



Organisation des villes du patrimoine mondial
Organization of World Heritage Cities
Organización de las Ciudades del Patrimonio Mundial
Organização das Cidades do Património Mundial
منظمة مدن التراث العالمي



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ORGANIZATION OF WORLD HERITAGE CITIES

Report of Activities 2012-2013

Regional Secretariat Northwest Europe

Regensburg 2013

Since December 2011, the OWHC General Secretariat has trusted the City of Regensburg to take the helm of the Regional Secretariat Northwest Europe, following thus the City of Bergen (Norway).

Driven by an ambitious policy of development, the Regional Secretariat has met its commitments through a working programme based on integrated actions. This agenda helped to reach the objective of increasing the communication about the importance of being an OWHC member on one hand, and to strengthen the secretariat's role at a regional level on the other hand. The first success was made quite quickly and that results in a growing membership. Indeed, the Regional Secretariat Northwest Europe welcomed three new members in good standing, which are Vienna (Austria), Warsaw (Poland) and Český Krumlov (Czech Republic).

The City of Regensburg has defined and proposed four different initiative orientations concerning the activities undertaken within the Regional Secretariat, which are:

- Communication initiative
- Strategic initiative
- Solidarity initiative
- Expertise initiative

During this one-year-and-a-half engagement, all the actions carried out have followed one of the previously named initiatives.

Communication initiative

The baseline of the communication orientation is to increase the visibility of the OWHC, the Regional Secretariat and their activities. This initiative deals with an external communication for the valorisation and dissemination of the activities of the OWHC and the Regional Secretariat towards the general public and also towards World Heritage Cities, which are likely to become a member of the OWHC Regional Secretariat. Moreover, the communication initiative includes the internal communication. It aims to facilitate the work together between the members of the Regional Secretariat.

The first outputs of this year and a half were an exhibition, called “OWHC and the Northwest Europe Region”, and the publication of a brochure presenting the OWHC, the Regional Secretariat and the member cities.



Exhibition

The roaming of the exhibition is its originality. It strengthens relationships between the World Heritage Cities members of the Regional Secretariat and allows also to communicate about the OWHC to a wide public. The exhibition consists of 19 roll-ups, 4 about the OWHC and its activities and 15 about the cities members in good standing of the Regional Secretariat. The exhibition has already stopped off in four cities (Bath, Beemster, Luxembourg and Regensburg) and will continue its itinerary until December. A warm welcome has surrounded the exhibition in a general way.

Brochure

The brochure takes over through 35 pages the content of the exhibition in a smaller and easier-to-disseminate format. This publication is distributed amongst others during visits, events, etc.

Website

The revision, optimization and enhancement of the OWHC website and the incorporation of web pages about the Regional Secretariats were carried out at the initiative of Regensburg. The aim was to use the digital technologies to reach a wider public and to highlight the activities of the Regional Secretariats.

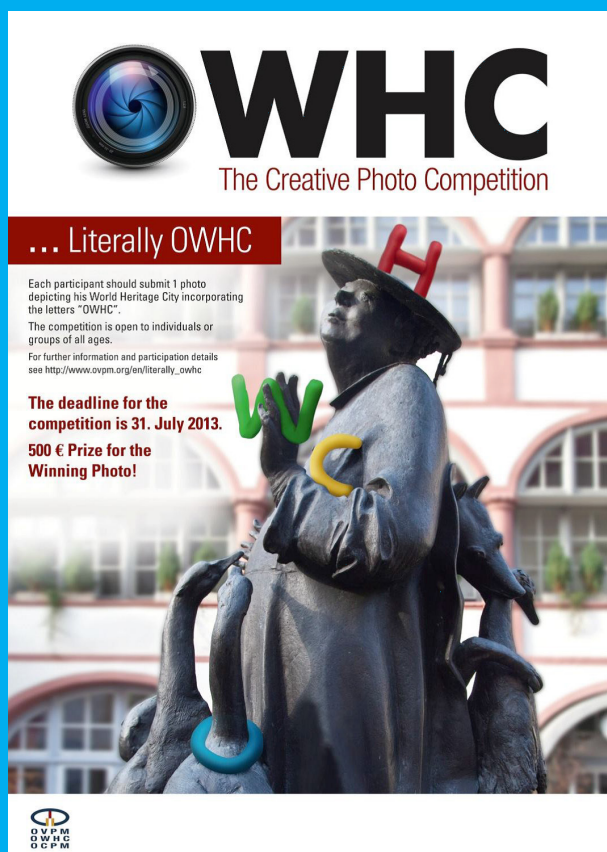
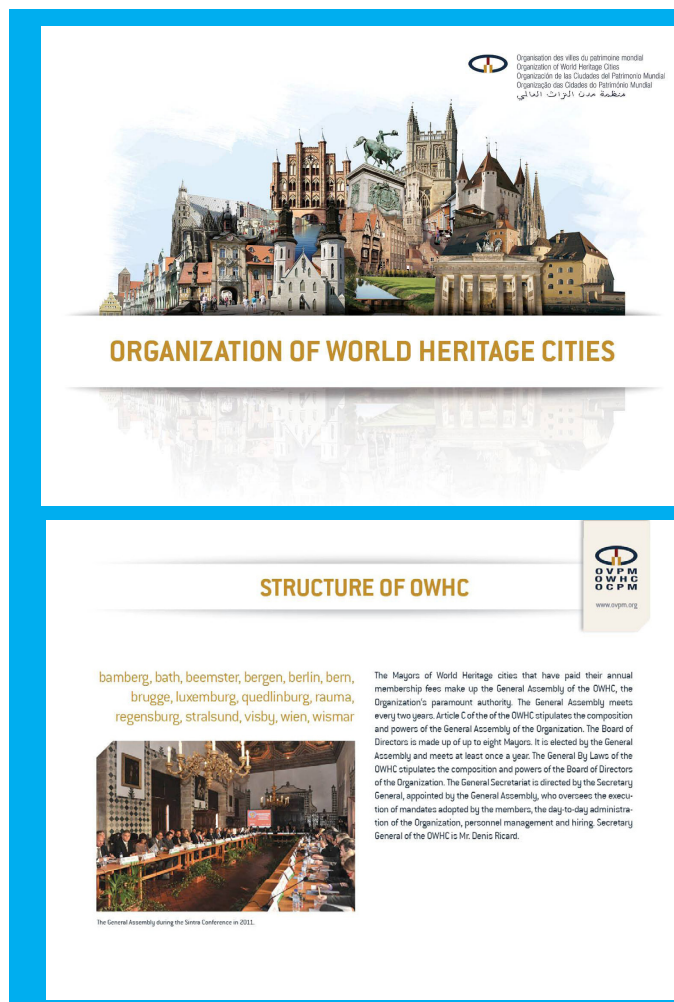


Photo competition

Called "Literally OWHC", the photo competition is a joint initiative within the Regional Secretariat Northwest Europe. It was opened until the end of July to the whole of member cities' inhabitants.

Video production

The Regional Secretariat Northwest Europe started the production of a film, which will promote the OWHC's activities and the member cities. The video, which targets younger people, is a tool of representation as well as education.

OWHC: Vier Buchstaben kommen groß raus

KULTUR Das Welterbe-Büro wirbt für einen Wettbewerb. Fotos setzen das Kürzel des internationalen Netzwerks prägnant in Szene.

REGENSBURG. Das Regensburger Welterbe-Büro ruft zu einem Fotowettbewerb auf. Von 15. Mai bis 31. Juli sind prägnante Ideen von Regensburgern gefragt, um ein sperriges Kürzel witzig, prägnant und preiswürdig in Szene zu setzen. Die vier Buchstaben OWHC stehen für die Organisation der Welterbestädte (Organisation of World Heritage Cities).

Das Anliegen des Netzwerks, Weltbestandteile zu erhalten und weiter zu entwickeln, ist populär – aber das Kürzel kennen nur wenige Menschen. Der Foto-Wettbewerb soll helfen, die Organisation bekannter zu machen und ins Bewusstsein zu rücken, sagt Matthias Ripp, Chef des Regensburger Welterbe-Büros im Planungsreferat.

Die Fotos müssen zwei Kriterien erfüllen: Sie müssen ein charakteristisches Motiv aus dem Regensburger

Welterbe zeigen und die Buchstaben OWHC abbilden. Der Fantasie sind keine Grenzen gesetzt: „Die Buchstaben können aus Papier geschnitten, aus Holz gesägt, mit Donaukieseln gelegt oder mit den Fingern geformt werden“, so Ripp. „Haupt-sache, die Idee ist originell und ansprechend umgesetzt.“

Das Regensburger Büro hatte die Idee zu dem Wettbewerb unter dem Titel „buchstäblich OWHC“ (OWHC: literally) entwickelt und bei der Zentrale eingereicht. Die Organisation gab dem Vorschlag den Zuschlag – und gewährte 7000 Euro für die Umset-

zung des Projekts. Jeder Bürger aus Regensburg und Umgebung kann Foto-Vorschläge einreichen, ob als Einzelperson oder Gruppe. Es gilt keine Altersbeschränkung. „Ziel ist es, dass sich die Teilnehmer mit ihrer Welterbestadt auseinandersetzen“, erläutert Ripp.

Das beste Regensburger Foto wird mit 500 Euro prämiert und nimmt an der Endauswahl der Siegerbilder in Quebec teil, bei der die ausgerechneten Einsendungen aus allen Welterbestädten dann auf internationaler Ebene juriiert werden. Das Foto,

Die Figur vom Brunnen im Bischofs-hof als OWHC-Botschafter: ein Beispiel, wie Beiträge zum Foto-wettbewerb aussehen könnten.

Foto: Agentur Bauer/Stadt

das im Finale in Kanada gewinnt, wird künftig auf allen OWHC-Publikationen weltweit zu sehen sein.

Die Organisation der Welterbestädte wurde 1993 in Fez, Marokko, gegründet. Ziele des Städtenetzwerks sind die Umsetzung der Unesco-Welterbekonvention und die Förderung der Zusammenarbeit von Welterbestädten. Der Austausch von Informationen und Fachwissen im Bereich Denkmalpflege und Kulturerbe-Management macht ein wichtiges Arbeitsfeld aus.

Darüber sind 239 Städte aus fünf Kontinenten Mitglied der OWHC. Das Netzwerk hat seine Zentrale in Quebec und wird über sieben Regionalbüros vor Ort verwaltet. Die Büros sind zuständig für die Regionen Afrika und Mittlerer Osten, Ostafrika, Zentral- und Osteuropa, Eurasien, Lateinamerika und Karibik, Nordwesteuropa und Südeuropa. Regensburg ist seit 2011 der Sitz für das Regionalsekretariat Nordwesteuropa.

➔ Fotos für den Wettbewerb kann man von 15. Mai bis 31. Juli online einreichen: www.owhc.org/en/literally_owhc.

Strategic initiative

This orientation is established in the long term and aims to strengthen the position of the Regional Secretariat Northwest Europe within the OWHC network.

Position paper

The strategic initiative is focused on the position paper. A first document was written by the „Deutscher Städtetag“ (the German Association of Cities) and published in April 2013. The paper refers to the World Heritage and its management. A broader version with a European point of view is in progress and will be published within the Regional Secretariat.

Solidarity initiative

With the solidarity initiative, the Regional Secretariat intends to increase the exchange of experience between the member cities and reinforce a certain cohesion.

City-to-city visits

The City of Regensburg organised three city-to-city visits in 2012, with Wien, Wismar and Český Krumlov. Through a tour within the World Heritage Site and a visit in the Visitor Centre, common issues and challenges could be identified and discussed.



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Source: Mittelbayerische Zeitung, 25 April 2013, Page 37

Expertise initiative

This initiative is complementary of the previous one.

Regional Conference, September 2012, Beemster (Netherlands)

During this meeting, the member cities exchanged expertise about the topic “management plan” and they thought about the definition and the identification of the historic urban landscape as well. The exchanges took the shape of lectures and discussions. The participants experimented also the Pecha Kucha format, which was highly appreciated.



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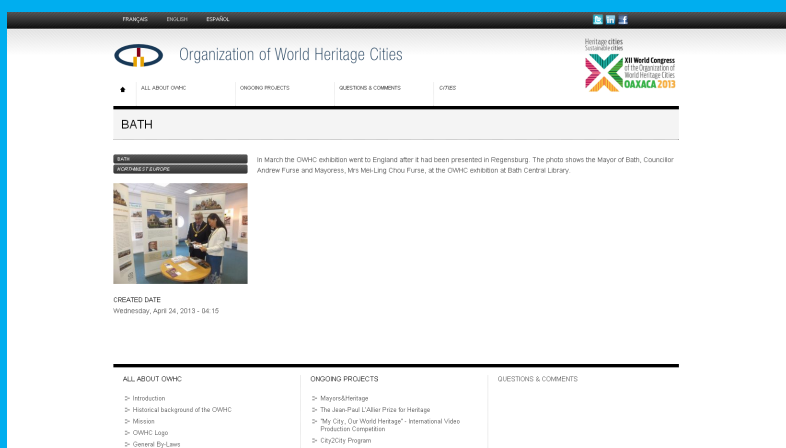


Regional Meeting, April 2013, Regensburg

The Regional Secretariat takes care of involving the digital technologies within the expertise initiative. For instance, the General Secretary of OWHC, Denis Ricard, attended the Regional Meeting in Regensburg with Skype.

Website activities

The optimization of the OWHC website has improved the contact between the member cities of the Regional Secretariat. Indeed, the use of the website as communication tool has increased. The members are active and involved in sharing news, experience and expertise and the website became a kind of exchange platform.





Cities and Heritage Meeting, 22-24 May 2013, Lyon (France)

The Regional Secretary, Matthias Ripp, participated in this conference and presented the role of the inhabitants in the heritage management.

HerMan Project Conference, April 2013, Lublin (Poland)

The activities of the OWHC and the Regional Secretariat were presented during a conference within the EU HerMan Project, in which the City of Regensburg is a partner.



The Regional Secretariat Northwest Europe is very pleased by the positive assessment for the period 2012-2013. It intends to persevere on this path in implementing actions to continue a successful development of the Regional Secretariat within the OWHC network.

Imprint

City of Regensburg
Planning and Building Division
World Heritage Coordination
D.-Martin-Luther-Str. 1
93047 Regensburg

Coordination: Matthias Ripp
Text: Astrid Dumas, Matthias Ripp
Design: Astrid Dumas
Pictures: City of Regensburg