



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



Activity Report 2014-15

OWHC North-West Europe



OWHC Regional Secretariat North-West Europe
City of Regensburg – World Heritage Coordination
welterbe@regensburg.de phone +49 941 507 4617
www.ovpm.org/en/regional_secretariats/northwest_europe

The Regional Secretariat of OWHC for North-West Europe, which has its seat in Regensburg since November 2011, has met the challenges of an ambitious working programme also in the years 2014 and 2015. The main target of the Secretariat's work was to keep steady and close contact with its member cities and the General Secretariat, to inform about the work of OWHC by different means of communication, and to give support and information for external and internal partners through thematic input and scientific approach.

Growing membership numbers give proof of the well-accepted work of the region and OWHC: as new members in good standing, the cities of Amsterdam (Netherlands), Salzburg (Austria), Philadelphia (USA; observer member), Québec (Canada) and Bordeaux (France) could be welcomed in 2014 and 2015.

Four main points of action define the working programme of the Regional Secretariat North-West Europe:

Communication

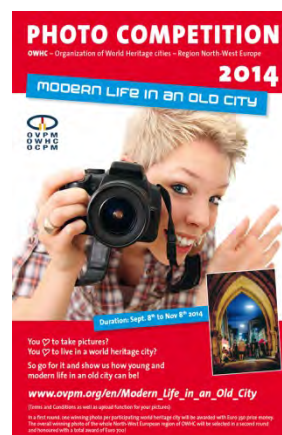
■ Photo Competition 2014 “Modern Life in an Old City”

Held from Sept 8th to Nov 8th 2014, the competition was actively supported in nine member cities of the region. Almost 400 photos in total were submitted on the online platform of the OWHC website under www.ovpm.org/en/Modern_Life_in_an_Old_City, showing a wide variety of perceptions of world heritage in our cities between tradition and up-to-date culture.

Winner photos of each city received the prize money of 350 Euros and went into the second level of the competition. An inter-regional and international jury finally voted for the Warsaw photo as number one overall winner, honoured with 700 Euros.

The Regional Secretariat in Regensburg organized the competition and offered advertising material and press releases.

Photo: Warsaw winning photo, Mr Bartosz Flisek



Communication



■ Photo Competition 2015 “Colours of World Heritage”

A successful concept was repeated according to the wishes of the regional member cities: also in 2015, the Regional Secretariat organized the now already 3rd Photo Competition, this time focussing on the colourful views of our World Heritage Cities.

13 member cities were registering for participation and from Sept. 8th (celebrating the OWHC Foundation Day) until Nov. 15th 2015, more than 600 photos were uploaded on the webpage of the competition.

The local winning photos are awarded with a maximum prize of 500 Euros, and until January 2016, the overall regional winning photo will be chosen by an international OWHC jury.

■ Film Production

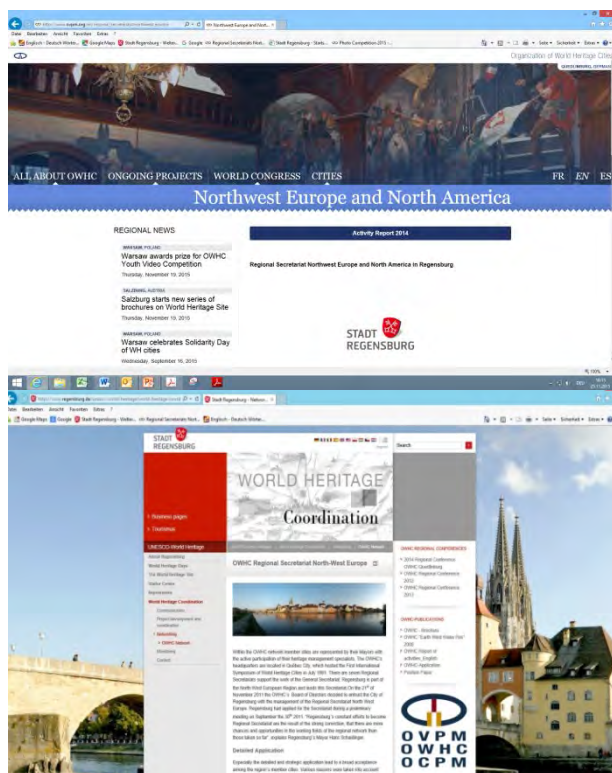
The OWHC film project was successfully finished in July 2015. The video clip was produced as a model project under the Loyalty Reward Programme under patronage of the Regional Secretariat Northwest Europe. After deciding for an agency in the 2014 Regional Conference, the member cities supported the project by supplying photo and film material and revising their clips.

At the XIII. World Congress of OWHC in Arequipa/Peru, the movie was presented to the international audience and found great appreciation. According to the modular concept, the movie systematic offers also other regional secretariats to produce a version with their member cities presented and thus profiting from the overall introduction and final sequences.

Please find the OWHC film online under www.youtube.com/watch?v=PFtc3QwtDJw or as a member on [Vimeo](https://www.vimeo.com/)



Communication



Website

News articles about activities within the North-West European Regional Secretariat were posted regularly under the relevant section on the OWHC website www.ovpm.org/en/regional_secretariats/northwest_europe. The relaunch of the OWHC official website is online since the Arequipa World Congress and offers a much more attractive presentation of the news articles with large banner photos of the member cities.

Also on the webpages of Regensburg, there is an English information on networking and the OWHC Secretariat with news and general information www.regensburg.de/unesco-world-heritage

Exhibition

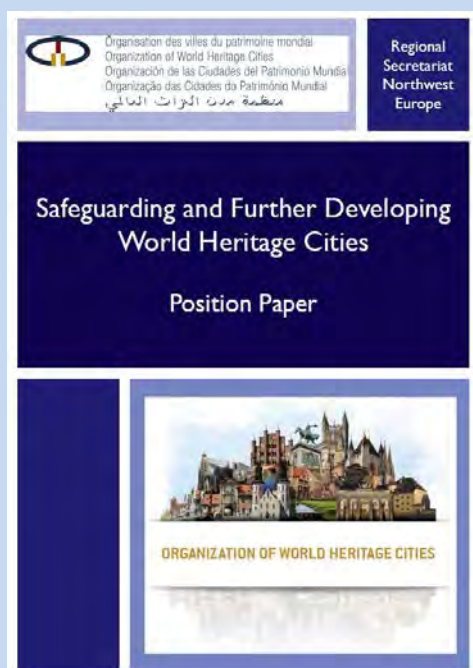
The OWHC exhibition consists of 19 roll-up displays, four of them explaining the OWHC organization and its activities, 15 about the member cities (available in English and German). Also in 2014, the exhibition toured the region and was shown in Bamberg and Quedlinburg (Regional Conference). In 2015, the cities of Potsdam, Stralsund and Wismar were welcoming the OWHC presentation. Given the number of new member cities in good standing, a revision of the exhibition is planned for 2016.

OWHC exhibition in the World Heritage City of Bamberg,
Source: Center World Heritage Bamberg



Strategy

The strategy 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

Based on a document edited by the „Deutscher Städtetag“ (the German Association of Cities) in April 2013, a Position Paper with a European point of view was published within the Regional Secretariat under the English title “Safeguarding and Further Developing World Heritage Cities” and received very positive feedback.

It was given special attention as a news article on the website of the World Heritage Centre in Paris and was used as important thematic input for the daily work of the regional member cities within their administration and to discuss with stakeholders and external partners as well. The Position Paper can be downloaded under www.regensburg.de/unesco-world-heritage/world-heritage-coordination/networking/owhc-network

A reprint was launched in 2015 for further use in scientific sessions and conferences.

■ Strategy paper

In December 2014, the Regional Secretariat edited after the suggestions of the Regional Conference in Quedlinburg a “Proposal for the Enhancement of Benefits for Member cities in OWHC” and send it to the General Secretariat as well as to the Board members. It suggested a new financial standing of the work of the regional secretariats within the OWHC as well as the establishment of a new “Advisory Committee”. The same was inaugurated in 2015 and three regional coordinators are representing all practical aspects of the work in the secretariats.

■ European Cultural Heritage Year 2018

The German National Committee of UNESCO plans together with European Union to proclaim the year 2018 into the Cultural Heritage Year under the title “Shared Heritage”. The regional secretariat was asked to collaborate in the planning period and support the planning group.



Solidarity & Expertise

City-to-City visits

All member cities of the region are invited to share experience and knowledge by the very practical oriented City-to-City visits within the region. The Regional Secretariat offers support with organization and financing.

In 2014, the City of Regensburg welcomed a delegation from Warsaw: Deputy Mayor Michal Olszewski and the representative for UNESCO World Heritage Management in Warsaw, Mrs Anna Zasadzinska, visited in February. The visit included expert interviews as well as excursions on the topics of LED Lighting in a historic city centre and the retail concept of the historic city.

Photo: Deputy Mayor of Warsaw, Michal Olszewski, on excursion with Alfred Helbrich, City of Regensburg



Regional Conference Quedlinburg 2014

The Regional Conference for OWHC in North-West Europe took place in Quedlinburg/Germany from November 13th to 14th 2014 under the title **“Crisis as Opportunity for World Heritage Cities – Resilience”**. 39 participants from 21 different World Heritage Cities took advantage of a lively exchange platform. During nine detailed presentations on the topic of resilience, coming from the members themselves as well as external experts, thematic input and exchange of knowledge was the focus.



Photo: Conference Participants 2014, all rights City of Quedlinburg

The Pecha Kucha session on the second day offered a perfect opportunity for our member cities to present in a condensed and lively manner their achievements or just their city. Especially the new members of 2014, Amsterdam, Philadelphia and Salzburg took advantage of this stage to introduce their city within the organisation. Quedlinburg welcomed all participants on occasion of its 20th anniversary of being awarded with the Cultural World Heritage status. During three guided tours through the old town district with the famous framework buildings, the guests were invited to follow the tracks of local history and learn about the immense preservation efforts.

Please find the complete report as pdf online:

www.ovpm.org/sites/ovpm/files/documents/final_report_web.pdf

Solidarity & Expertise

Regional Meeting in Arequipa/Peru in November 2015

The 2015 Regional Meeting was held during the XIII. World Congress of the OWHC, which took place in Arequipa/Peru. Seven member cities in good standing were represented in the delegates session: Bamberg, Beemster, Québec, Philadelphia, Regensburg, Stralsund and Vienna. Observer cities were Kolding/Denmark, Riga/Latvia, San Antonio/US, and Vilnius/Lithuania.

The attending members voted unanimously for a name change, according to the new membership structure with Philadelphia and Québec being new partners. From November 2015 on, the regional secretariat is named „Northwest Europe and North America“.

Minutes of the meeting had been sent to all member cities in good standing and can be obtained on demand from the Regional Secretariat.



Photo: Delegates Meeting in Arequipa 2015, all rights City of Regensburg

Representation & Cooperation

HerMan

Within the HerMan Project (“Management of Cultural Heritage in the Central Europe Area”) of European Union, which ended December 2014, the OWHC was represented on several occasions. A presentation of the Regional Secretariat’s work had been given at the HerMan Management Course in Regensburg, and also at the Final Conference, held end of November 2014 in Regensburg. Learn more about HerMan under www.herman-project.eu/



Representation & Cooperation

COMUS

Being a European Union and Council of Europe joint project, the OWHC Regional Secretariat supports COMUS (Community-Led Urban Strategies in Historic Towns) as a strategic partner. First structures had been elaborated in 2014, finding ways to get the project started and giving advice on networking and experts in the field of action.

January 1st 2015 was the official start of the project, and the co-operation between OWHC and COMUS will be continued. OWHC will be focusing on finding experts for the projects and serving as communication partner. Please learn more about the content and proceedings of COMUS project on the Council of Europe website

http://www.coe.int/t/dg4/cultureheritage/cooperation/COMUS/default_en.asp

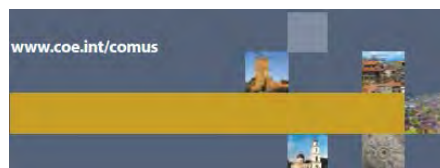
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by the European Union
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COUNCIL OF EUROPE



Implemented
by the Council of Europe



Conferences/Meetings

The Regional Secretariat represented the OWHC on different further occasions throughout the past two years:

- May 2014 - Leuven/Belgium: European Heritage Heads Forum
- July 2014 - Regensburg/Germany: Meeting of the Working Committee of World Heritage Cities in Germany, presidency taken over by Mayor Joachim Wolbergs, Regensburg
- July 2014 - Krakow/Poland: Visegrad Summer School
- September 2014 – Moldavia: COMUS project pre-meeting
- September 2014 - Bukarest/Romania: 2nd Danube Limes Brand Strategy Conference
- October 2014 - Kalmar/Sweden: European Forum for Historic Cities
- January 2015 – Aachen/Germany: Meeting of the Working committee of World Heritage Cities in Germany
- March 2015 – Armenia/Yerevan: COMUS project preparation mission
- May 2015 – Ukraine: COMUS preparation meeting local action
- May 2015 – Sintra: OWHC Advisory Committee
- July 2015 – Bonn/Germany: UNESCO Committee Session Side Event on Resilience
- August 2015 – Ayutthaya/Thailand: OWHC Asia-Pacific Strategic Meeting
- September 2015 – Strasbourg/France: First Meeting of Associations of WH Properties in Europe