



ACHIEVING SUSTAINABILITY THROUGH AN INTEGRATED APPROACH TO THE MANAGEMENT OF CULTURAL HERITAGE

SUSTCULT NEWSLETTER

ISSUE # 5 – November 2013

Foreword by Ernesta Drole, Professor of history and sociology



Vipava Valley and Goriska have, like all the Slovenian territory the character of transition zones. History and preserved cultural heritage testify to the turbulent times that have shaped this territory. Through the Vipava Valley and Goriška have moved many people, the new settlers built settlements and cultivated the conquered land. Due to the transitional nature many armies have devastated this area, and their presence is testified by the preserved fortification facilities. The area has a number of cultural heritage objects of various kinds, smaller in size and more modest, but according to the historical and monumental value they are an important part of our national identity.

Cultural monuments are located in different municipalities, owned by legal or natural persons and for their successful, and in particular focused and unified management, the document that is being produced through the project SUSTCULT is of utmost importance. The Institute for Protection of Cultural Heritage, Regional Office Nova Gorica as a public service is responsible for maintaining and developing the visibility of objects and cultural heritage sites. The SUSTCULT project, which builds on the already existing basis of heritage conservation, is establishing mechanisms and strategy for its sustainable development. The project provides guidelines on how the protection of heritage and its sustainable use can design a quality living environment.

The SUSTCULT project, which began preparing the common Management Plan is a positive move. None such document existed so far for this area with numerous and varied cultural heritage objects which by now, have not been managed uniformly or have not been managed at all. This is a fundamental document that will guide the future management, but also the strategy of protection and preservation of cultural heritage. The Institute for Protection of Cultural Heritage has participated in the preparation of the document with its knowledge on the individual objects of cultural heritage, which for many years have been under its monitoring and professional guidance regarding their protection and conservation. It is our expectation that the document will have a positive impact on the recognition of the values of cultural heritage and that the local population, which lives with this heritage and defines it as a reflection and expression of their values, identities, religious and other beliefs, knowledge and traditions in its sustainable use and its marketing will recognize the economic benefits for their lives and survival.

ERNESTA DROLE

Professor of History and Sociology, Institute for Protection of Cultural Heritage, Head of the Regional Unit Nova Gorica

We make a change in the Management of Cultural Heritage

CONTENT

- Foreword.....1
- Zoom: Vipava Valley.....2
- Zoom: Venice and its Lagoon.....3
- Project News.....4



ZOOM – VIPAVA VALLEY

The Vipava Valley is the crossroads between the Northern Adriatic and the Danube region, extending from the cities of Gorizia and Nova Gorica to limits of the borders of the Vipava Municipality, surrounded by the Trnovski gozd, Čaven, Nanos and Vipava hills melting with the Karst. The exceptional climate conditions of the valley given by the proximity to the Adriatic coast and the abundant presence of water permitted the development of several settlements along its centenarian history, which were shaped in response to the

local strong wind running east-west, called Bora. The homogeneous synergy between human and natural features made of the Valley an important cultural landscape worthy to be preserved in its main characteristics, given by cultivated areas, mostly vineyards, rural settlements, narrow streets and hundreds of flavours.



Some key data

The Goriška region - province: Population: 119,126
Surface area (sq. km): 2,325
Nova Gorica – administrative centre of the valley:
Population: 31,911 - Surface area (sq. km): 279

Recognised by the Slovene population but without any official label, the main challenge of the Vipava Valley is its management system. The heritage and environmental assets are properly preserved and promoted by the different actors in charge, namely the municipalities and the central government, but no coordinated and integrated policies for a sustainable development of the Valley has been ever put in place.



The SUSTCULT project permitted the launch of a public-private partnership initiative starting from a regular and committed exchange among the main public institutions and the possible future scenarios for the site. The aim, once a draft Management Plan will be put in place, will be to involve all local stakeholders from the public, private and third sector to implement sustainable actions for the preservation through development of this important cultural landscape. To support such process a web-GIS platform and new pilot project activities on integrated tourism are to be implemented.

The University of Nova Gorica participates in the SUSTCULT through its doctoral programme in "Economics and Techniques for the Conservation of the Architectural and Environmental Heritage". This international postgraduate programme has been established jointly with the University IUAV of Venice in 2005. Throughout the years numerous international universities and institutions have been participating and supporting the educational, research and cultural activities of the programme. At its 9th edition, the programme achieved the patronage of ICCROM and has recently applied to the UNESCO TWIN programme for the establishment of a UNESCO Chair in the field of heritage management.

ZOOM – VENICE AND ITS LAGOON

The Office for the management of the UNESCO World Heritage Site “Venice and its Lagoon” of the City of Venice coordinates the activities of the authorities responsible for the Site’s protection and management, promotes Sites values, implements projects for, for the protection, the sustainable development of the environment, the cultural heritage and the landscape. Under these activities, the main challenging projects underway are:

1. WEAR PROCESSES in architectural heritage: definition, studies, contrasting measures - the case of UNESCO Site “Venice and its Lagoon”¹: The project focuses on the analysis of data on anthropic pressure and on the identification of the parameters for assessing wear. The outcome will permit the identification of some tools and scenarios of intervention aimed at mitigating the process of both physical and perceptive wear to be also used as good practice.

2. VELARIA – Information network of archives in the Venetian lagoon area¹: The project foresees the creation of a web portal for the promotion of the archives owned by the organizations and institutions working in the area of the Site and the mapping of available documentary sources.

3. VESIPIAN - WebGIS system for the consultation of the urban and regional planning in power in the Venice and its Lagoon UNESCO Site. The project promotes the consultation and update of main data on the territorial planning of the reference area of the UNESCO Site “Venice and its Lagoon”, integrating with other information systems of the city, the province and the Veneto region.



4. LAGOON CULTURAL VALUES - The project focuses on the development of specific strategies and actions to enhance the lagoon cultural values, both tangible and intangible and encourage eco-sustainable tourism development. The project foresees the setup of a management system aimed at lagoon’s protection and economic sustainability through a participatory approach involving all key actors and stakeholders.



5. RURAL LANDSCAPE VALORIZATION - The project focuses on the lagoon landscape as a cultural resource to be enhanced by developing initiatives for an alternative and sustainable use and promoting a better understanding of rural values. The project aims to foster eco-tourism job opportunities. An active participative approach has been setup to allow the involvement of public-private bodies and key agricultural stakeholders.

6. Participation to the SUSTCULT WebGIS platform for the publication and sharing of data and thematic maps for managing and promoting the “Venice and its Lagoon” Site.

In the framework of Marketing and Promotion Activities (WP7), the City of Venice is developing a project named “The rural landscape valorisation in the Lagoon of Venice”, which is focused on the lagoon landscape enhancement as a strategic cultural resource still to be discovered. The project is in line with the strategic objectives defined by the Management Plan 2012-2018 of the WH Site “Venice and its Lagoon”. Aim of this project is to boost initiatives for an alternative and sustainable land use, in order to promote a wider knowledge on rural values and to create job opportunities dealing with the eco-tourism activities. The adopted participatory approach animates the involvement of public-private bodies and other key stakeholders who are operating in the primary sector (e.g. associations, private investors, citizens, etc.).

¹ Project in collaboration with the Superintendence for the Architectural and Landscape Heritage of Venice and its Lagoon.

PROJECT NEWS

4TH PROJECT MEETING IN BACAU (RO)

On the 27th and 28th of May 2013, the 4th Project meeting and Steering Committee took place in Bacau (RO) at the Local Development Agency premises. The meeting was a great and pleasant occasion for all Partners to meet again, to exchange experiences, present the state of advancement of the project and to agree upon new capitalisation and dissemination activities. The completion of Management Plans, and the beginning of the new WP7 "Stimulating jobs and income generation through the sustainable management of cultural heritage" which includes the realisation of a marketing analysis and a suitable business plan for each cultural site involved, were also part of the discussion. During the meeting, the Local Development Agency of Bacau organised a study visit of the Bacau heritage site and to the local archaeological museum. The results of the two days meeting as well as the overall implementation of the project were presented during a press conference and a dissemination event held at the Exhibition and Business Center of Bacau.

105 MAPS PUBLISHED IN THE SUSTCULT WEBGIS PLATFORM

The SUSTCULT webGIS platform allows to handle and share geospatial data from heterogeneous sources in a collaborative way. With a total of 105 maps created so far and 307 layers, the SUSTCULT webGIS platform provides spatial data and cultural information with GIS technologies and user-friendly interface. The 7 SUSTCULT Cultural Heritage sites (Venice (Italy), Corfu (Greece), Vipava Valley (Slovenia), Bacau and the Monastery of Hurezii (Romania), Berat (Albania) and Ohrid (FYROM)), are presented in the Platform through thematic maps that can be used in a friendly manner by stakeholders, cultural practitioners and the public.
<http://maps.sustcult.eu/>



PARTICIPATION TO THE SEE ANNUAL EVENT

The SUSTCULT team participated to the SEE annual event 2013 held in Bucharest (RO) on the 19th of June under the title "SEE achievements in view of the new programmes in the area". The event was divided into two parts. The first part focused on the future of European Territorial Cooperation in the area, including updated information about the two new programmes while the second part explained the thematic capitalisation strategy of the programme and the achievements gained by both the programme and the projects so far. In addition to networking activities, the SUSTCULT banner was presented at the stand and numerous newsletters and brochures were distributed.
<http://www.seeconference2013.net/>

SUSTCULT PROJECT IN THE MID-TERM CONFERENCE OF HERMAN PROJECT

The SUSTCULT project was presented at the Midterm conference of the HerMan project held on the 8th of October in Ferrara (IT) at the wonderful location of the Estensi Castle. HerMan stands for "Management of the Cultural Heritage in the Central Europe Area" and is financed within the Central Europe programme. The project pursues the integrated management of European Cultural resources, promoting new methodologies, regular training activities and favouring exchange of practices and pilot cases. The conference was a great occasion to start a synergy between both projects.



5TH STEERING COMMITTEE AND INTERNATIONAL WORKSHOP

The 5th SUSTCULT Steering Committee and the international Workshop "Concrete steps towards job creation and income generation: how the local economy can be integrated into Cultural Resource management" took place on the 30th October in Veszprem (HU). The Workshop focused on the potential of cultural heritage as a driver for job creation and income generation with a particular attention to the SEE region. The workshop was a fruitful occasion to share approaches, methodologies and best practices from other projects to develop strategies to valorise the whole territory as an economically active actor and to jointly analyse how local economy can be integrated into the management of cultural resources.
<http://www.sustcult.eu/meeting.php>



Lead Partner: City of Venice European and International Policies - San Polo, Riva del Vin 1098, 30125 Venice, Italy.

international.relations@comune.venezia.it; <http://www.sustcult.eu/>