



Organisation der  
Vereinten Nationen für  
Bildung, Wissenschaft,  
Kultur und Kommunikation



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# Proposal for a strong and active OWHC Regional Secretariat North West Europe

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**Proposal for a strong and active OWHC  
Regional Secretariat for **north-west Europe**  
*Good reasons for location in Regensburg, Germany***



## Potential member cities of the north-west European region

<b>Wismar</b>	Germany	<b>Quedlinburg</b>	Germany
<b>Røros</b>	Norway	<b>Bremen</b>	Germany
<b>Bergen</b>	Norway	<b>Goslar</b>	Germany
<b>Bern</b>	Switzerland	<b>Liverpool</b>	United Kingdom
<b>Luxembourg</b>	Luxembourg	<b>Mantova</b>	Italy
<b>Stralsund</b>	Germany	<b>Sabbioneta</b>	Italy
<b>Regensburg</b>	Germany	<b>Weimar</b>	Germany
<b>Beemste</b>	Netherlands	<b>Karlskrona</b>	Sweden
<b>Brugge</b>	Belgium	<b>Potsdam</b>	Germany
<b>Berlin</b>	Germany	<b>BathUnited</b>	Kingdom
<b>Rauma</b>	Finland	<b>Lübeck</b>	Germany
<b>Visby</b>	Sweden	<b>Edinburgh</b>	United Kingdom
<b>Bamberg</b>	Germany		



The OWHC is an internationally-organized and -oriented organization that promotes the implementation of the World Heritage Convention. The Organisation also focuses on the exchange of information and expertise on matters of conservation and management, as well as on developing a sense of solidarity among its member cities and encouraging co-operation.

## 1. The objectives of Regional Secretariats

The Regional Secretariats play an important role in the OWHC structure and processes. Two hundred and thirty eight cities that share cultural, linguistic or geographic affinities are grouped together in seven Regional Secretariats.

### A Objectives

#### Regional Secretariats

- serve as a link between the member cities of their particular region and the General Secretariat;
- assist the General Secretariat in producing documents intended for members, data collection and the organization of relevant events;
- represent, when necessary, the General Secretariat at events in which the latter is invited to participate;
- organize in their regions activities intended to promote the Organization's values and objectives;

(Source: [http://www.ovpm.org/en/regional\\_secretariats](http://www.ovpm.org/en/regional_secretariats))

### B Resources

To reach these objectives, certain requirements are needed. They refer to the OWHC members as well as to Regional Secretariats.

- Experienced and dedicated management is needed. Sufficient staffing and financial resources must be provided.

- Member cities should be invited to cooperate and integrate their ideas and approaches into the working process.
- For the best results and to the benefit of all heritage cities of the region, an integrated approach is essential.
- The role of the member cities should be strong and active.

## 2. General proposals

To stimulate the development, a number of actions could be implemented. These actions should be carried out in combination with appropriate management activities and in co-operation with all member cities. Based on the extraordinary qualities of the World Heritage cities, improvement could be achieved fairly quickly.

**For a successful Regional Secretariat Coordination Internal Communication, Dissemination and Capitalization are necessary.**

### A Lobbying

To achieve the best results, collective efforts must be made to strengthen the work of the Regional Secretariat. It is imperative to coordinate projects, funding and strategies in order to enhance the legal and financial conditions for historic cities. In discussions on the future of European funding, the possibilities for heritage cities in the north-west European region of the OWHC should take priority. Lobbying is a crucial aspect.

**Category: Coordination, Dissemination, Capitalization.**

### B Website

A user-friendly website could be implemented to function as a communication platform for all member cities. This website should provide interactive tools for the exchange of information between member cities within the OWHC network, as well as providing useful content for other organizations, networks and historic cities. A regular newsletter on a



bi-monthly basis could help to disseminate this information.

**Category: Internal Communication, Coordination, Dissemination.**

### C Publication

To communicate the activities of the region and its member cities, a small publication could be produced.

**Category: Internal Communication, Coordination, Dissemination.**

### D Exchange of Expertise

One of the most important benefits of the OWHC network is the exchange of expertise, especially in the fields of work on tourism, sustainability, the sustainable development of historic cities and the communication of heritage values. Existing knowledge in the OWHC member cities should be increasingly used to the benefit of the member cities through city-to-city visits by experts on specific topics.

**Category: Internal Communication, Coordination, Dissemination.**

### E Strong voice of the member cities

To vitalize the influence of the north-western region in the OWHC network, it would be useful to implement a bottom-up approach. Topics can be raised, contributions be made to discussions or position papers, and new projects can be initiated by each and every member city in good standing. This approach would not only increase the motivation of the member cities but also their benefits.

**Category: Coordination, Dissemination, Capitalization.**

### F Enhance output of regional conferences

The regional conferences could be seen as great opportunities to promote the work of the north-western region within the OWHC. To guarantee the best results, member cities should be encouraged to put subjects on the agenda and propose topics and speakers. More interactive actions could

improve the output of the regional conferences and result in good documentation.

**Category: Internal Communication, Dissemination, Capitalization.**

### G Networking

Not only should the aspect of networking be emphasized, but also the incorporation of information and expertise from other organizations that are active in the field of urban heritage. Objectives are the prevention of ineffectiveness and duplication of work on the one hand, and an intensified dialogue with external networks on the other. Here, the region could develop joint contributions and statements for international organizations such as ICOMOS, UNESCO and others.

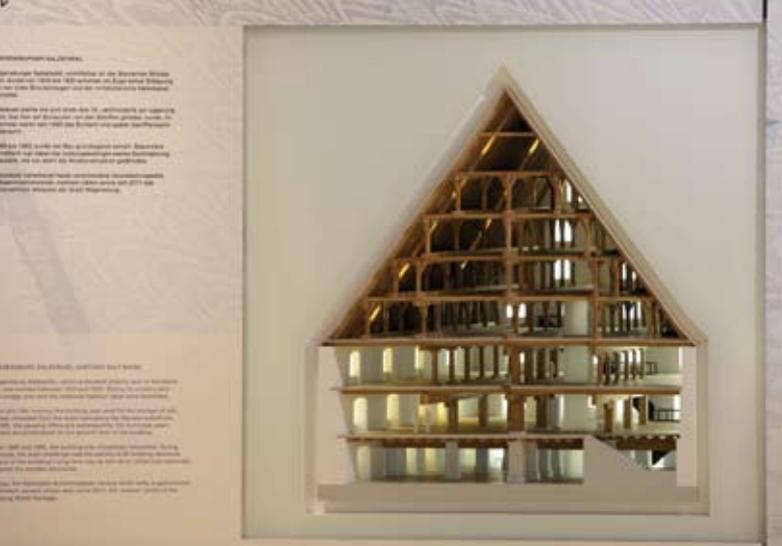
**Category: Coordination, Dissemination, Capitalization.**

**Michael Petzet, President of ICOMOS Germany  
Honorary President of ICOMOS International**

*»On the whole, the UNESCO – Convention for the Protection of the World Cultural and Natural Heritage remains one of the few successful efforts at world cultural politics directed at saving humankind’s cultural heritage, and ICOMOS is proud to be able to work with UNESCO as an advisory body. Also the regular regional Conferences of the OWHC-network, where general developments and concrete strategies are discussed, contribute to our common objective. From this point of view, the Conference »Earth, Wind, Water, Fire« held in Regensburg 2009 was very successful.«*

## 3. Background information: City of Regensburg

The old town of Regensburg with its Stadtamhof was listed as a UNESCO World Heritage Site in 2006. The group of buildings covers about 183 hectares and includes 984 monuments. In only five years, Regensburg has managed to achieve not only a good reputation within the international circle of World Heritage Cities, but has also initiated, accompanied and completed many projects. Regensburg and its approach to heritage has been exemplary in many respects.



## A Resources

Regensburg is a lively city, whose character is defined but not constrained by its World Heritage status. There are many opportunities for working in and with the OWHC network.

**Prof. Dr. Cristina Gutiérrez-Cortines, Member of the European Parliament and Member of the Environment, Public Health and Food Safety Committee**

*»Regensburg hosted the »OWHC Earth Wind Fire Water«-Conference in 2009. Only two years after inscription we found an active and professional coordination team there, willing not only to develop objectives and strategies for the heritage site, but also to stay in close contact to other partners in various heritage-related networks.«*

## B Benefit of a Regional Secretariat in Regensburg

The city of Regensburg possesses the professional resources to assume responsibility for the north-western Secretariat. To realize and coordinate the actions necessary for the successful development of the north-western regional network, the City of Regensburg can offer the following conditions:

### Coordination

- The World Heritage coordination office was set up five years ago. The multidisciplinary team of five professionals is experienced in managing projects, PR-activities, networking and specific heritage-related aspects in their daily work.
- The well-supplied and integrated World Heritage coordination office in Regensburg could offer one experienced officer to work full time for the Regional Secretariat. Many infrastructure facilities, such as a fully-equipped office and a secretary, are already set up. Extensive local and national networks and expertise also can be used for the benefit of the OWHC.

- As one of the first heritage cities in Europe, Regensburg has established a modern and bilingual World Heritage Visitor Centre, which opened on 28th May 2011. It provides additional space for events, meetings and visitor groups.

### Political support, networks and output

- Regensburg has already proven its strong political intention to develop the whole World Heritage site properly and in an innovative way. The city is very committed to various projects, and plays an important role in networks which are directly connected to its heritage status. Examples are: lead partner role in the HerO network, member of the »Historic Cities« working group, presidency of the World Heritage Cities working group within the Association of German Cities and Towns.
  - Regensburg follows an integrative approach, which includes the production of papers, best-practise studies, case studies and recommendations. The biggest outputs so far are the HerO Guidebook of Management Plans and the HerO Policy Recommendations. Both were assembled following the experiences of the HerO Network and the completion of the Management Plan.
  - Mayor Hans Schaidinger, who is the current President of the Bavarian Association of Cities and Towns, supports World Heritage coordination by every means, and by networking in particular.
- ### Financial aspects
- Within the last two years Regensburg has managed to obtain 10.6 million Euros of funding from the European Union and the Federal Republic. Supported projects include the restoration of the Stone Bridge and the realisation of the Regensburg World Heritage Visitor Centre.
  - The Regensburg World Heritage Coordination team is experienced in fundraising and could use this skill for the benefit of the OWHC.



## 4. Next steps

Regensburg is ready to take over responsibilities for the OWHC Regional Secretariat. As the headquarters of the Secretariat, Regensburg could initiate the following integrated actions to enhance the benefits for member cities within the next six months.

### A Communication initiative

We propose to create a multifunctional website, to serve as a communication platform for the north-western region. The main focuses include the exchange of expertise, dissemination and permanent contact between the member cities. We additionally recommend the use of modern technical facilities to ensure fast and easy communication and cooperation.

**John Hinchliffe, City of Liverpool**  
**On World Heritage Management Plan developed within the HerO Network:**

*»All were happy to participate because they understood that the Management Plan is an important strategic document which has an impact upon their area of interest.«*

### B Strategic initiative

To identify a long-term strategy, we propose compiling a strategy paper in collaboration with the member cities. We will follow an integrated approach, so every member city will be asked to contribute.

We then propose setting up an obligatory working programme for the next three years to meet the needs of the north-western region and its member cities. Its structure, timetabling and the progress of its work program will be discussed openly. The main objective here is to strengthen the position of the region within the OWHC network.

**Gaetano Mollura, City of Naples**  
**On World Heritage Management Plan developed within the HerO Network:**

*»The Integrated Cultural Heritage Management Plan will be a good framework for the future development of the waterfront of the historic centre and the port area, bringing together the needs of the inhabitants with the safeguarding of the cultural heritage.«*

### C Solidarity initiative

To strengthen the region's importance within the OWHC network, we propose making every effort to

- Emphasize the relevance of common subjects
- Identify common challenges
- Share expertise
- Encourage lively city-to-city visits by experts

To reach these objectives, we propose implementing a workshop session at the next regional conference to define exactly the individual challenges and common needs. An update of actions already taken by the member cities is also required.

### D Expertise initiative

We propose enhancing the exchange of expertise on a large scale to:

- Strengthen personal and individual contacts
- Promote the exchange of papers, output and project plans.
- Utilize digital technologies and networks

### Learn more about our work and our publications:

OWHC Publication  
 HerO Guidebook  
 HerO Policy Recommendations  
[www.regensburg-welterbe.de](http://www.regensburg-welterbe.de)





## World Heritage Coordination City of Regensburg

### Coordination and Contact Point

Coordination of municipal actions and projects related to the topic »UNESCO World Heritage« and development of projects with external partners.

- Contact Point
- LK Welterbe (steering group »World Heritage«)
- AG Welterbe (working group »World Heritage«)
- World Heritage Management plan

### Monitoring

Identification of projects to be reported to UNESCO, exchange and communication with the relevant administrative bodies.

- Periodic Reporting
- Reactive Monitoring
- World Heritage Steering Committee to monitor
- new development in core and buffer zones
- Other factors (natural risks, visitor management)

### Public Relations and Raising Awareness

Communicating the World Heritage Idea and Regensburg's Heritage attributes to residents and visitors.

- Public Relations, Website, Young Heritage
- Brochures, flyers, annual reports
- World Heritage inscription ceremony on November, 24th, 2007.
- World Heritage days (annual event on the first Sunday in June)
- Visitor Centre World Heritage Regensburg (May 2011)

### Science and networking

Promoting scientific work on the topic »World Heritage« in Regensburg and representing Regensburg in national and international networks.

- Networks (ARGE Historic Cities, OWHC, ICOMOS, etc.)
- Scientific research (Cooperation with universities, survey on visual axes, Case studies)
- Conferences
- European-funded projects (e. g. URBACT-funded project »HerO«)



## Where we are

The city of Regensburg is situated at the northernmost point of the Danube in a broad river valley, and has 149,762 inhabitants (as at December 2010). The urban area comprises 80.68 km<sup>2</sup>. It is easy to reach by plane, train or by car.

## By plane

### Distance from international airports

Frankfurt Main (FRA): 335 km

Nürnberg (NUE): 110 km

Munich (MUC): 85 km

## By train

Several options are on offer, including the high speed ICE. Regensburg lies on the international route linking Amsterdam – Brussels – Vienna – Budapest – Prague. There are connections from Regensburg to Berlin/Dresden, Hamburg/Hanover, Dortmund/Cologne, Frankfurt am Main, Karlsruhe/Stuttgart and Munich. German Federal Railways (DB) have an attractive range of special offers.

## By car

### Motorway A3:

Cologne – Frankfurt – Nürnberg – Regensburg – Passau – Vienna

### Motorway A93:

Munich - Regensburg - Weiden - Hof - Dresden

### A roads/Interstates:

B 8, B 15, B 16

(Source: <http://www.regensburg.de/sixcms/detail.php/3854>)

To find out more and to gain an initial impression, please visit:

[www.regensburg-welterbe.de](http://www.regensburg-welterbe.de)

## Contact information:

City of Regensburg  
Planning and Building Division  
World Heritage Management

World Heritage Coordinator

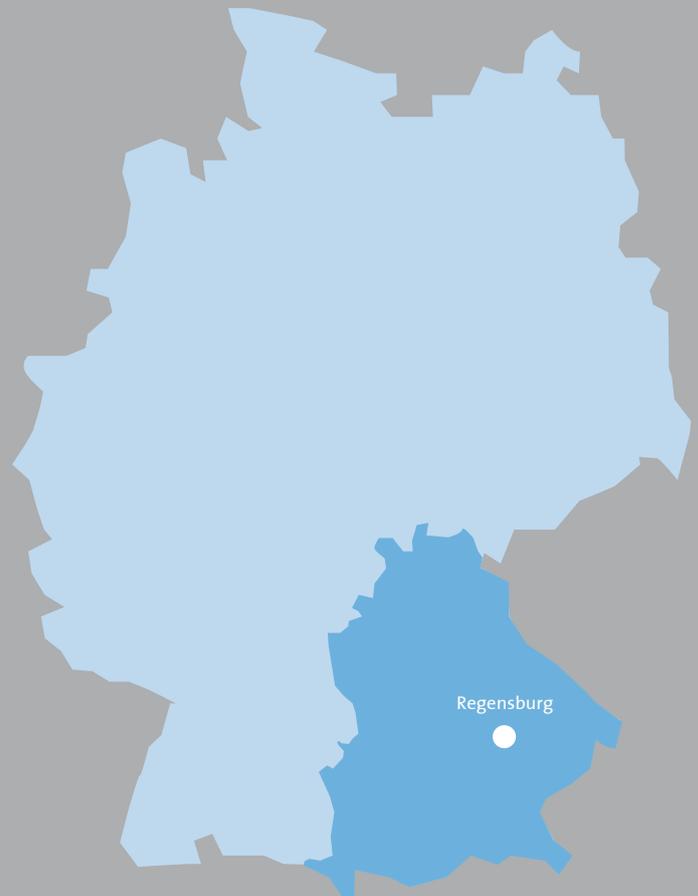
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