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EUROPEAN HERITAGE DAYS

A joint action of the Council of Europe and the European Union
and in cooperation with the Turkish Ministry of Culture and Tourism

THIRD EUROPEAN HERITAGE FORUM

Cultural Heritage, Participation, Prosperity
*Contribution to cohesion and prosperity in today's societies through
sustainable use of heritage resources*

Istanbul, (Turkey), 1- 2 October 2010

REPORT



Ministry of Culture
and Tourism, Turkey



The Third European Heritage Forum was held in Istanbul, Turkey, one of the three European capitals of culture in 2010. The event, a joint Council of Europe and European Union programme, was organised in partnership with the Turkish Ministry of Culture and Tourism and the Istanbul 2010 Agency.

The European Commission supports the Council's heritage events, including the Forum, since 1999. The Third Forum's theme was decided in conjunction with the European Commission's theme for 2010, "Combating poverty and social exclusion". The organising committee had decided to give a positive tone to this complicated and delicate subject, by choosing the title "Cultural Heritage, Participation, Prosperity".

Following a few words by Daniel Therond (Council of Europe) and Sheamus Cassidy (European Commission) on the background of the series of EHD Forums, The Forum presentations were then split into two themes:

- "Involvement in Heritage – a catalyst for participation and social and cultural inclusion"

and

- "The heritage potential - a factor in sustainable development and local regeneration".

1. The morning session:

The morning session discussed **"How involvement in heritage can be a catalyst for participation and social/cultural inclusion"**.

Moderated by Defne Gursoy, the two introductory presentations were delivered by Piet Jaspaert, member of the Board of Europa Nostra and Prof. Nur Akin, Professor of Architecture and President of the Turkish national ICOMOS Committee.

After a summary of the role of Europa Nostra, Piet Jaspaert revisited the "Faro Framework Convention on the Value of Cultural Heritage" and the "European Manifesto for Multiple Cultural Affiliation", both the Council of Europe's reference texts for the third Forum. He explained the link between "heritage communities" and the notion of "common heritage". His presentation then focused on the potential obstacles in achieving the goals as set out by the Faro Convention, the role of civil society as catalysts for a democratic and peaceful society, since cultural heritage builds bridges between cultures and traditions. As an example of how people, governments, authorities and even nature can threaten heritage, he quoted the example of the Italian town of L'Aquila, devastated by an earthquake in 2009, and stressed how the inhabitants fought against the amputation from their common heritage. He also mentioned the Allioni archaeological site threatened to be flooded by the construction of a dam.

Prof. Nur Akin presented the second introductory speech. Mrs. Akin focused on the difficulties experienced during the renovation projects in historical sites of Istanbul. The three sites in question where renovation pre-projects are underway are Neslisah and Hatice Sultan (more commonly known as Sulukule), Fener-Balat, and Tarlabasi. She tackled the difficulties in almost all “renovation areas” in the historical peninsula of Istanbul, which are all found under the label “urban regeneration projects”, namely Süleymaniye, Kapalıçarşı, Yedikule, Yenikapı. She pointed out the dangers of renovation projects’ devastation of the historical fabric and called for more participation by the Turkish civil society in the decision-making process.

Seven case studies followed, which gave a valuable insight for the round tables that followed. Philippe Dujardin and Joseph Bérenguer presented Lyon’s eastern industrial suburb’s transformation project and stressed the importance of citizen participation. They explained the process of mobilisation by the population of eastern Lyon which between 1999 and 2007 first concentrated on bringing public transport and pressuring authorities for the valuation of their area, known as the “Carré de Soie” (Silk Square). The following years, between 2007-2009, the massive collaboration of various associations enabled the site of the TASE (Artificial Textiles of the South East) factory to be saved. This success story was followed by two cases illustrating the topic of cultural heritage and post-conflict situations. Carsten Paludan-Muller, Director of the Norwegian Institute for Cultural Research stressed the importance of acknowledging that the meaning of heritage objects and assets is not the same for different people. It requires a serious effort of working on memory and work on the perception of the nearest “other”. He then gave three examples, one in Nicosia, Cyprus, divided after the Turkish invasion of the north of the island, another in Guernica, Spain, and more recently a Turkish-Armenian project on the rehabilitation of an Armenian fountain in Habab, Turkey. Karl-Siegbert Rehberg, Professor of Sociology at the Technical University of Dresden in Germany presented the case of the *Frauenkirche*, an example of the baroque centre of the city, destroyed at the end of WWII. Prof. Rehberg presented its rehabilitation, or rather, its reconstruction in 2005. He explained how the reconstruction of identities after a conflict can alter the symbolic meaning of cultural heritage assets, emphasising dangerous experiences, such as the hijacking of such strong symbols by extremist groups.

Two ongoing cultural heritage projects especially appealing to younger generations were then presented. The first was the FatzaDa project in Brasov and Bucharest in Romania, presented by Dan Oprea, and the second was the “1001 stories” Internet site on cultural heritage as described by ordinary people, presented by Mette Bom of Denmark. European Deputy Cristina Gutierrez-Cortines presented the restoration of the old Roman Theatre as a success story for the use of cultural heritage projects as a change factor. She stressed that the protection of historical and cultural heritage necessitates a change in the way we perceive our cultural values. She also stressed that we need policies and political will to support conservation, professional education and training, as well as the development of new techniques for rehabilitation, communication and building awareness. Korhan Gumus, from the Istanbul 2010 Agency, presented the last case study. Mr. Gumus gave valuable insight on the difficulties around the creation of common heritage values, through various projects in Istanbul, namely the Theodosian walls and the impact of the Marmaray Rail Tube Tunnel and the Bosphorus transition tunnel project for motor vehicles on heritage impact. His role as both an expert in the 2010 Agency and an actor in civil society participation in such projects gave valuable

leads on problems encountered when official bodies and decision-makers fail to involve larger publics in heritage projects.

The morning session ended with round table discussions. The ten tables were organised in line with six main subjects and the three working languages of the Forum: English, French and Turkish. A record of the Round Table discussions of the morning session, reflecting the main points raised, appears in Appendix 1.

2) The afternoon session:

The afternoon session discussed **“The heritage potential - a factor in sustainable development and local regeneration”**.

Moderated by Prof. Ahmet Insel, the three introductory presentations were delivered by Donovan Rypkema, President of Heritage Studies International (Washington DC), Prof. Xavier Greffe, Economics Professor at the Sorbonne University (Paris), emphasising the economic valuation and sustainable development of cultural heritage and Guido Licciardi, Professional Officer at the World Bank.

Mr Rypkema concentrated on how heritage can create economic stimulus and thus prosperity and local regeneration. He described the heritage potential as a mix of environmental, economic and social/cultural responsibility. Whilst economic responsibility can be attained through local regeneration, social and cultural responsibility can only be achieved through participation. He also stressed the importance of sustainable development in heritage communities, which allow future generations to define their own needs. He exposed the advantages of heritage conservation on small businesses and as a solution to economic recession.

Prof. Xavier Greffe, one of the prominent researchers in cultural economy began by an overview of the perception of “benefits of heritage” over the last 50 years, emphasising how tourism became the “philosopher’s stone” of heritage conservation. He then explained the dangers of this generalisation: irreversible environmental deterioration due to large tourist flows, the discrepancy between revenues generated by tourism (more earnings by the countries of origin of the tourists than the country hosting the heritage site)... He demonstrated how the debate on heritage thus met with that on sustainable development, pointing out that if the three aspects of development—economic, social and environmental—were not developed simultaneously, this would lead to serious blockages in the sustainability of cultural heritage.

Guido Licciardi of the World Bank then presented the bank’s “Historic cities and cultural heritage initiative”. Six important points can be recalled: Culture and sustainable development go hand in hand, thus the WB underlines the importance of historic city regeneration and cultural heritage conservation as part of its overall development agenda; using “historic cities” as a means for local economic development; providing economic benefits for less advantaged local communities; the amounts lent by the WB for historic city regeneration and cultural heritage conservation is steadily increasing (total of 4 billion USD since 1970); the WB established a Trust Fund in 2000 to support projects; UNESCO is becoming an official partner of the WB.

The three introductory speeches were followed by the presentation of five case studies. Ulrich Borsdorf, director of the Ruhr Museum in Germany gave a very detailed description of the Ruhr Museum. After the closing down of the Zollverein coal mine in 1986, the site was added to the list of the UNESCO World Heritage in 2002 and the new Ruhr Museum was inaugurated in January 2010, in time to take on its role as one of the three European Capitals of Culture this year. Marcello Tagliente elaborated on the new policies and strategies of the Italian Cultural Heritage ministry, where he is a director. Zeynep Ahunbay, professor of architectural history at the Technical University of Istanbul presented one of the most important projects of the 2010 Agency, the "Inventory of Cultural heritage and Cultural Economy in Istanbul", due to be completed in December 2010. The project depicts a cultural mapping study, which will then be put on-line. It has the ambition to become the first most complete inventory drawn up concerning cultural and historical heritage assets in Istanbul. Christian Mourisard, deputy mayor of Arles, and President of AVEC association, (European Alliance of Cultural Cities) explained how his structure has created an international perspective for the development of tools and methods to measure the impact of the sustainable use of heritage resources. Finally, Mrs. Mirela Mulalic-Handan, Executive Officer of the Commission to Preserve National Monuments of Bosnia and Herzegovina presented the Sarajevo City Hall project. The case study exemplifies the social and economic impact of the Regional Programme for South-East Europe of the European Union and Council of Europe through the preparation of a detailed and integrated rehabilitation project plan.

As in the morning session, the presentations led to 10 round table discussions, which revolved around six topics. A summary record of the Round Table discussions of the afternoon session, reflecting the main points raised, appears in Appendix 2.

Conclusions and comments

a) Concluding remarks of the Forum

The first major notion tackled throughout the presentations as well as round table discussions revolve around the belief that **participation** is a must:

- participation in the decision-making process for cultural heritage conservation,
- participation from various segments of the society, especially stressing the importance of members of the civil society and the young generations,
- participation of cultural/ethnic groups who suffer from social and cultural exclusion,
- participation to build general public awareness on heritage issues,
- Participation necessitates the correct transmission of historical memory, stressing, where applicable, the multiples sources of the cultural heritage

The second major notion that emerged during the Forum revolved around the **social and cultural inclusion** of different groups and individuals into the decision-making process. The resolution of several forms of conflict of interest among the many actors of heritage issues was a major concern for the forum participants. While the conflict of interest is most pronounced between public policies and civil society objectives, different cultural groups can also experience such conflicts, as in the case of the definition of heritage assets in a given area.

- Heritage politics must be shared and accessible on local, national and international levels
- In order to reach social consensus, the need for pluralistic solutions
- Using the existing heritage assets instead of investing on new ones
- Involvement of political parties in the decision-making process for the implementation of propositions created in the public sphere
- The need to aim at local projects instead of aiming at global and large scale projects
- The case of Allioni in Turkey exemplifies the problem arising from conflict of interest, where participation is kept at a minimum and the failure of public policy to obtain a wide joint interest

b) Participation in the third European Heritage Forum

Participation in the third Forum was both a quantitative and qualitative success.

Experts and professional actors from most countries of the Council of Europe were represented. The Ministry of Tourism and Culture of Turkey was represented at Head of Section and National Coordinator level. There was also a significant attendance of representatives of the Turkish civil society.

c) General comments about the programme

The programme was dense and tackled many important social and political issues concerning cultural and natural heritage. However, the number of case studies could be limited to 4 in future Forums. Participants generally commented on the lack of time to conduct open discussions on the various themes. It is therefore recommended that half an hour be allocated after each session for general discussions.

The programme could have included a theme concerning shared experiences in the decision-making process of cultural heritage projects. This may have been particularly important for member countries such as Turkey, where the different actors do not always have the opportunity to participate in crucial decisions regarding heritage.

If the core mission of the Council of Europe is to advance respect for human rights, the practice of democracy and the rule of law, as well as to promote the enabling power of culture and heritage as a force for democracy and well-being in European societies, attention should be paid to discrepancies between practices in different member states and harmonisation should be developed in the future.

Defne Gursoy

Ahmet Insel

Appendix 1

Round Table Discussion Subjects and summary records : Morning Session

Morning Session: Involvement in Heritage – a catalyst for participation and social and cultural inclusion		
Table	Language	Subject
1a	French	Pluricultural affiliation and common heritage: reflections on the European Manifesto for Multiple Cultural Affiliation and the Faro Framework Convention
1b	English	Pluricultural affiliation and common heritage: reflections on the European Manifesto for Multiple Cultural Affiliation and the Faro Framework Convention
2	English	Failed Cultural Heritage Management projects as windows of opportunities
3a	English	Heritage as a means to overcome conflict – sharing responsibilities
3b	English	Heritage as a means to overcome conflict – sharing responsibilities
4a	English	Towards a heritage-conscious young generation
4b	English	Towards a heritage-conscious young generation
5a	French	Civil society stakeholders: energizing public policies and the spirit of the place
5b	English	Civil society stakeholders: energizing public policies and the spirit of the place
6	Turkish	Involvement in Heritage – participation and social/cultural inclusion

Theme 1: Pluricultural affiliation and common heritage: reflections on the European manifesto for multiple cultural affiliation and the Faro Convention

- Need for mobility and exchange of expertise among scientists, civil servants (best practices)
- The best actual vector for multicultural affiliation is football: let's use it
- Material needs of individuals are often a handicap for an open spirit and readiness to change or to discover new values
- The common European heritage can only be defined many years later
- Frontiers are changeable elements that should not decide about heritage values and communities
- The immaterial heritage plays a very important role in the process of multicultural affiliation.

Theme 2: Failed cultural heritage management projects as windows of opportunities

- Promote the Faro Convention as a means to build awareness on cultural heritage in local communities
- Help the democratisation of interaction between interest groups
- Use hybrid projects between public and private sectors
- Look for benefits that go beyond tourism.

Theme 3: Heritage as a means to overcome conflict – sharing responsibilities

- Build awareness and knowledge about the past and history, as well as about diversity
- Governments should take the responsibility by providing adequate policies
- Integrate cultural heritage into peace building social democracy, civil participation and conflict resolution
- Prioritise of heritage which is shared by different ethnic groups
- Promote youth exchange to help developing knowledge of each other
- Organise more forums and platforms for discussions
- Involve civil society to be open minded for new solutions
- Prepare a code of ethics for the protection of heritage.

Theme 4: Towards a heritage-conscious young generation

- Speak the same language as youth via: Google logos, Facebook, Iphone-applications...
- Employ young people in the projects
- Expose parents and children to cultural heritage through public events, competition media and other places than museums and official institutions
- Young people sharing stories in the museum in an exhibition
- Use social media channels to ensure values are communicated to the younger generations
- Employ young people in cultural heritage projects
- Use famous people to attract youth
- Prepare “a night at the museum” events to attract youth.

Theme 5: Civil society stakeholders: energising public policies and the spirit of the place

- NGOs have different interests and focuses : they are either grassroots or local government motivated
- For profit oriented NGOs, ethics become a crucial point
- Developing the capacity of NGOs by strenghtening them
- NGOs can be “usual suspects” it is imperative that they contain diversity and representativeness
- Civil society has some power to change things. However economic and gouvernemental factors can hinder the proper management of NGOs.

Appendix 2

Round Table Discussion Subjects and summary records : Afternoon Session

Afternoon Session: The heritage potential – a factor in sustainable development and local regeneration		
Table	Language	Subject
1a	English	Heritage projects for economic growth and to combat poverty
1b	English	Heritage projects for economic growth and to combat poverty
2a	English	The "place" as a resource for local development
2b	English	The "place" as a resource for local development
3	English	Good governance of the multilayered cultural heritage
4	French	Crossborder projects for regional regeneration
5a	French	The values of heritage – methods and strategies
5b	English	The values of heritage – methods and strategies
5b	English	Civil society stakeholders: energizing public policies and the spirit of the place
6	Turkish	The heritage potential – a factor in sustainable development and local regeneration

Theme 1: Heritage projects for economic growth and to combat poverty

- The risk: Heritage can dissolve the social/economic habitat of a locality
- It is governments' responsibility to invest in Heritage – particularly in poorer areas, thus leading to economies of scale (eg. small markets)
- Increase public interest in the value of Heritage (i.e. through television programmes)
- Create tax incentives for municipalities-towns and businesses
- Financial tools such as tax incentives need also to be more extensively used for private owners, grants, micro credits to engage civil society in a practical way
- Involve the poor in finding solutions i.e. poverty focused programs, policies against displacement, focusing on vulnerable engagement through art
- Adaptive reuse – balancing conservation with reuse
- Policy tools and laws on regeneration must be developed in Turkey; it is essential to consult all beneficiaries
- As public budgets are cut, involvement of private sector more important than ever.

Theme 2: The « place » as a resource for local development

- The place is nothing without its story. Its identity defined from people
- Places need to retain their ability to reflect and redefine themselves
- The place is important for local development. Since memory functions topographically, memory and identity are interrelated
- Educating schoolchildren in local history, developing local consciousness, especially hidden histories through history teaching skills, free from state control
- Creating resources for local participation in constructing memories and deciding on heritage strategies
- The line between conservation and attributing value is different in each case
- The initial vision should entail sustainable local and community focused projects, as well as being appropriated by profit making activities
- From an economic point of view, sustainability must focus on the long-term vision and consider the long-term operational costs
- As in wine routes or oil routes in France, cultural events that are showcases of local vernacular heritage that allow sites and museums to be integrated into larger projects
- Engaging communities from the start to encourage the production of local goods.

Theme 3: Good governance of the multilayered cultural heritage

- Never forget that it is context driven and affected by conflict and post war
- There is a need for legal instruments and government responsibility. Expertise is a valuable asset
- Work MUST be based on good practice
- If planning and coordination are solely done between central and local government, mistakes become inevitable
- Participation with stakeholders and other interested parties is a must, there must not be a top down decision-making model.

Theme 4: Cross-border projects for regional regeneration

- Recent history makes it difficult to be generous
- However, whether or not there is conflict, that history is shared
- Europe has to bring cross-border projects to the fore, for instance through cultural itineraries
- Need to clearly identify the moderator of a project
- Importance of youth
- Cross border should include cross continental vision, such as in Mediterranean projects.

Theme 5: The values of heritage – methods and strategies

- Need to be cautious, as heritage is not a panacea. There is need for humility
- In terms of political value, heritage is an opportunity to establish dialogue but all stakeholders must be involved and we must expect a wide range of values
- Heritage can give rights, but it can also build systems of governance for each specific projects establishing a dialogue which will make our vision more wealthy in terms of policy and tools
- Heritage can be subject to restriction if we set it in stone with our inventories or lists as values change over time
- Role played by volunteers and associations = they determine community value and they help realise that value.

- In terms of economic downturn, local authorities withdraw in moments of crisis, mirroring a distancing of central authorities
- Cultural heritage has many values. The symbolic value of heritage must not be overseen
- How to measure cultural assets having lost their values, but are symbolic for locals and international communities (e.g. Mostar bridge)
- Ensuring values are maintained in the future through conventions and legislation at national level linked with other legislation (i.e. in planning and environment)
- Media and heritage relies on experts creating a positive spirit, thus the need to translate this to policy makers and to translate its value into economic benefits
- Importance of research, documentation, presentation and interpretation.