

ACTIVITY REPORT 2020



WE ARE WORLD HERITAGE

NOUS SOMMES LE PATRIMOINE MONDIAL

WE ZIJN WERELDERFGOED

WIR SIND WELTERBE

VI ÄR VÄRLDSARV

OLEMME MAAILMANPERINTÖ

JESTEŚMY ŚWIATOWYM DZIEDZICTWEM

MES ESAME PASAULIO PAVELDAS

MĒS ESAM PASAULES MANTOJUMS

LAYOUT: KAREN BLUME | WWW.KAREN-BLUME.DE

ILLUSTRATION: FLORIAN HAUER | WWW.BOGATZKI-INC.COM

EDITED BY

Monika Göttler
Matthias Ripp



OVPM . OWHC . OCPM

Regional Secretariat
Northwest Europe and North America

A special year

OUR WORK IN 2020



A special year with unprecedented effects on our daily work and on life and tourism in our Heritage Cities needs special reflection. The results and long-term inflections of the COVID pandemic will accompany our future work and do challenge us every single day.

International networking and meetings on a global scale came to a complete standstill and we miss conferences and personal encounter with colleagues from institutions and partner cities. Projects like the "Young Travelling Scholarship" had to be cancelled, our Regional Conference in Luxembourg - first postponed in hope of a

fast recovery - then was adapted to a shortened digital version. Nevertheless, we were able to accomplish several projects for our member cities and the OWHC network. We would like to give you an overview on publications we edited, on workshops and meetings - all possible only through flexible solutions and cooperation with all our wonderful partners in the OWHC network.

And of course it is only with the help of many hands and creative minds in our member cities that we can realize our work - thank you!

Monika Göttler

Matthias Ripp

The City of Regensburg in Germany is proud to host the Regional Secretariat for Northwest Europe and North America of the OWHC (Organization of World Heritage Cities) since December 2011.

With 24 active member cities in good standing, the region is a strong stakeholder within the OWHC. It unites small cities in rural areas as well as major capital cities on two continents - but they all share one distinctive feature: they all hold UNESCO World Heritage status. The common goals of preservation of our cultural heritage for future generations as well as the awareness raising and knowledge transfer build the foundation of our diverse network.

We would like to thank especially the General Secretariat in Québec for constant support and a creative cooperation for the benefit of our members and the OWHC in general.



OWHC GRANTS - WORKSHOP IN BAKU

Under the OWHC Grants program, Matthias Ripp offered in his function as Regional Coordinator support for the City of Baku/Icherisheher. A 3-day training class on the topic of "Visitor engagement and Storytelling" especially for professionals in the local museum and heritage management was offered **11-13th February 2020**. All participants had fun and profited from the peer training through an OWHC colleague and expert in cultural heritage management.



YOUNG TRAVELLING SCHOLARSHIP - EXHIBITION IN REGENSBURG



The output of our 2019 Young Travelling Scholars was presented in a curated exhibition in the Regensburg World Heritage Visitor Centre in **February/March 2020** until the lockdown forced an early closing. Our seven teams produced a variety of creative reflections on their travels in form of drawings, posters, a video production and tiny art collections.



WORLD HERITAGE RECIPES IN GERMAN EDITION

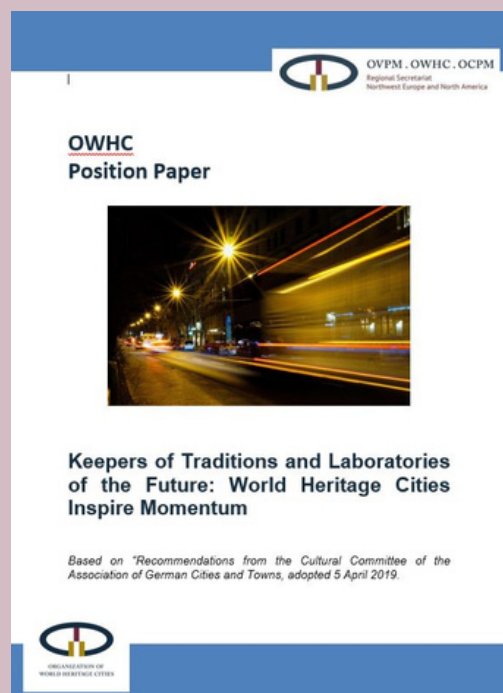
Our main regional promotional tool, the Recipe Book of 2019, was further promoted and translated into a German edition. The booklet was printed by several member cities already and used for local promotion. All our members are invited to profit from this very attractive free publication in order to promote our international network on a local level. Both versions, the English as well as German edition, are available as print files for free.

[Link to download the print files](#)

NEW POSITION PAPER RELEASED

Based on Recommendations from the Cultural Committee of the Association of German Cities and Towns (first edited in German), a detailed position paper under the title “Keepers of Traditions and Laboratories of the Future: World Heritage Cities Inspire Momentum” was edited in 2020 together with General Secretariat of the OWHC. It tackles the challenges and gives new impulses for sustainable management in cultural heritage cities.

[Find the complete paper as PDF here](#)



SUSTAINABLE TOURISM GUIDELINES

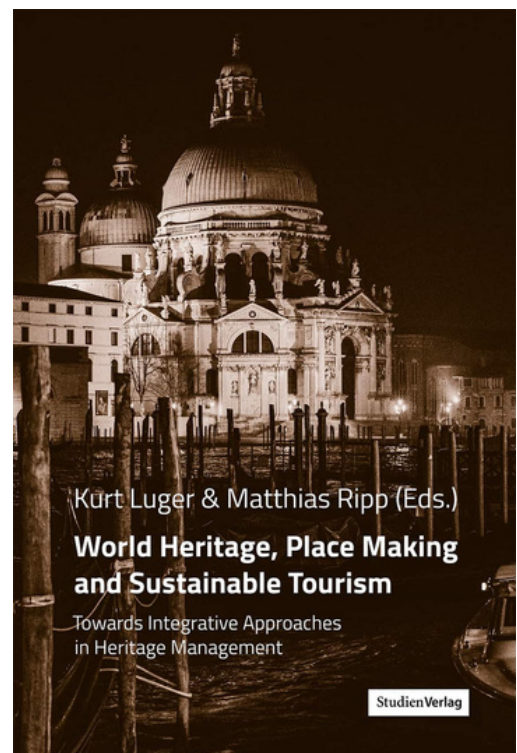
Edited together with Brian Smith, Secretary General of Heritage Europe, an updated version of the Sustainable Tourism Guidelines, linked to Covid19-situation was published in July 2020. It is an article in the book with Kurt Luger and edited as a pre-print release. The article so far experiences high resonance and is well-received within the heritage management community on an international level and is also available on the OWHC website as a download edition.

[Your PDF version](#)



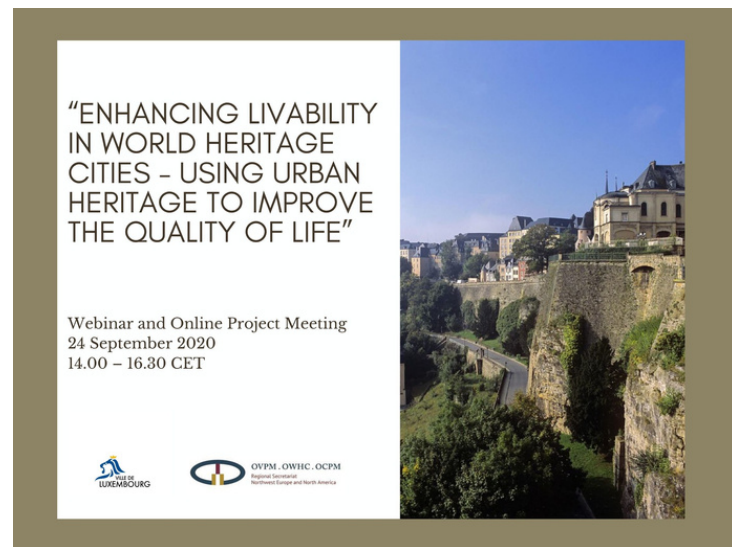
NEW BOOK: “WORLD HERITAGE, PLACE MAKING AND SUSTAINABLE TOURISM”

Together with our scientific advisor for the Amsterdam Regional Conference in 2018, Professor Kurt Luger from Salzburg University, we published a book which is focusing on practice examples and experiences from World Heritage Cities when it comes to facing the dilemma of a healthy urban planning and sustainable tourism development in the times of overtourism. Articles from and about our member cities San Antonio, Visby, Berlin and Regensburg were integrated. The first print version was published in December 2020 with StudienVerlag/ Austria.



REGIONAL MEETING AND WEBINAR

The Regional Secretariat Northwest Europe and North America has decided in accordance with the host city Luxembourg to postpone the 2020 Regional Conference due to the COVID 19-pandemic restrictions. As a substitute and preparation for the topic of the World Congress, it was decided to offer instead a webinar and online meeting on 24 September 2020 for regional members as well as other interested partners in heritage management.

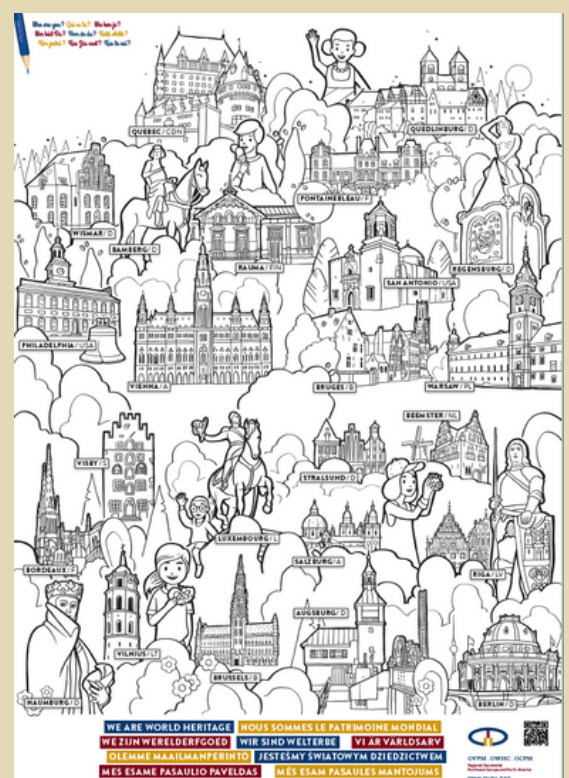


Following the introductory presentation by Professor Christer Gustafsson from Uppsala University, we were able to discuss with more than 50 participants and get the member cities' input in an online poll. Based on the results, we will focus our further work and preparation for the World Congress on the points ATTRACTIVENESS and CULTURAL DIVERSITY in WH cities.

A short regional meeting for members in good standing was held after the webinar and offered a chance to discuss the projects of 2020 and further plans as well as financial standing of the Regional Secretariat.

COLORING POSTER FOR KIDS

Our latest project for our member cities was the creation of a valuable product for promotion within a younger age group: our coloring poster for kids. It shows all our member cities with distinctive landmarks or monuments, funny statues and famous buildings. A graphic artist from Regensburg who is father of 3 younger children made a wonderful large-size poster that can be downloaded and also printed for promotion in each city.



[Find all versions for download here](#)