

## PARTNERSHIP

### Coordinators:

Germany - Federal Ministry of the Interior, Building and Community

Italy - National Governmental Agency for the Territorial Cohesion with Ministry for Cultural Heritage and Tourism MiBACT

### Official Members

- Cyprus - Ministry of Interior
- France - Ministry of Culture
- Spain - Ministry of Development and Public Works
- Greece – Ministry of Culture & Sports
- Regional Development Agency of the Ljubljana Urban Region (SI)
- Intermunicipal Community of the Coimbra Region (PT)
- Kazanlak Municipality (BG)
- Flanders Heritage, Flemish Region (BE)
- Dutch Federation of Cultural Heritage Cities (NL)
- City of Murcia (ES)
- Katowice City Hall (PL)
- Alba Iulia Municipality (RO)
- Municipality of Nagykanizsa (HU)
- Marshal's Office of the Silesian Voivodeship (PL)
- City of Berlin (DE)
- Canary Island, Ministry of Tourism, Culture and Sport (ES)
- Bordeaux Metropole (FR)
- City of Espoo (FI)
- Jurmala City Council (LV)
- Úbeda City Council (ES)
- City of Florence (IT)
- European Commission (DGs REGIO, EAC, RTD, DEVCO, AGRI, CLIMA, JRC, SG, EASME)
- European Committee of the Regions
- European Investment Bank
- ICLEI Local Governments for Sustainability
- Joint Programming Initiative on Cultural Heritage
- Eurocities
- URBACT

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## URBAN AGENDA FOR THE EU PARTNERSHIP ON CULTURE & CULTURAL HERITAGE

Overview: March 2020

### Cultural heritage as a resource and an opportunity for urban development

**Promoting culture and preserving the quality of urban landscape and heritage is not an objective in itself, but it is a powerful tool aimed at achieving social, ecological and economic goals.**

An high-quality natural and built heritage contributes to the formation of:

- more sustainable and inclusive societies respectful of cultural diversity,
- social equity and cohesion,
- individual and community well-being;
- a stronger economic performance and higher quality of life.

Thus, awareness of the cultural heritage in our cities should be a priority at local and European levels in order to develop new ways to protect and promote our common cultural values and identities. The Partnership on Culture & Cultural Heritage consists of 30 multi-level members and is coordinated by Germany (Federal Ministry of the Interior, Building and Community) and Italy (Italian Agency for the Territorial Cohesion, jointly with the Italian Ministry of Cultural Heritage and Cultural Activities).



Agenzia per la  
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## 7 Topics for urban policies based on Culture and Cultural Heritage

The Partnership proposes an integrated and coherent approach to develop, through culture, urban development policies aimed at preserving the cultural identity of the physical city and its inhabitants, to achieve the EU's cohesion objectives. 7 main topics (5 main and 2 transversal) have been defined for the action plan which will produce a limited number of actions for better regulation, better knowledge, better funding.

### Cultural Tourism

The key objective is to promote sustainable tourism that brings benefits to communities and cities, while respecting the needs of the local population and ensuring the sustainability of the heritage. As a result, one of the main challenge is working on methods and tools "to balance touristic flows between major touristic hubs and less visited sites and cities"

### Creative and Cultural sectors

Creative and cultural industries offer interesting opportunities for the preservation of cultural heritage and existing building stock to create jobs and support culture and innovation. Among the main challenges to be tackled: i) how to attract talents, create jobs and start-ups; ii) create spaces for non-economically driven artists and cultural activities; iii) how to preserve and promote local know how and (traditional) craftsmanship;

### Transformation, Adaptive Reuse and Urban Reconversion

This topic includes all the various aspects of transformation, vitalisation and reconversion of urban spaces, especially of the urban fringes and marginalised peripheral areas as well as the post-industrial areas. Challenges are linked to several factors notably: i) how to reuse, adapt and transform existing cultural heritage sites and buildings for cultural and social purposes; ii) how to facilitate, delegate and manage investment in cultural heritage sites and buildings in a commercially feasible, environmentally and socially responsible way.

### Resilience of Cultural and Natural Heritage

Challenges related to this topic are mostly linked to climate changes and man-made factors, which can threaten the preservation of the tangible and intangible heritage. The challenge for urban areas is three-fold: i) there is a need to safeguard the heritage from possible damage; ii) to improve the quality of cultural heritage and open/green spaces, and iii) to contribute to urban resilience by supporting new quality areas and projects that do not add pressures or constitute potential threats to the environment.

### Cultural services and culture for inclusive cities

The challenge for cities is, how, in urban societies that are becoming increasingly older and diverse and income differences increase the cultural participation of all social groups can be guaranteed. The partnership aims to overcome the barriers to access to culture for all, finding solutions on how to develop and strengthen local services in the light of the well-known major trends from digitization to diversity and at the same time to keep them low-threshold and close to the local population concerns cities throughout Europe.

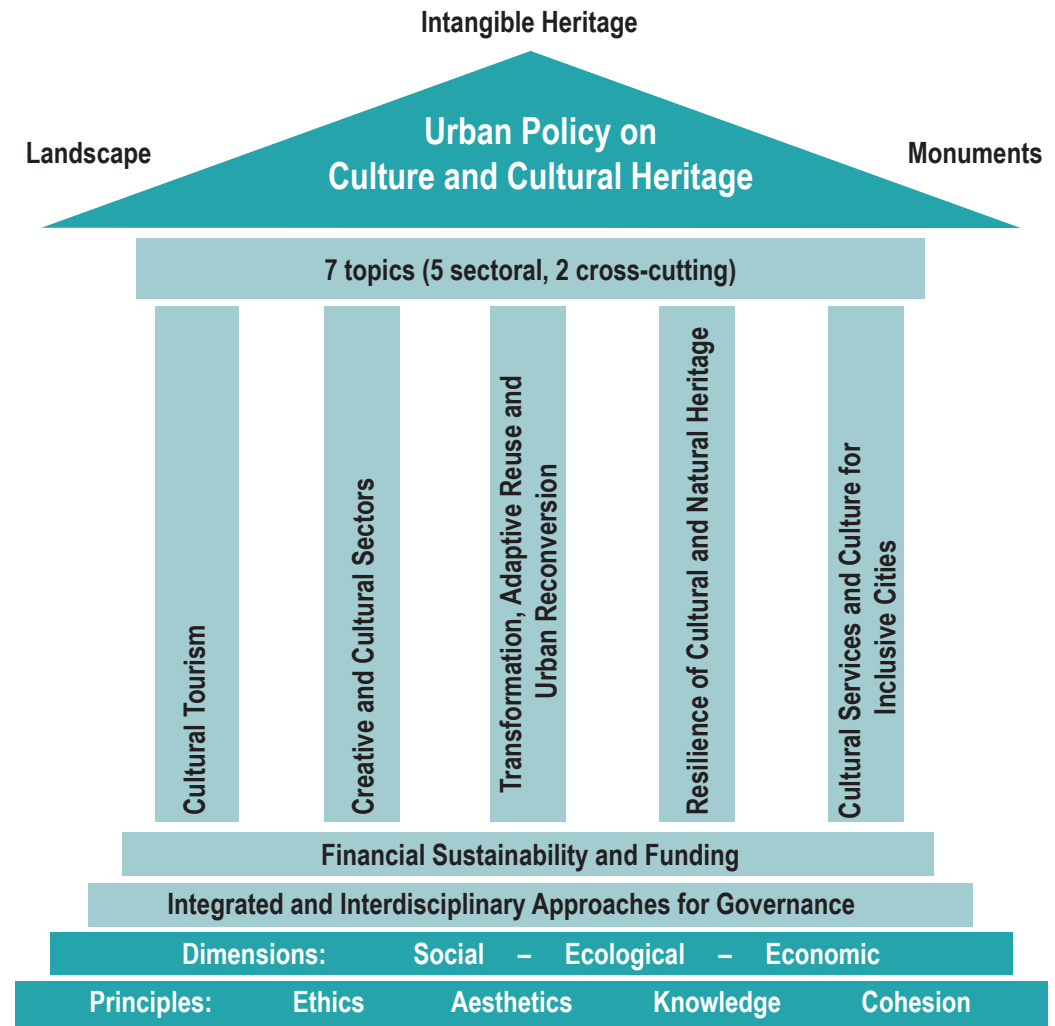
### Financial Sustainability and Funding

This topic deals with the financial aspects related to investments in the field of culture and cultural heritage aimed at the conservation and enhancement of buildings, monuments or structures, the setting up of "cultural infrastructures", and the rehabilitation of public spaces, including interventions made in the framework of complex processes of urban regeneration.

### Interdisciplinary and Integrated Approaches for Governance

Integrated and participatory approaches allow bringing together actors from all levels of governance, and relevant fields are recognised as requirements for embedding the culture and cultural heritage dimensions since the early stages of urban planning and development programmes. Participatory and bottom-up processes are needed to enable local stakeholders in bringing out the identities of urban places.

## THE PILLARS FOR URBAN POLICIES BASED ON CULTURE AND HERITAGE



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