



## Final Meeting of the first year of ARCHIMEDES project

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MED-PACT



### Thematic Working Group

The creation of a THEMATIC WORKING GROUP was one of the main activities to be developed within the ARCHIMEDES project aiming to promote a virtual discussion on three urban planning priority themes:

- CULTURAL HERITAGE AND ECONOMIC DEVELOPMENT
- URBAN REGENERATION
- STRATEGIC PLANNING AND TOURISM

These 3 issues have much more in common that someone can expect: dealing about CULTURAL HERITAGE AND TOURISM means also dealing about ECONOMIC DEVELOPMENT, and they both deal with URBAN REGENERATION processes.

## Thematic Working Group

The objective is a Methodological exchange and knowledge transfer from the EU cities to the 4 MEDA cities.

- transfer of knowledge
- transfer adequate technical and methodological tools
- assistance in defining, promoting and implementing integrated urban planning processes

The expected outcome is to produce common guidelines for each theme.

## Action steps

### 1st phase

The Thematic Group Coordinator from each EU city has sent to all partners a first document including:

- the state-of-the-art at European level of the theme
- a questionnaire to be answered within a defined deadline

Every partner has discussed the document within its Local Team or Working Group; it has prepared its answer and it has sent it back to the Thematic Working Group.

### 2nd phase

After the Sofia meeting (July 5-6) the discussion on 3 new sub themes started with the same procedure:

- Each EU city proposed a document on a key issue with attached a questionnaire and gave a deadline to the partners for their answers.
- The partners discussed internally the documents and prepared their answers

The Thematic Group Coordinator will present a synthesis of each sub theme at the meeting in Venice (December 2007).

## Themes and sub themes

### Themes:

- Cultural Heritage and Economic Development (Venice)
- Strategic Planning and Tourism (Genoa)
- Urban Regeneration (Bordeaux)

### Sub themes:

- Public/private partnership (Venice)
- Urban Marketing: consensus and population involvement (Genoa)
- Human and economic resources (Bordeaux).

## Remarks

### Positive results:

- the discussion allowed us to have a wide vision of the complexity and the diversity of the urban reality of the 4 MEDA cities which will be extremely useful during the second phase of the project, the pilot project development.
- all the documents and questionnaires are on line which means that any partner can take advantage by their consultation.
- the discussion so far was so useful and rich that the idea is to continue the TWG work for 6 more months before preparing the final document.  
The 3 EU coordinators will decide the future sub themes referring to the Pilot Projects presentations and needs.

## The first document: Cultural Heritage as a socio-economic development factor

Cultural Heritage is not seen as an overall priority for national development unless its relationship with social values, economic activities, local development, international exchanges is made or become clear.

Instruments to contribute to the promotion and conservation of Cultural Heritage.

- **Education and access to knowledge** as key factors of the promotion of Cultural Heritage: the necessity of Training courses on policy making and on the economics of Cultural Heritage and cultural events.
- **Sustainable cultural tourism:** Tourism promotes new productive and commercial activities in the field of Cultural Heritage: hotels, restaurants, publications, arts & craft, high quality museum souvenirs, guide services.
- **Urban rehabilitation** of historic cities and adaptive reuse of buildings.

## The first questionnaire: Cultural Heritage and Economic Development

Through the first questionnaire we wanted to build a common definition of Cultural Heritage and Economic development and to know:

- the impact of tourism on city's economy;
- the incidence of culture as motivation for tourists to visit the city;
- the span of action that can be undertaken by the institutions to promote Pilot Project;
- how can the local community be involved in the valorization of its cultural heritage;
- how to link intervention policies with professional training in the field of Cultural heritage management.

Definition of the theme "Cultural Heritage and Economic Development" in the city's Pilot project.

- **Beirut**

The CBD (Central Business District) belt didn't go through a heavy reconstruction process, the old urban fabric still exists with its old architecture and typology that goes back to the ottoman and French mandate periods. The CBD belt still reflects the image of Beirut as it was before 1975 with a large mixture of small scale manufacturing, specialized "souks", and culture and religious spaces.

The Pilot project, by creating a cultural path passing through these important landmarks, will provide an opportunity for the region to uncover its traditional and cultural background that will lead to promote the region's tourism and help preserving its cultural heritage with its diversity and richness.

Definition of the theme "Cultural Heritage and Economic Development" in the city's Pilot project

- **El Mina**

Cultural Heritage and Economic Development can be considered the benchmark from which El Mina can use the past to sail through the future. By exploiting the old city's historical monuments, archaeological sites, the different and multiple architectural designs that reflect the different epochs of the history of the city and its people, the city can generate an infrastructure for tourism, cultural activities and local enterprises and therefore boost the economical development of the old town by creating job opportunities for women and youth.

## Definition of the theme "Cultural Heritage and Economic Development" in the city's Pilot project

- **Istanbul**

This project provides an opportunity to uncover the hidden cultural heritage; targets to publicize this authentic production and trade based urban texture and buildings dating back to the pre-industrial Ottoman society.

*Hanlar* District, with its own identity based on mostly trade and partially on small scale manufacturing activities, has always been a special urban living environment both in the past and in present.

Having witnessed the phenomenal changes in Istanbul, *Hans* are still standing firm to highlight the history and constitute the major characteristic of the area. In this axis, while entertaining and contribution to the local economy, tourists are expected to engage in today's socio-economic and cultural activities.

## The impact of tourism on town economy

	BEIRUT	EL MINA	ISTANBUL	ORAN
Number of tourist arrivals per year			5.346.658	166.800
Number of tourists that sleep in town per year			2.224.210	290.500
Percentage of European tourists that sleep in town per year			73%	70%
Average duration of stay			2,5 nights	2 nights
Number of hotels in the city center		2	969	
Number of beds in town		40	96.331	4640
Number of people working in the tourism sector		750	4000 registered tour guides + all the others	3000

## Main tourist motivations to visit the town

BEIRUT	EL MINA	ISTANBUL	ORAN
Leisure and fun (especially Arab tourists)	Local tourism (dining, sightseeing, see excursion) 50%	Cultural tourism	Beach tourism
Business	Archaeological sites and monuments 20%	Business	Business
Cultural events	Cultural events 20%	Boat tours	Cultural events
Cultural tourism, archaeological sites and monuments		Conventions	Tourism de pilgrimage (Pieds Noir)

## Actions that can be undertaken by the institutions participating to the project

	BEIRUT	EL MINA	ISTANBUL	ORAN
Foreseen endowment to finance the intervention	No public nor private intervention in the area at the moment		Limited financial resources	
Is it possible to change the use destination of the buildings in the area?	Urban Legislation is one of the main issue to work with...		Preservation Master Plan and Preservation Implementation Plan empower the Municipality to change the use of buildings	
Is it possible to remove the parts of building that do not belong to the original structure?			Yes, if it follows the presentation of a restoration project	

### Kind of sources to finance the Pilot Project

	BEIRUT	EL MINA	ISTANBUL	ORAN
EC funding	Possible	Possible	None to our knowledge	
National Government resources	No	No	Ministry of Culture and Tourism	
Metropolitan Government resources	No	No	Under the Authority of I Ozel daresi (special Provincial Authority)	
Local Municipality resources	No	No	None available	
Local NGOs		Possible		

### How can the local community be involved in the valorization of its Cultural Heritage?

BEIRUT	EL MINA	ISTANBUL	ORAN
Using the festival/cultural events to raise the awareness of the people on the importance of heritage preservation	By showing how cultural heritage can be an economic capital that might generate opportunities for socio-economic growth. Therefore, the local community (religious authorities, NGOs, neighbourhood committees) should be involved in mapping out the assets of the city 's culture and history	People are currently under the pressure of preserving the buildings while continuing their economic activities.. Therefore, they are more likely to welcome any official intervention to the historic buildings, which, otherwise would be beyond their scope and capacities	

## How to link intervention policies with professional training in the field of Cultural Heritage management?

BEIRUT	EL MINA	ISTANBUL	ORAN
In addition to training programs for the municipal employees, museum staff and guide it is important to work with the students of the involved schools in the region to assure a sustainable development for the future generations.		Through training programs for the related municipal and public servants, guides, museum staff, mosque staff, etc. It can also be necessary to educate specialized masonry, craftsmen, carpenters etc. to pursue restoration works.	

## Partnership

Partnerships correspond to a form of co-operation or governance which is becoming more and more frequent. It is based upon various kinds of formal agreement (contract, association, etc.) aiming at implementing a policy or project. It brings partners together who seek a positive and concrete outcome from the co-operation, which they would not be able to reach on their own.

### Vertical partnerships

In most European countries, urban matters and metropolitan functions are the responsibility of several tiers of government (municipalities, regions, national state, Europe) that share competencies on different fields.

### Horizontal partnerships (public-public or public-private)

To implement integrated strategies at the metropolitan level, cities need to build partnerships with local stakeholders that have different competencies and resources. Such partnerships can involve various types of partners, ranging from private firms, to public organisations or NGOs.

## Questionnaire on Partnership

	BEIRUT	EL MINA	ISTANBUL	ORAN
Which category does your partnership belong to?	Public, Private + NGO at the national level	Public - Private + NGO	-Vertical at the metropolitan level - Horizontal public/public (IMM and Culture and Tourism Dep./Universities, NGOs) - Some public/private	
What form does it take?	Associations, support, sponsorship...	Formal meetings and association	Mostly informal meetings	
Does it have precise goals and priorities?	The private sector is mostly interested in the cultural aspect of the project. The public sector has shown its interest	Developing the tourism sector in the old town: -Creating an incubator turning Some houses into B&B - Creating GIS database	Yes, everybody is very well organized around well defined goals	

	BEIRUT	EL MINA	ISTANBUL	ORAN
Are the roles of the partners clearly set? What do they bring into the partnership?	No they are not	No they are not	Yes for the municipalities The roles of private partners are not clearly set.	
Is there a common culture? or what are the different cultures?	There are different mentalities to take into account	There is a common culture to serve the local community, however each partner has its own interests	There has been a shared objective aiming at improving the area by preserving its CH.	
Is there one or several leaders? Does leadership change over time?	The all area is under the Beirut Municipality authority	The major leader is the City Major	The project is pursued under the leadership of the EU Relations Dir., the departments heads take the leadership in overcoming some beaucratic obstacles	
What are the resources of the partnership as a whole?	Private funds from sponsors, bank, associations. Public funds from the Municipality of Beirut	Private funds	Financial contribution and logistic support by IMM. EU funds	