EP

United Nations
Environment
Programme

UNEP(DEC)/MED WG228/Inf.10
17 July 2003

ENGLISH

MEDITERRANEAN ACTION PLAN

Meeting of MAP National Focal Points

Athens (Greece), 15-18 September 2003

MEETING ON THE CULTURAL HERITAGE IN MAP

UNEP/MAP
Athens, 2003

MEDITERRANEAN COMMISSION ON SUSTAINABLE DEVELOPMENT

Meeting on the cultural heritage in MAP

Nice
10 and 11 April 2003

WORKSHOP ON CULTURAL HERITAGE AND SUSTAINABLE DEVELOPMENT

It was decided by the Contracting Parties of the Barcelona Convention to entrust MCSD with the task, following the report produced in July 2001 on the workshop of 100 historic sites, of proposing a way of reaffirming and deciding upon, with a view to sustainable development, a new action for the Mediterranean cultural heritage that was both more open and better targeted.

The MCSD meeting in Antalya (16 March 2002) had already pinpointed (annex 1) the main thrust of the action, after the meeting of the contracting parties in Monaco (27 November 2001), and so before its next meeting (to be held in Dubrovnik on 14, 15 and 16 May 2003) a group of voluntary representatives decided to meet: namely Tunisia, Greece, Morocco, the principality of Monaco, Turkey, Croatia, Naples, Medcités and France, which offered to host the meeting.

The meeting took place in Nice on 10 and 11 April 2003. It was lent support by the French Ministry of Ecology and Sustainable Development and the city of Nice, which kindly made available a meeting room in the Centre Paul Valéry (Centre Universitaire Méditerranéen).

The two-day meeting was chaired by Mr Serge Antoine, representative of France on MCSD. Mr Lucien Chabason honoured the group with his presence. The list of participants can be found in annex 2. It includes participants from Morocco, Tunisia, Turkey, Greece, Albania, Croatia, Italy, France and Spain.

*
* *

Mr Lafaurie, deputy mayor of Nice, responsible for environment matters, welcomed the participants and reminded them of the extent to which Nice took an active interest in the progress of cooperation in the Mediterranean, particularly in anything that could help sustainable development.

Mr Serge Antoine expressed thanks to the city of Nice for its support and for hosting the meeting in a historic building. He also recalled that the city of Marseille had lent its support to action undertaken on the 100 sites since 1987; he thanked all those who were attending and apologized on behalf of UNESCO and ICOMOS, both invited but unable to attend for timetabling reasons.

Mr Lucien Chabason, MAP Coordinator, reminded participants of the vital cultural dimension of MAP: the Mediterranean was first and foremost a cultural place. He referred to Paul Valéry and his forward-looking views: "the finished world begins", as he had written in 1935, and it was he after all who had said that "our civilizations were mortal". The sustainable development to be striven for quietly and without any interference with other collective disciplines, rested not on three pillars (social, economic and ecological) but four, the fourth being cultural. That had been stated loud and clear at the Johannesburg Summit in August 2002.

He opened the meeting.

*

Mr Serge Antoine said that, in accordance with the agenda sent to all participants, the first day would focus on a far-reaching examination of the apparent relationships between the heritage and sustainable development and that they should also identify the relationship between the interfaces that might give rise to practical actions or prevention.

The second part of the meeting would be dedicated to logistics: type of action and services, relations with partner bodies, team size, organization type, relations with States and Ministries and with MAP Centres, funding issues, relations with tourism, possible 2-year programme and structure type.

*

I – Day One 10 April : heritage and sustainable development

The main speakers on this subject were: Valéry Patin, Meryem Houzir on the subject of cities and poverty (the case of Morocco), Ms Garezou and Ms Soticou-Dorovinis of Greece, Patrick Van Klakeren (Monaco), Mr Hentati, Ms Tea (Croatia) and the Chair.

The beginning of the meeting was dedicated to underlining the importance of culture and cultural diversities in the Mediterranean region and gauging to what extent they were decisive for the evolution of societies and economies: the cultural trends of consumers, for example, conditioned farming prospects, and the cultural heritage conditioned tourism trends in a region which from that viewpoint was the world leader. The meeting quickly hit upon the role of cooperation to be followed by MAP in order to avoid any dispersal of efforts by concentrating on the built heritage: after all, that was an central element per se of sustainable development.

But words were not enough and the meeting discussed some of the practical interfaces that existed between the cultural heritage and sustainable development.

The Nice meeting pinpointed a number of interfaces that linked or should link the heritage to sustainable development, including:

- saving resources
- saving water and energy and responses to the greenhouse effect
- the active participation by communities in operations to be launched for rehabilitation or enhancement
- following up operations to ensure that neighbouring communities (or even the same cultural spaces) benefited from them (jobs, crafts, living standards, etc.) and at least were not swept aside
- natural and human risks and prevention
- handing over to new generations; arousing interest among young people
- paying attention to zones and environments in which a given heritage is located and maintain the natural elements and biodiversity
- "time management" and achieving the right rhythm to ensure that mass visits and jams were avoided along with excessively quiet periods..

Other more specific interfaces were discussed:

- waste and sewage treatment
- the physical and legal protection of surroundings of archaeological and monumental sites and their environment (biodiversity)
- management of vehicular traffic near and on sites, especially in historic centres (streets, parking, pollution)
- the management of tourist flows (visitors) in archaeological sites, monuments, towns and cities, museums (planning, reservations, charges, circuits, frequentation flows)
- the protection, restoration and enhancement of the urban heritage for the purposes of tourism (for example rooms for rent)
- training for operators (tourism companies, councils)
- procedures for the social and economic integration of local communities in site protection and enhancement programmes (jobs, training, development aid)
- the functioning of international funding concerning issues relating to the protection and enhancement of sites with a view to sustainable development for obtaining lasting management funding.

The discussion concluded that work on the heritage should go beyond conservation itself even if it (restoration, renewal) was naturally one of the approaches to be borne in mind. The programme of 100 historic sites had to be transformed: it could no longer be centred on conservation or on the 100 sites or on historic sites alone: elements of contemporary architecture ought, for example, to be taken into account (land architecture in Libya or Egypt, for example). In any case they should not be limited to world heritage or major heritage but also take ob board smaller-scale heritage, cityscapes, rural buildings, urban sprawl and the industrial heritage. Major heritage is a "shop window", vital for communication about the Mediterranean heritage but they should also look into villages. The field was enormous, too big even. They therefore had to target certain specimens and work only on them.

*

The Nice meeting emphasized the need for any Mediterranean cooperation to work:

- in order to avoid any mantra or even any implicit reference that might cause a breakdown of thought,
- in order to avoid any kind of confusion that might call into question or undermine the legislative apparatus for protecting the heritage of sites and landscapes where it existed,
- in order to enable an effective implementation of a new more integrated approach that was likely to be taken by local authorities and the communities in question, in particular taking into account (taking as an example Essaouira where 20% of the population lived in the medina) those living below the poverty line and deprived of basic services
  - in all transparency by setting long-term objectives
  - in confidence with the communities concerned, associations, local authorities
  - by combining various elements of social, economic, cultural and ecological issues
  - by encouraging the training of protagonists - central administration (interministerial), local authorities, heritage professionals - and awareness raising

- ensuring that spatial planning ("master plan", steering plans) take account of the cultural heritage other than putting it into "reserve"
- ensuring that nobody harms significant heritage sites and other elements of the heritage in the name of sustainable development (wind energy complexes in wrong locations even if in keeping with renewable energy policies).

The Nice meeting stressed the great diversity of situations: isolated monuments, urban sites, sites attracting mass visits (excessive tourism is a big problem), rural sites and the fact that every kind of heritage needed to be dealt with on a case-by-case basis: each to its own identity.

*

The debate that ensued led to a consensus that in order to avoid overlapping with work already carried out by other bodies, already examined (see annex 8), the programme should aim principally at the cultural heritage and not the natural heritage. That aim should be clearly stated in the context of sustainable development and it was recommended that they work in networks, taking into account the MAP Centres and numerous bodies which already covered a wide field, such as UNESCO and the Council of Europe.

On the basis of an analysis of the different interfaces and relationships between sustainable development and the heritage, participants at the Nice meeting discussed the consequences of that analysis in order to guide possible actions that new international bodies have, as a matter of fact, already taken into account.

Taking account of the principles of sustainable development in the field of the protection management and enhancement of the heritage is a recent development. This is because heritage has for some years now taken on an increasingly important economic role. Of course, tourism has played a central part in that.

Heritage economics is heavily marked by tourism. The very nature of heritage, its fragility, its non-reproducibility, the attachment of local communities to its preservation as evidence of identity, have all led to proposals for actions of economic and cultural enhancement that take up the principles of sustainable development. This is true of operations to protect built heritage and spaces, the management of visitor flows, wholehearted involvement by local communities, support for local development (see job creation as in the case of the Cathare lands).

The leading cultural and economic institutions have altered their practices to take these principles into account. Be it UNESCO (through its "management plans"), the World Bank (through its heritage actions in tourism in Lebanon and Mauritania, for example), the European Union (with the Euromed, Heritage PISA and Delta programmes) or AFESD (Arab Fund for Economic and Social Development).

Institutions specifically intervening in the fields of protection and restoration have also, albeit more recently, taken into account the dimension of development and integration of local communities. The World Monument Fund or the Aga Khan Trust for Culture are recent converts. Preserving natural resources, encouraging the participation of local communities

and combating poverty are now part and parcel of the objectives set by most of the main heritage operators.

These new practices lead them to adapt their actions to different kinds of heritage (urban, rural, prestigious, modest) and the local social and economic situation. The nature of the monuments their geographical specificity, the legislation in force, the economic means at the communities' disposal are all essential data for the operators responsible for protecting and enhancing the archaeological sites, monuments and historic centres, along with cultural landscapes that combine natural and cultural heritage.

In this situation those institutions that respect the principles of sustainable development and MAP in particular, thanks to its experience in the heritage field, have an important role to play vis-à-vis those in charge of enhancing the heritage, be they governmental or non-governmental international institutions, States, local and regional authorities, founders and benefactors, or even private owners.

*

II – Day Two : framework and priorities for a MAP cultural heritage "unit"[1]

There were many contributions to the debate by Ms Susanj Tea (Croatia), Ms Garezou et Ms Soticou-Dorovinis (Greece), Mr Juan Parpal, Professor Ferrucio Ferrigi, Mr Patrick Van Klaveren, Mr Trumbic and the Chair. Ms Tatjana Hema represented Mr Chabason.

The Nice meeting examined the framework and contours of the work to be undertaken in a MAP "unit", it being understood that it would be light and flexible, enabling numerous trips and work in close cooperation with those responsible for each site.

1. The field of cooperation

The field of cooperation would cover not, as in the past, the 115 or so historic sites (of which 40% were world heritage) but all monuments or built sites or city centres that were representative of Mediterranean cultures, with special focus on some typical specimens. "Major heritage" would have its part to play but "minor heritage" would not be overlooked; fragile heritage, at risk from human activity or calling for obvious enhancement, would be protected. The favoured criterion would be sustainable development. The areas concerned would primarily be coastal areas (exceptionally to conclude marine areas when they were part, for example, of tourist areas) but work would be carried out on all Mediterranean regions (but not all national territories).

2. A set programme for 3 years

[1] At this stage we shall use the word "unit" to obviate any discussion about the structure.

The cooperation tasks would take place over two full years, in other words over the following three years.

2.1. Identification of interesting cases of well integrated enhancement in order to publicize them on a website in connection with those of the PAP (www.pap-the-coastcentre.org) and to foster exchanges of experiences. Use of the Internet will be one of the unit's main tools.

— Use it as a springboard for training public and private professionals, cultural operators and managers. Use will be made of all existing cultural training courses or those concerned with sustainable development (for example those of Unitar or the Summer School being got read), while avoiding any direct training activity.

— In 2004 a prize will be started up to reward an exemplary action and an enhancement project in the Mediterranean.

2.2. The group will lend its support to various activities of MAP centres, particularly the coastal area management programmes or CAMPS currently under way in Malta, Algeria and Murcia, to ensure that attention is paid to the cultural heritage: it will add the cultural dimension to the Blue Plan reports which refer in particular to a sharp increase in the South's urban population (an extra 100 million city-dwellers), urban sprawl, and visits in 20 years by 150 to 350 million tourists from around the world. Joint work with CAR/ASP will take place for the interfaces between natural and built environments leading to the production of a handbook for those responsible for the built environments. Reference will be made in particular to "ordinary nature" in urban areas. But the work must be organic with CAR/PAP.

For the CAMPs, the group will contribute to the promotion of multi-actor activities bringing together several local authorities, the State, companies and voluntary association who wish to work together on the same site.

The study of two or three pilot projects for the protection and enhancement of the heritage and support for starting them up in those countries volunteering will be conducted at the countries' request and only in those cases.

2.3. A major high-level meeting will be held if a country or city are ready to host it, on the subject of the relationship between cultural heritage and sustainable development. Contact will be made for that purpose with the Council of Europe and UNESCO, since the meeting would be under their auspices and that of MAP.

— Three or four small workshops will be dedicated to exchanges on specific themes: for example on the following subjects:

- heritage law and in particular the protection of sites including land ownership arrangements (along the lines of the British National Trust or France's Conservatoire du littoral)
- heritage and succession law
- excessive visits
- funding arrangements and heritage taxation
- heritage economics

They will give rise to the production of simple handbooks and the findings will be posted on the Internet.

2.4. Two working protocols will be established between MAP, on one hand, and UNESCO and the Council of Europe on the other: they could refer, for example, to the further use of "management plans" already used for world heritage sites, so that the dimensions of sustainable development can be included for other types of "management plan". UNESCO might be invited to second an expert to MAP or to the heritage "unit".

2.5. The group could help with the compiling of finance files concerning major loans bodies (World Bank, European Commission, [UNDP, AFESD] or at least act as main adviser for files in those countries desiring or needing it.

— Defining follow-up, objective and response "indicators", on the basis of work already done on the subject by MAP (MCSD) and the Council of Europe and to be implemented.

2.6 The group will identify some "hotspots" where the cultural heritage is at risk, on the basis of the Montreux register (Ramsar Convention) or ICOMOS' heritage in peril list.

2.7 It will offer advice on the subject of protecting and enhancing the heritage to those local authority bodies involved in sustainable development activities (agendas 21 or ISO 14001, for example): this is the case of 30 Tunisian municipalities, 130 in France and over 300 in Italy.

Generally speaking, the unit will function in network, giving priority to the services it can offer (but it will not be a paid study bureau) to those needing them, obviously in the framework of MAP.

*

3. The specific structure of the group is still to be defined with precision but the Nice meeting opted for a light structure within MAP, organically linked to PAP, with some autonomy in its work and management. The meeting did not opt for the idea of a "Centre" but a body with its own budget and multi-partner administrative board, representing protagonists from different countries taking an effective part in its work and funding.

This small board would be made up of organization that have made up their minds to participate over several years, mostly towns and cities[2], plus some universities and other appropriate national and international institutions.

The unit would have its own premises and a small number of permanent employees, along with experts of different nationalities; a small group of experts, on demand, will act regularly while others will be called in for highly specialized operations.

[2] The city of Marseille has officially declared itself a participant (see letter enclosed). Around ten cities or regions could be represented.

All the "unit"'s work will be monitored by the MAP focal structures or by an ad hoc structure. In any case, national ministries responsible for the heritage will be associated, especially for any activities concerning their country.

4. Tourism and heritage

It had been requested that the Nice meeting should examine the relationship to be developed between the cultural heritage and tourism. Developments set out in this document show that attention was paid to this capital issue.

As for the coming three years' work, special attention should be paid to:

- relations with professional tourism organizations, such as the World Tourism Organization in Madrid and all other organizations and federations (tour operators, hoteliers, youth hostels etc.) plus universities (e.g. on eco-tourism, with courses in Turkey) or UNESCO Chairs on "Tourism, heritage and sustainable development",
- the many travel agencies that focus on the cultural and natural heritage and consumer federations (e.g. ramblers) looking for new tourism models concentrating on culture,
- any "charters of good practices and ethics" already signed nationally and any interesting experiences in the field of cultural tourism, and
- a communication might be produced for the attention of tourism professionals on the value of the cultural heritage for tourism in the Mediterranean, on the basis of those enhancement projects regarded as positive or innovative. This kind of action is supported by UNESCO and ICCROM (International Centre for the Study of the Preservation and Restoration of Cultural Property).

Annexes

1. MCSD, excerpt from Antalya meeting (16 March 2002)

2. List of participants at Nice meeting, 10 and 11 April 2003

3. Two-day programme, Nice

4. Heritage: its place in sustainable development, Mediterranean cooperation, MAP (note by Mr Patin) (delete as already included in the text)

5. List of world heritage sites in Mediterranean

6. List of 115 sites studied by the heritage workshop in Marseille (1987-2002)

7. International organizations likely to be interested in action concerning the cultural heritage (overleaf)

8. Organizations concerned by tourism and the relationship between tourism and heritage

9. Letter from Mr Gaudin, mayor of Marseille, and note on the city's support for the workshop on the 100 sites

10. Coastal Area Management Programmes (CAMPs) undertaken or under way

7 – International organizations likely to be interested in action concerning the cultural heritage

a) Intergovernmental organizations

UNESCO (www.unesco.org)

EUROPEAN COMMISSION (europa.eu.int)

COUNCIL OF EUROPE (www.culture.coe.fr / www.european.heritage.net –
See specialized heritage website: HEREIN)

WORLD TOURISM ORGANIZATION (www.world-tourism.org)

WORLD BANK (www.worldbank.org)

ICCROM (International Centre for the Study of the Preservation and Restoration of Cultural Property) www.iccrom.org

b) Non-governmental organizations

ICOMOS (International Council on Museums and Sites) (www.icomos.org)
ICOM (International Council of Museums) (icom.museum)

c) Financial foundations and institutions

AFESD (Arab Fund for Economic and Social Development) (www.gm-unccd.org)

AGA KHAN TRUST FOR CULTURE (www.akdn.org)

WORLD MONUMENT FUND (www.worldmonuments.org)

GETTY FOUNDATION (www.getty.edu)

AFD / French Cooperation (Agence française de Développement) (www.afd.fr)

GTZ/German Cooperation (Deutsche Gesellschaft für Technische Zusammenarbeit) (www.gtz.de)