OWHC World Congress experts' meeting held in Gyeongju, in November 2017, concluded that:

1. Information and resources regarding 'community engagement' presented and discussed at recent expert workshops should be shared widely through a web-based / digital platform. This platform should be accessible through the OWHC, UNESCO and ICOMOS websites.

2. Resources, tools, techniques and case studies should be presented in a manner that is mindful of the UN Sustainable Development Goals, New Urban Agenda, the Recommendation on the Historic Urban Landscape (HUL), as well as other existing approaches.

3. The shared resources should incorporate the 'Community Engagement Tools' developed by the OWHC-AP alongside existing tools.

4. A standard template with principles, tools and techniques should be prepared so that inspiring and informative case studies may be presented in a succinct, standard, searchable format, suitably tagged, and cross referenced.

5. Local leaders, officials and site managers in World Heritage Cities should be regularly consulted or surveyed regarding their needs and priorities for tools, techniques and capacity building. This consultation should inform the content and format of the shared resources and future capacity-building initiatives.

6. Future OWHC World Congress sessions, and other OWHC 'expert' events, should include engagement with, training and learning opportunities for the local leaders, officials, site managers and the community members of World Heritage Cities that are responsive to their identified needs. Participants in this process should receive appropriate recognition or certification.

7. OWHC World Congresses and regional meetings should include an ongoing process and program incorporating input from relevant experts.

8. While the above-mentioned resources and processes are directed at World Heritage cities, they may have wider application for other urban areas and forms of heritage.

The debates and presentations that took place can be watched from the following two links:

- Day #1
- Day #2

Journalists' Workshop

"Journalists And Media: Mediators, Partners And Actors Of World Heritage Cities"

FINAL REPORT

By:
Professor Charles Moumouni
Laval University (Quebec, Canada)
Workshop Coordinator

The eighth Journalists' Workshop took place on October 31 2017, in Gyeongju (South Korea), prior to the 14th World Congress of the Organization of World Heritage Cities (OWHC). The topic of the workshop was: "Journalists and media: mediators, partners and actors of world heritage cities". The opening ceremony was enhanced by the presence of the **Mayor of Gyeongju, Mr. Yangsik Choi**, the **Secretary General of the OWHC, Mr. Denis Ricard**, and around 40 participants from various news media. **Ms. Jion Kim, of New York University**, served as Master of Ceremony. The Workshop proceedings were carried out by renowned scholars and experts in field of World Heritage (see program attached).

I - THE OPENING CEREMONY OF THE WORKSHOP

In his welcome remarks, the coordinator of the Workshop, Professor Charles Moumouni of Laval University (Quebec, Canada), gave detailed background information about the eighth edition of the Journalists' Workshop.

As a matter of fact, for the last fifteen years, Laval University has been collaborating with the Organization of World Heritage Cities for the capacity building and enhancing of the journalists, through a UNESCO Chair in Cultural Heritage which had been in operation from 2001 to 2016. As far back as 2002, the UNESCO Chair of Laval University organized in Quebec City an international colloquium on the role and influence of the media in the social representations of heritage.

The media were recognized as major actors of heritage, but their relationship with heritage experts and defenders was rather characterized by misunderstanding, distrust and indifference.

Therefore, the UNESCO Chair of Laval University added an intensive training component to its programming to enhance journalists' knowledge of culture and world heritage issues. In partnership with the UNESCO World Heritage Center in Paris, Laval University organized in Quebec, in May 2005, an international workshop for French-speaking journalists entitled "Journalism and world heritage", in which 25 journalists from 12 countries participated.

In his foreword to the publication following the workshop in 2007 at the Presses de l'Université Laval (Laval University Press), Mr. Francesco Bandarin, then Director of UNESCO World Heritage Center wrotes: "I welcome here the initiative taken by Laval University to create a fertile synergy between the university world and that of the media, hoping that this first pilot experiment will be followed by many more workshops of this type in other countries or linguistic spheres."

Laval University followed up the wishes expressed by the Director of UNESCO World Heritage Center by establishing a partnership with the Ogranization of World Heritage Cities. This partnership was strengthened on the occasion of the colloquium-workshop on the theme "Confrontation and convergence of views on heritage", held in Luxembourg in November, 2007, which gathered 52 participants, including 26 French-speaking journalists from 18 countries. The colloquium-workshop of the Luxembourg, also took place in Trier and Völklingen (Germany) as well as in Metz (France), and led to the publication of the second collective work of the UNESCO Chair by Laval University Press in 2009.

The meeting of Luxembourg was the first step of the process of insertion of the Journalists Worshop within the programming of the the Ogranization of World Heritage Cities. Laval University was invited to present its Journalists Program to the OWHC Congress in Kazan (Russia, 2007) and Quito (Ecuador, 2009) where the General Assembly adopted it.

So, within the framework of the XIth Congress of the OWHC held in Sintra (Portugal) in November 2011, Laval University organized a training workshop for the journalists entitled "Journalism, world heritage and climate change." About twenty Portuguese journalists or in correspondence in Portugal attended this workshop.

Within the XIIth Congress of the OWHC held in Oaxaca (Mexico) in 2013, Laval University organized, on November 18th, a workshop on the theme "World heritage, sustainable development and journalistic interests", in association with the City of Oaxaca and eminent heritage and sustainable development experts coming from Argentina, Canada, Chile, Cuba and Spain. More than 80 journalists of Mexico and Latin America participated in Oaxaca workshop. The journalists took the measure of their social responsibility and asked many questions on the responsibility of the political and economic actors, on the implication of the citizens, on their right to demonstrate, on the legal strength of the UNESCO Conventions and the legal protection of the national heritage sites.

On November 3rd, 2015, in prelude to the XIIIth Congress of the OWHC in Arequipa (Peru), Laval University and the City of Arequipa succeeded in gathering 800 students aged 15 to 29, as well as 150 professors and 200 journalists in three parallel workshops with a joint opening ceremony. Journalists, students and teachers listened with great attention to speakers from Peru, Mexico, Chile, Canada, Spain and Greece.

Professor Charles Moumouni pointed out that Gyeongju was hosting the eighth Journalists and World Heritage event. He invited the guest speakers and participants to focus on the role of journalists and communication media in raising awareness and public advocacy and involvement in the process of World Heritage conservation and protection.

The Mayor of Gyeongju, Mr. Yangsik Choi, expressed his gratitude to the OWHC and Laval University for the organization of the Journalists' Workshop. He had discussed this project with Professor Charles Moumouni in the course of the World Congress in Arequipa in 2015, and was happy to see it become a reality. He stressed the commitment of the City of Gyeongju to raising community awareness of heritage protection and supporting the journalists in that process.

The Secretary General of the OWHC, Mr. Denis Ricard, also recognized the major role the journalists play in world heritage protection, conservation and promotion. He praised the partnership of the OWHC and Laval University in building or enhancing the journalists' capacities in that field. He was glad this journalists program conducted by Professor Charles Moumouni was welcome worldwide, and hoped it would be carried out and sustained by future congresses.

To close the opening ceremony, **Mr. Jahyun Jang, Assistant Regional Coordinator of OWHC for Asia-Pacific** presented the Congress program. Journalists participating in the Workshop was invited to attend the Opening and Closing Ceremonies of the OWHC Congress, the announcement of the new Board of Directors, and the 2019 Host City at the end of the General Assembly. He insisted that Workshop would give the media access to the various Congress sessions and would allow them to witness first-hand the sharing of information between some of the most renowned experts on the theme of the Congress.

The Master of Ceremony of the Workshop, Ms. Jion Kim, invited the participants to join the Mayor of Gyeongju, the Secretary General of the OWHC and the Coordinator of the Workshop for a family photo (see photo attached).

Charles Moumouni, Professor at Laval University (Quebec, Canada), Workshop Coordinator: "Newsworthiness, media social responsibility and reporting on world heritage issues"

After the break, Professor Charles Moumouni inaugurated the Workshop proceedings by a presentation on the theme: "Newsworthiness, media social responsibility and reporting on world heritage issues". To better understand the relation between journalism and world heritage, he proposed a theoretical framework of media and cultural heritage. He noticed that heritage actors and strategies were functioning according to an inverted pyramid, starting from the categories of actors presented as the most important: 1. international organizations and experts; 2. national authorities and experts; 3. private sector; and 4. civil society. He contended that the right pyramid should go the other way around, starting from civil society at the bottom, and international organizations and experts at the top. Having this last typology in mind, he examined the media gatekeeping, newsworthiness, agenda setting, framing and building theories. According to him, world heritage is first of all about people; if presented with human interest, the journalists can report on heritage on a daily basis. The topic of the 14th World Congress of the OWHC is relevant in this regard: "Heritage and community: tools to engage the local communities".

After the introductory remarks by Professor Charles Moumouni, the Workshop participants had the opportunity to attend presentations and participate in debates moderated by international leading experts in the field of World Heritage. The various presentations addressed World Heritage from international, national and local perspectives.

Dr. Ana Pereira Roders, from Eidhoven University of Technology, Netherlands: "UNESCO and World Heritage Cities"

Dr. Ana Pereira Roders, from Eidhoven University of Technology, Netherlands addressed the topic of "UNESCO and World Heritage Cities", and pointed out what the journalists should know and public expect. The UNESCO adopted 77 reference texts (conventions, declarations, and recommendations), and 27 of them are about heritage (35%), notably the 1972 Convention concerning the Protection of World Cultural and Natural Heritage. As of July 2017, 1073 properties were listed: 832 were cultural; 206 were natural; 35 were mixed; 37, transboundary; 54, in danger; and 2, delisted.

It appeared from Dr. Roders' presentation that World Heritage has become a geopolitical field. Although some countries never listed their own properties during their mandate as World Heritage Committee Member (Bahrain, Croatia, Iraq, Mali, Malta, Netherlands, New Zealand, Oman, Serbia, Sudan, Sweden, Syrian Arab Republic), most of the Member Parties listed most of their World Heritage properties during their mandate. For example, Italy listed 36 of its 51 sites during its mandate (70.6%); France, 32 of 39 (82.1%); China, 30 of 47 (63.8%); Mexico, 26 of 32 (81.3%); USA, 18 of 22 (81.8%); Japan, 17 of 18 (94.4%); Greece, 14 of 17 (82.4%); Bulgaria, 9 of 9 (100%).

However, some member parties were modest: Spain, 14 of 44 (31.8%); Russia, 9 of 26 (34.6%). Overall, Europe and North America were the leading region with 46,1% increase during the Member Parties mandate; followed by Asia and the Pacific, 25.2%; Latin America and the Caribbean, 15.4%; Arab States, 7.5%; and the least represented region, Africa, with only 6% (although Angola and Eritrea saw their first sites joint the List during the 41st Session of the World Heritage Committee in 2017).

The last part of the presentation of Dr. Ana Roders was related to the "Recommendation on the Historic Urban Landscape (HUL)", which was adopted on November 10, 2011 at the UNESCO's General Conference. It was the first tool addressing the historic environment issued by UNESCO in 35 years, evolving from existing doctrines on conservation. This tool aims at integrating policies and practices of conservation of the built environment into the wider goals of urban development, in respect of the inherited values and traditions of different cultural contexts. Dr. Roders presented the Recommendation on HUL as a soft-law to be implemented by Member States on a voluntary basis. HUL tools include civic engagement, community inclusion and leadership, knowledge sharing and planning, regulatory systems, and financial tools.

Dr. Moohyun Choi, from Gyeongju University, South Korea: "Outstanding Universal Value (OUV) of the World Heritage City Gyeongju"

Dr. Moohyun Choi, from Gyeongju University, South Korea addressed the "Outstanding Universal Value (OUV) of the World Heritage City of Gyeongju". Korea has a total of 12 properties listed (11 cultural heritages, 1 natural heritage), including Gyeongju in 2000. The value of world heritage is three fold: (1) a socio-cultural value, which consists in developing traditional culture and ensuring identity and prestige of national and local residents; (2) an economic value, which results in the promotion of local economy and the improvement of living standards of local residents by increasing tourism income; (3) an environmental value, which consists in a systematic management to preserve cultural heritage and improve life expectancy.

Dr. Moohyun Choi moved on to present the four Gyeongju World Heritage Sites:

(1) *Bulguksa Temple*: Located at the foot of Toham in Southeast Gyeongju, it was started in 751, and completed in 774. Most of the buildings were destroyed during the Japanese invasion of Korea, and only some buildings such as Pakrakjeon, Jahamnon, and Bamyoung were preserved. Bulguksa Temple is an architecture representing the Buddhist culture of Unified Silla period around 8th century. It is a remarkable example of ancient Korean temple architecture with a harmonious blend of stone foundation and wooden architecture; a masterpiece that embodies Buddhism as the ideal of Silla in the real world.

(2) *Seokguram Grotto*: with a main Buddha statue in the main room, and 39 other Buddhas statues arranged harmoniously. The architectural technique that skillfully built the ceiling of the circular main chamber with over 360 pieces of stones is an outstanding technology. The cave sculpture is a masterpiece of ancient Buddhist art in Northeast Asia.

Seokguram Grotto is a masterpiece of Buddhist art expressed in stone by applying a scientific and philosophical repair system to the religious ideal world. It represents Buddhist art in Far East Asia that harmonizes science and technology of Silla with wisdom.

(3) *Gyeongju Historic Area*: It contains the history and culture of Gyeongju Sculpture, Pagoda, Buddhist temples, royal tombs, and many other outstanding Buddhist monuments and sites. There are many remains from the 7th to the 10th century. Gyeongju Historic Area comprises five districts, including Namsan district, which contains various Buddhist monuments; Wolsung district, which is the old palace site; Daeleungwon district where many burial mounds are located; Hwangnyongsa district, which is a Buddhist temple site. Different kinds of heritage remain in their original position (authenticity). It is said that the density and diversity of monuments in Gyeongju Historic Area are superior to those of historical sites in Kyoto (Japan).

(4) *Yangdong Village*: It is a clan village that has been passed down to generations, notably, the Chosun Dynasty and the the Joseon Dynasty. For over 500 years, the village has been formed following strict Confucian ideals. In the village, there are well-preserved wooden houses, shoguns, shrines, and old houses. Many old buildings are designated as precious cultural assets. Yangdong Village is regarded as a village with important values due to scenery spreading along the mountain valleys, houses with long traditions, natural resources representing Confucianism, Confucian ideas and customs. However, the village environment was partially damaged by the construction of nearby bridges, roads, and railways.

Dr. Moohyun Choi ended his presentation by informing the participants about Gyeongju World Heritage Value Revitalization Plan, including: the use of emblems, and logos symbolizing Bulguksa and Seokguram as representative cultural heritage images of Korea; a plan to hold stone and metal arts competitions to promote the artistic craftsmanship of Gyeongju; and a plan to build a Shilla folk village to provide an opportunity to recreate the lifestyle of Silla dynasty and experience to the tourists.

Dr. Jongho Choi, Korea National University of Cultural Heritage: "A World Heritage Briefing on Baekje Historical Areas"

Dr. Jongho Choi, Korea National University of Cultural Heritage, for his part, presented "A World Heritage Briefing on Baekje Historical Areas"

Located in the mountainous mid-western region of the Republic of Korea, Baekje Historical Areas comprises eight archaeological sites, including the Gongsanseong Fortress and royal tombs. These sites represent the later period of the Baekje Kingdom – one of the three earliest kingdoms on the Korean peninsula (18 B.C. to 660 A.D) - at the crossroads of considerable technological, religious (Buddhist), cultural and artistic exchanges between the ancient East Asian kingdoms in Korea, China and Japan.

Baekje Historic Areas was listed in 2015 according to Criteria (ii) and (iii).

Criterion (ii): The archaeological sites and architecture of the Baekje Historic Areas exhibit the interchange between the ancient East Asian kingdoms in Korea, China and Japan in the development of construction techniques and the spread of Buddhism.

Criterion (iii): The setting of the capital cities, Buddhist temples and tombs, architectural features and stone pagodas of the Baekje Historic Areas contribute in forming exceptional testimony to the unique culture, religion and artistry of the kingdom of Baekje.

Baekje Historic Areas maintain its integrity. The property components together contain all the elements necessary to embody the values of the property as a whole. The component parts are of sufficient scale to present the historic function of the capital cities and their relationship to their settings. Apart from the pumping station in the vicinity of the northern gate of Busosanseong Fortress and the remaining residential accommodation within the Archaeological Site of Gwanbuk-ri, the sites have not been impacted adversely by development or neglect.

The site also maintains its authenticity. Most elements of the eight component parts of the serial property have suffered human intervention, including reparation and restoration to different degrees. But materials and techniques used have largely been traditional. The forms of tombs and temples have been retained. The temple sites are now to some extent islands amongst low scale urban development but the settings of the fortresses and tombs largely retain their forested setting in a mountain landscape.

Dr. Jongho Choi completed his presentation by pointing out Baekje Historic Areas protection and management requirements and measures. He recalled that the property components are all designated as Historic Sites under the Korean Cultural Heritage Protection Act of 1962, amended in 2012; as well as by the Special Act on the Preservation and Promotion of Ancient Cities of 2004, amended 2013; and the local government Cultural Heritage Protection Ordinances. The buffer zones are protected under the Cultural Heritage Protection Act up to 500 meters from the boundaries of the property components and under the Cultural Heritage Protection Act, which limits the height of new buildings to 8 meters.

The property is managed by the Baekje Historic Areas Conservation and Management Foundation with input from central, provincial and local authorities, as well as community associations through the Community Council, which in turn co-ordinates three Local Community Councils. The Community Councils set up under the three municipalities of Gongju, Buyeo and Iksan are responsible for conservation and management, utilization and publicity, and coordinating community participation. An overall Conservation and Management Plan for 2015-2019 was developed to integrate all the agencies responsible for the eight components, with the aim of ensuring maintenance of Outstanding Universal Value. This is currently being extended to include an overall tourism management strategy for the property as well as a visitor management plan for each component part.

Dr. Albrecht, University of Bonn, Korean Studies, Germany: "Korean Linguistic Heritage and Computing Problems"

The last presentation on Korean Heritage was made by Dr. Albrecht Huwe, an expert in Computing in Social science, Arts and Humanities. Dr Huwe addressed Hangul Problems in Computing Science. He mentioned that King Sejong established Yin-Yang as the basis of Hangul. According to him, the invention of the Korean language in 1444 was a modern and revolutionary achievement. This language contains the binary method implied in computing. He contended that Yin and Yang can express the whole universe accurately and easily. It is a total system, especially for artificial intelligence software. The Korea linguistic heritage can therefore help explain the artificial intelligence world. This is a research area that is worth exploring.

Dr. Inaba Nobuko, Professor of World Heritage Studies Program at Tsukuba University, Japan; Member of the Executive Committee - International Council on Monuments and Sites; Member - Japanese National Commission for UNESCO; and Member of the Executive Committee - ICOMOS Japan: "The public involvement in the 41st Session of the World Heritage Committee in Krakow, Poland"

Dr Nabuko addressed the Workshop participants very briefly. She essentially accounted for the new measures by the World Heritage Committee to include the public and communities in the process.

The 41st Session of the World Heritage Committee in Krakow, Poland, from 2 to 12 July 2017 was an example of the community turn taken by the Committee. Although the Committee consists of representatives from just 21 of the States Parties to the Convention Concerning the Protection of the World Cultural and Natural Heritage, elected by the General Assembly of States Parties, a total of 3009 people participated in the 41st Session, of which 1973 were guests (including 1615 delegates from 126 countries), and 1036 were from the organizer and service. It should also be mentioned that 53 side events (including lectures, exhibitions, cultural events and concerts) from 15 countries were organized along the Session.

During the formal Session, civil society organizations were allowed to ask questions and contribute the proceedings of the Committee, whether to consider requests for the inscription of new sites on UNESCO's World Heritage List, or to examine the state of conservation of sites already inscribed on the List, or to discuss other issues concerning the implementation of the World Heritage Convention. This new trend of community-oriented session should be sustained for future Sessions.

Dr. Hee Sook Lee-Niinioja, ICOMOS-ICICH International Committee on Intangible Cultural Heritage), and International Press Center, Finland : "Better Understanding of Inter-religious and Intercultural UNESCO Heritages and Ethical Writings“

Dr. Lee-Niinioja first reminded the participants that to be included on the World Heritage List, sites must be of outstanding universal value and meet at least one out of ten selection criteria:

i. to represent a masterpiece of human creative genius;
ii. to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design;
iii. to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;
iv. to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history;
v. to be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change.
vi. to be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance. (The Committee considers that this criterion should preferably be used in conjunction with other criteria);
vii. to contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance;
viii. to be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features;
ix. to be outstanding examples representing significant on-going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals;
x. to contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation.

These criteria are explained in the Operational Guidelines for the Implementation of the World Heritage Convention, which is the main working tool on World Heritage. The criteria are regularly revised by the Committee to reflect the evolution of the World Heritage concept itself. They can guide the journalists in monitoring the integrity and authenticity of World Heritage sites.

To report on World Heritage issues and Historical Cities, Dr. Lee-Niinioja suggested that journalists take an ethical approach and apply the Five Core Principles of Journalim, as proposed by the Ethical Journalism Network (EJN). EJN is a registered UK charity, and a coalition of more than 60 groups of journalists, editors, press owners, and media support groups from across the world. The Five Core Principles of Journalism that can be applied to Historical Cities reporting are (EJN explains):

> Truth and Accuracy
> Journalists cannot always guarantee 'truth', but getting the facts right is the cardinal principle of journalism. We should always strive for accuracy, give all the relevant facts we have and ensure that they have been checked. When we cannot corroborate information, we should say so.

Independence
Journalists must be independent voices; we should not act, formally or informally, on behalf of special interests whether political, corporate or cultural. We should declare to our editors – or the audience – any of our political affiliations, financial arrangements or other personal information that might constitute a conflict of interest.

Fairness and Impartiality
Most stories have at least two sides. While there is no obligation to present every side in every piece, stories should be balanced and add context. Objectivity is not always possible, and may not always be desirable (in the face for example of brutality or inhumanity), but impartial reporting builds trust and confidence.

Humanity
Journalists should do no harm. What we publish or broadcast may be hurtful, but we should be aware of the impact of our words and images on the lives of others.

Accountability
A sure sign of professionalism and responsible journalism is the ability to hold ourselves accountable. When we commit errors we must correct them and our expressions of regret must be sincere not cynical. We listen to the concerns of our audience. We may not change what readers write or say but we will always provide remedies when we are unfair

(See the Core Principles online: https://ethicaljournalismnetwork.org/who-we-are/5-principles-of-journalism)

Dr. Hee Sook Lee-Niinioja applied these principles to reporting on four culture sensitive European World Heritage: Cordoba (Spain), Sicily (Italy), and Weimar (Germany).

1. The Historic Centre of Cordoba (extension of the Mosque of Cordoba)
Cordoba, Spain. UNESCO Inscription 1984/1994

Cordoba's period of greatest glory began in the 8th century after the Moorish conquest, when some 300 mosques and innumerable palaces and public buildings were built to rival the splendours of Constantinople, Damascus and Baghdad.

In the 13th century, under Ferdinand III, the Saint, Cordoba's Great Mosque was turned into a cathedral and new defensive structures, particularly the Alcázar de los Reyes Cristianos and the Torre Fortaleza de la Calahorra, were erected. Cordoba was listed according to four World Heritage selection criteria:

Criterion (i): The Great Mosque of Cordoba, with its dimensions and the boldness of its interior elevation, which were never imitated, make it a unique artistic creation.

Criterion (ii): Despite its uniqueness, the mosque of Cordoba has exercised a considerable influence on western Muslim art from the 8th century. It influenced as well the development of "Neo-Moresque" styles of the 19th century.

> Criterion (iii): The Historic Centre of Córdoba is the highly relevant testimony to the Caliphate of Cordoba (929-1031): this city - which, it is said, enclosed 300 mosques and innumerable palaces - [was] the rival of Constantinople and Baghdad.
>
> Criterion (iv): It is an outstanding example of the religious architecture of Islam.

Dr. Hee Sook Lee-Niinioja gave an example of how a reporter can introduce Córdoba:

> One building alone is enough to put Córdoba high on any traveler's itinerary: the mesmerizing multiarched Mezquita. One of the world's greatest Islamic buildings, it's a symbol of the worldly and sophisticated Islamic culture that flourished here more than a millennium ago when Córdoba was the capital of Islamic Spain, and Western Europe's biggest and most cultured city. Once here, you'll find there's much more to this city: Córdoba is a great place for exploring on foot or by bicycle, staying and eating well in old buildings centered on verdant patios, diving into old wine bars, and feeling millennia of history at every turn.
>
> This example can be seen online:
> https://www.lonelyplanet.com/spain/andalucia/cordoba/introduction

2. The Arab-Norman Palermo and the Cathedral Churches of Monreale and Cefalu of Sicily, Italy

These properties were listed in 2015, according to the following criteria:

> Criterion (ii): Arab-Norman Palermo and the Cathedral Churches of Cefalù and Monreale bears witness to a particular political and cultural condition characterized by the fruitful coexistence of people of different origins (Muslim, Byzantine, Latin, Jewish, Lombard, and French). This interchange generated a conscious and unique combination of elements derived from the architectural and artistic techniques of Byzantine, Islamic, and Western traditions. This new style contributed to the developments in the architecture of the Tyrrhenian side of southern Italy and spread widely throughout the medieval Mediterranean region.
>
> Criterion (iv): Arab-Norman Palermo and the Cathedral Churches of Cefalù and Monreale is an outstanding example of stylistic synthesis that created new spatial, constructive, and decorative concepts through the innovative and coherent re-elaboration of elements from different cultures.

Dr. Hee Sook Lee-Niinioja gave an example of what news articles on Arab-Norman Palermo and the Cathedral Churches of Cefalù and Monreale look like:

> Located on the northern coast of Sicily, Arab-Norman Palermo includes a series of nine civil and religious structures dating from the era of the Norman kingdom of Sicily (1130-1194): two palaces, three churches, a cathedral, a bridge, as well as the cathedrals of Cefalú and Monreale.

> Collectively, they are an example of a social-cultural syncretism between Western, Islamic and Byzantine cultures on the island which gave rise to new concepts of space, structure and decoration. They also bear testimony to the fruitful coexistence of people of different origins and religions (Muslim, Byzantine, Latin, Jewish, Lombard and French).
>
> The Monreale Cathedral represents one of the most solemn monuments of the Norman architecture, mature product of the Sicilian eclecticism of the XII century. The whole monumental complex, constituted of the church, of the Benedictine monastery and of the royal palace, was built for the will of the king William II (1166-1189).
>
> The plan, as the great Romanesque cluniac cathedrals, outline sticks the model of the Cathedral of Cefalù, but it differs for the volumetric development of the sanctuary, where transept and apses, having the same length, form an only great centralizing body, replying the solution already adopted in the Palatine Chapel of Palermo. Such solution derives from the mixture between the Latin basilical typology (of Montecassino) and that of the Byzantine central church with three apses.

3. Classical Weimar (Germany), UNESCO Inscription 1998

In the late 18th and early 19th centuries the small Thuringian town of Weimar witnessed a remarkable cultural flowering, attracting to it many writers and scholars, notably Goethe and Schiller. This development is reflected in the high quality of many of its buildings and of the parks in the surrounding area.

Weimar was listed according to two criteria:

> Criterion (iii): The high artistic quality of the public and private buildings and parks in and around the town testify to the remarkable cultural flowering of the Weimar Classical Period.
>
> Criterion (vi): Enlightened ducal patronage attracted many of the leading writers and thinkers in Germany, such as Goethe, Schiller, and Herder to Weimar in the late 18th and early 19th century, making it the cultural center of the Europe of the day.

Dr. Hee Sook Lee-Niinioja ended her presentation with an example of how to introduce this historical city:

> Historical epicentre of the German Enlightenment, Weimar is an essential stop for anyone with a passion for German history and culture. A pantheon of intellectual and creative giants lived and worked here: Goethe, Schiller, Bach, Cranach, Liszt, Nietzsche, Gropius, Herder, Feininger, Kandinsky… the list goes on. You'll see them memorialised on the streets and in museums across town. In summer, Weimar's many parks and gardens lend themselves to quiet contemplation of the town's intellectual and cultural onslaught, or to taking a break from it.

Weimar is also the place where, post WWI, the constitution of the German Reich, known by historians as the Weimar Republic (1919–1933), was drafted, though there are few reminders of this historical moment. Nearby, the ghostly ruins of the Buchenwald concentration camp provide haunting evidence of the terrors of the subsequent Nazi regime.

It's a 20-minute walk south of Weimar station to the start of the historic centre at Goetheplatz.

Lessons learned from the Journalists' Workshop

It is expected that the journalists who participated in the Journalists' Workshop of Gyeongju 2017:

- acquire or enhance their knowledge and skills in the matter of World Heritage;
- gain a stronger knowledge and appreciation of the work done by the cities for the implementation of international conventions and charters on World Heritage and historic cities;
- can question the linkage between public policies and research done by academics and experts;
- can raise people's awareness of heritage values and their protection;
- can help engage local communities in efforts to protect and promote heritage as a precious resource for development;
- can also improve their own reporting and writing skills as to World Heritage cities issues.

III. WORKSHOP PROGRAM

Monday, October 30, 2017	
	• Participants' arrival • Registration and accreditation of participants • Informal meeting to "get to know each other" and presentations • Welcome cocktail reception
Tuesday, October 31, 2017	
8:30 a.m.	Departure from the hotel for the Convention Centre
09:00-09:30 a.m	Inauguration of the Forum • Master ceremony (Jion Kim, New York University) • Prof. Charles Moumouni, Université Laval (Quebec, Canada) • Mr. Yangsik Choi, The Mayor of Gyeongju • Mr. Denis Ricard, Secretary General of the OWHC • The Regional Coordinator of OWHC (Presentation of the Congress program)

09:30-10:00 a.m.	Introduction - Newsworthiness, media social responsibility and reporting on World Heritage issues • Prof. Charles Moumouni, Laval University
10:00-10:15 a.m.	Coffee break
10:15-10:45 p.m.	What the journalists should know and public expect from the UNESCO Conventions in the fields of heritage protection and cultural or artistic expressions • Dr. Ana Pereira Roders, Eindhoven University of Technology, Netherlands
10:45-11:00 p.m.	Round table of participants' home country experience
11:00-12:00 p.m.	The Outstanding Universal Value (OUV) of World Heritage Cities: • Gyeongju Historic Areas - Dr. Moohyun Choi, Gyeongju University • Baekjae Historic Areas - Dr. Jongho Choi, Korea National University of Cultural Heritage • "Korean Linguistic Heritage and Computing Problems« - Dr. Albrecht, University of Bonn, Korean Studies, Germany
12:00-12:30 p.m.	The Role of the Media in Reports on the State of Conservation (SoC) of Properties, Monitoring Mechanism, Inscription on the List of World Heritage in Danger, and Withdrawal from the World Heritage List. • Dr. Inaba Nobuko, Tsukuba University, Japan
12:30-13:00 p.m.	Round table of participants' home country experience
13:00-14:30 p.m.	Lunch
14:30-15:00 p.m.	Journalistic ethics in cultural heritage interpretations and writing, particularly on different religions • Dr. Heesuk Lee, ICOMOS-ICICH, International Press Center (Finland)
15:00 – 15:30 p.m.	Concluding Session

Scientific Committee

The Scientific Committee of the 14th World Congress of the Organization of World Heritage Cities is composed of eight people, members of the OWHC.

Those members were selected for their distinctive but complementary expertises and experiences related to World Heritage and the involvement of local communities. Coming from all around the world, their cultural and geographical diversity allow a broad and plural understanding of what kind of tools can to be used in order to involve the local communities.

The role of this committee is to:

- Write the scientific program
- Select the keynote speakers and the speakers
- Select the contributions
- Validate the scientific conclusions

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Programs' Administrator at the OWHC
Head of the Scientific Committee

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Deputy Mayor of the city of Angra do Heroísmo (Portugal)

Mr. Geoffroy Coomans de Brachène
Alderman of Urban Planning and Heritage of the City of Brussels (Belgium)

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Architect
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Mr. Matthias Ripp
World Heritage Coordinator of the City of Regensburg (Germany)
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We also warmly thank the experts who contributed by giving their time and expertise to this congress:

Prof. Richard Mackay
Moderator of the Scientific Day
Speaker and moderator at the Mayors' Workshop
Founder and « Director of possibilities » at Mackay Strategic

M. Ivan Oliveira
Cameraman of the Scientific Day, the Mayors' Workshop and Experts' Workshop

Dr. Aylin Orbasli
Speaker and moderator of the Mayors' Workshop
Reader and Reader Associate at the School of Architecture of the Oxford Brookes University

Dr. Ana Pereira Roders
Speaker and moderator of the Mayors' Workshop
Associate Professor in Heritage and Sustainability at the Eindhoven University of Technology

Ms. Ilaria Rosetti
Speaker and rapporteur for the Mayors' Workshop

Prof. Michael Turner
Keynote speaker for the Scientific Day
UNESCO Chairholder in Urban Design and Conservation Studies at the Bezalel Academy of Arts and Design, Jerusalem

Dr. Arch. Gerardo Corres Tenorio
Moderator of the Mayors' Workshop

Ms. Hae Un Rii
Moderator of the Mayors' Workshop
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Organizing committee

The organizing committee of the 14th World Congress of the OWHC was composed of the members of the General Secretariat of the OWHC, of the city of Gyeongju and the IOCONVEX company specialised in conferences organization.

Mr. Denis Ricard
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Deputy Secretary General
Head of the organizing comiittee

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Mr. Jahyun Jang
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Pictures and designs Gyeongju's municipality

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Note to the readers

The opinions expressed in those proceedings are only those of the authors.

When it was possible to do so, a translated version of the text was provided for wider dissemination of the debates and knowledge.

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