

PROGRAMME OF THE MEETING

World Heritage and Sustainable Development

The Role of Local Communities in the Management of UNESCO Designated Sites

Kotor, Montenegro. 7-8 June 2012

ORGANISED WITHIN THE FRAMEWORK OF



I. INTRODUCTION

The celebrations this year of the **40th anniversary of the UNESCO World Heritage Convention**, under the theme “World Heritage and Sustainable Development: the Role of Local Communities”, offers a tremendous opportunity to reinforce joint efforts towards the development of effective policies and practices for the better management of cultural and natural heritage, with special focus on participatory approaches and community engagement.

In this context, the UNESCO Venice Office, in cooperation with the national authorities of Montenegro, is organizing on 7 and 8 June in Kotor, Montenegro, a regional meeting to share experiences, good practices and planned activities concerning the management of World Heritage and other UNESCO designated sites (MAB Biosphere Reserves) in South-Eastern Europe, with a strong focus on the role of communities¹ in the identification, management and conservation of such sites.

Community involvement and engagement are now recognized as one of the major strategic objectives for the implementation of the World Heritage Convention, as they were already for the “Man and the Biosphere” (MAB) Programme, as well as of any sustainable heritage protection. This meeting will therefore serve to share reflection on strategies to face global challenges in the sustainable management of these sites, and come as a complementary event to the regional workshop organized by UNESCO for site managers in Sibiu, Romania, from 14 to 20 May 2012, in the framework of the preparation of the Second Cycle of Periodic reporting for Europe and North America.

This meeting is part of the new framework initiative entitled “**Culture: a Bridge to Development**”, approved by the General Conference of UNESCO at its 36th session (October-November 2011). The initiative aims at better promoting culture in all its forms

¹ For the purpose of the meeting, and in line with the World Heritage Convention, the term “community” involves all forms of non-State actors, and include, *inter alia*, community groups, nongovernmental organizations, private enterprise and local authorities.

as a powerful and unique tool for sustainable social, economic and human development, job-creation opportunities social cohesion, education and mutual understanding, thus bringing forth new opportunities for international cooperation. Building on the cohesive power of culture in all its dimensions, this initiative meeting shall also contribute to the enhancement of dialogue and cultural exchanges develop innovative and creative approaches to promote creativity, safeguarding heritage, and fostering culture-sensitive development projects

This meeting is also proposed as the final event of the two-years project DURMITOR (Strengthening Sustainable Development Governance in the Tara River Basin Biosphere Reserve and in the Durmitor World Heritage Site in Montenegro), co-funded by the Veneto Region, Italy, with the aim of enhancing local governance processes while considering the need for a better integration between socio-economic development and the conservation and protection of natural and cultural assets of the Durmitor WH site / Tara River Basin Biosphere Reserve, with beneficial cascade effects on the territory and on the local communities in a first step, but also inspiring impact on other similar sites in SEE in a second step.

II. TOPICS OF DISCUSSION

The meeting will be structured on two days.

The **first day**, on **June 7**, will allow each invited country (Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Greece, Montenegro, Romania, Serbia, Slovenia, The former Yugoslav Republic of Macedonia, and Turkey) to present and discuss, in a comparative way, meaningful cases of community engagement in the management of selected national UNESCO designated sites.

This session will serve to discuss, in particular, issues pertaining to community involvement and participation at all levels, with special focus to the preparation and implementation of management plans; preservation of local knowledge; enhancement of local social and economic development; reconciliation of conflicting community interests;

good governance mechanisms; management of tourism pressures; education on cultural heritage and sustainable development, etc.

The **second day**, on **June 8**, will be dedicated to a **capacity-building workshop**. Drawing on the experiences presented the first day, the workshop will allow the participants to discuss issues on two interrelated themes: 1) Integrated heritage management processes; 2) Community involvement and heritage development. For each of the proposed themes, the workshop will stimulate a collective discussion over opportunities, obstacles, and emerging trends concerning the management of heritage in South-Eastern Europe, drawing on the experience of the participating sites as well as on the contribution of international experts. In so doing, the workshop aims at raising awareness on key-issues, favoring the emergence of a shared approach to heritage management, and sharing knowledge and good practices on the selected themes.

The workshop will also draw on the conclusions of the recent Sub-Regional Periodic Reporting meeting for site managers from SEE on the management of cultural World Heritage properties, which was held in Sibiu, Romania May 15 -17 2012. The meeting dealt with specific concerns in the management of World Heritage sites, in particular:

- The Outstanding Universal Value as the basis of management (participants expressed the necessity of a shared vision of the values of the site, as the guiding principle for the future development of the site and the implementation of the management plan).
- The importance of the management planning process (with focus on the harmonization of legal and administrative frameworks and the necessity to clarify the roles and responsibilities of all stakeholders).
- The need to find new ways to build partnerships with local communities (especially through dialogue and openness in the management process, and capacity-building on communication, participatory planning, and conflict management).

WORKSHOP THEMES

1. Integrated heritage management processes

The session will look at integrated planning and management approaches as means of balancing conservation and community interests and securing a sustainable heritage development process. Day-to-day management on the site is becoming more and more complex; it has to deal with multiple layers of protection measures and many competing interests. The effective implementation of management plans is a challenge in today's rapidly changing societal and political realities. There is a need for innovative and site-specific solutions for sustaining living heritage sites. Therefore the concern for heritage values must be integrated in all planning and management frameworks.

Questions for the debate may include:

- Can natural and cultural heritage management have the same objectives?
- Is there a need for new linkages, collaborative planning practices and strategies?
- Are World Heritage and MAB Biosphere Reserve designations just another layer of protection (and complexity) or can they help in building new partnerships and promoting more integrated approaches?
- Which role and mandate should the central and local institutions/government agencies have in an integrated management process? Why should they invest in the proper management of cultural/natural sites?
- Which kind of policies and actions could be put in place to enhance the economic value of the sites? How is it possible to ensure the financial viability of heritage preservation?

2. Community involvement and heritage development. .

The session will explore ways to build a meaningful dialogue with the local community and to better respond to society's interests. Community involvement is about commitment to the place and a condition for its sustainable development. The concept of heritage is broadening with the recognition of socio-economic as well as intangible cultural values, and site management has to deal with a growing number of stakeholders. Is there room for community involvement in management plans? Good

practices from different projects where local participation has been a starting point for awareness building and site management will be discussed.

Questions for the debate may include:

- Do conservation policies allow all stakeholders to have a voice?
- Many sites have multilayered communities, with different relationship with the place: who are the custodians?
- How can site management adapt to the society's needs – and the other way round?
- How can benefits for the local community be shared and constraints dealt with? Are benefits only measured in economic terms?
- What kind of community participation activities have been the most useful in your sites? How have they influenced the site management? What expectations have been met, and what not?

WORKSHOP STRUCTURE

The workshop includes two working group sessions dedicated to a specific theme. Each working group session is introduced by a short presentation on the key issue by a resource person. The participants are invited to discuss their experiences and explore possibilities for developing a shared approach. The group work is facilitated by both resource persons.

EXPECTED OUTCOMES

- Sharing experiences and creating opportunities for future exchange
- Identifying key elements for promoting participatory approach (that could be presented as a regional reference document)
- Identifying needs for further regional capacity-building on planning and management at regional/State/site level
- Establishing a network of sites with a cross-border or regional perspective
- Exploring possibilities for fund-raising and resource mobilization at regional level

III. WORKING LANGUAGE

Working languages will be **English** and **Montenegrin**.

IV. INTERVENTIONS

Experts will be asked during the **first day** to make a general presentation (20 min max) on a selected site (either World Heritage site or a MAB reserve; whereas possible, presentations on mixed WH-MAB designated sites are encouraged). Presentations especially focus on meaningful cases of community engagement in the management of the selected designated sites, hereby including experiences, results, and lessons learned.

The use of visual aids and/or PowerPoint is encouraged; in this regard, participants shall inform the organizers in advance about any specific technological tool or support they may need. Draft presentations should be sent to the organizers no later than one week before the conference, in order for the meeting's chair to optimize the preparation of the capacity-building workshop.

In particular, presentations should briefly touch upon the following aspects:

- Short description of the site (characteristics, specificities, needs and priorities in terms of management – NB: space for posters presentation and the display of materials during the meeting will be available to those who may require it);
- Presentation of the main actors (local, national and international) involved in site planning and management;
- Brief outline and implementation status of the management plan (if any), and description of future actions for its preparation review and implementation;
- Experiences and lessons learned in the planning and integrated management of the site.

V. MEETING VENUE

Concert Hall of the Church of Holy Spirit

The Old Town no. 456 - 85330 Kotor, Montenegro

VI. ACCOMMODATION

UNESCO Venice Office will arrange for travel tickets and hotel reservations for participants. The hotel chosen is

Hotel Splendido (<http://www.splendido-hotel.com/index.html>)

Glavati bb 85335 Prcaanj (Kotor)

Transportation from air terminals in Montenegro to the hotel and back will be arranged by the organisers. Lunches and dinners for the duration of the meeting will be offered to the participants.

VII. CONTACTS

Montenegro
www.unescomontenegro.com

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PROVISIONAL AGENDA

WEDNESDAY 6 JUNE 2012

Arrival of participants and Transfer to Hotel

20:30

Dinner (Hotel Splendido)

THURSDAY 7 JUNE 2012

Venue of meeting

8:45

Departure from hotel (15 min by bus)

9:15

Registration of participants

9:30-10:15

Opening addresses

- Marija Maja Catovic, Mayor of Kotor
- Lidija Ljesar, Deputy Minister, Ministry of Culture of Montenegro
- Ivana Vojinovic, Deputy Minister, Ministry of Sustainable Development and Tourism of Montenegro
- Anthony Krause, Head of Culture Unit, UNESCO Venice Office

Session 1

10:15

World Heritage and Sustainable Development: the Role of Local Communities in the Management of UNESCO Designated Sites – Country Presentations

Introduced and chaired by Marija Raznatovic, Secretary General,
National Commission of Montenegro for UNESCO

10:30-11:30

Presentations by the representatives of
Montenegro: Lidija Ljesar (Deputy Minister of Culture); Ilija
Lalosevic (Professor of Architecture; representative of the
Department for Spatial Planning and Development, Municipality of
Kotor)

Albania: Sonila Kora (Expert, Directorate of Cultural Heritage /
Ministry of Tourism, Culture, Youth and Sports); Rezarta Pilafi
(Architect, Regional Directorate of National Culture Berat)

Bosnia and Herzegovina: Azra Hadzic (focal point for World
Heritage property "Old Bridge Area of the Old City Mostar");
Miralem Fajic (Expert, Agency "Stari grad" Mostar)

11:30-11:45

Coffee-break

11:45-12:45

Presentations by the representatives of

Bulgaria: Nikolay Nenov (Director, Regional Museum of History in
Rousse; manager of the UNESCO World Heritage property Rock-
hewn churches of Ivanovo)

Croatia: Bruno Diklić (Architect, Directorate for the protection of
cultural heritage / Ministry of Culture); Francesco Duboković (Site
Manager, Public Institution for Managing Starigrad Plain)

Greece: Evgenia Gerousi (Head of Directorate of Byzantine
Antiquities and focal point for UNESCO's World Heritage
Monuments / Ministry of Culture and Tourism); Kyriakos Magos
(Architect, Municipality of Rhodes)

12:45-13:15

Questions and Answers

13:15-14:30

Lunch

14:30-15:30

Presentations by the representatives of

Romania: Daniela Mihai (National Focal Point for the 1972
Convention / Ministry of Culture and National Heritage); Mihai
Dragomir (Director, Mioritics Association)

Serbia: Katarina Zivanovic (Expert, National institute for cultural monuments conservation and protection); Aida Ćorović (Architect, President of the NGO URBAN-IN, Novi Pazar),

Slovenia: Barbara Urbanija (Ministry of Education, Science, Culture and Sport); Ms. Rosana Cerkvnik (Project coordinator UNESCO Dinaric Karst, Park Škocjanske jame)

15.30-15.45 **Questions and Answers**

15.45-16.30 **Presentations** by the representatives of

The Former Yugoslav Republic of Macedonia: Zoran Pavlov (Head of Department for Documentation, International Cooperation and Administrative Affairs/Ministry of Culture-Cultural Heritage Protection Office); Gabriela Milososka (Sector for Tourism and Local Economic Development / Municipality of Ohrid)

Turkey: Murat Süslü (Director General of Cultural Heritage and Museums / Ministry of Culture and Tourism); Halil Onur (Site Manager of Istanbul Cultural and Natural Sites Management Directorate)

16.30-16.45 **Questions and Answers**

16.45-17.00 **Conclusions**

17.15 – 19.00 *Guided tour to the Old Town of Kotor*

19.00 – 21.00 *Excursion to Porto Montenegro (www.portomontenegro.com)*

(By bus. Departure at 19.05 from the main gate of the Old Town of Kotor)

21.00 *Dinner at Porto Montenegro
(Return to hotel by bus)*

FRIDAY 8 JUNE 2012

Session 2

Venue of meeting

09.00 *Departure from hotel*

Capacity-building workshop – Management of designated sites and the involvement of local communities: basic principles, good practices, and lessons learned.

09.30 – 10.00: **Opening remarks**

- Lidija Ljesar, Deputy Minister of Culture of Montenegro
- UNESCO Venice Office

10.00 – 11.00: **Introduction to the workshop**

- Katri Lisitzin, Guest Professor , Researcher SLU, Sweden, Cultural Heritage Consultant (ICCROM)

11.00 – 11.20 *Coffee-break*

11.20 – 13.00 **First working group session – Integrated management processes**

Introduced by: Alessio Re, UNESCO Centre on World Studies and the Economics of Culture (Turin, Italy)

13.00 – 14.30 *Lunch*

14.30 – 16.00 **Second working group session – Site management and the involvement of local communities**

Introduced by: Aleksandra Kapetanovic, Expeditio NGO, Montenegro

16.00 – 16.40 **Open-floor discussion**

16.40 – 17.00 **Concluding remarks**

Marija Raznatovic, Katri Lisitzin, Aleksandra Kapetanovic, Alessio Re

17:00 – 17:20 **Ways forward: presentation of two new initiatives**

- The International Centre on the Economics of Culture and World Heritage Studies, in Turin, Italy (Alessio Re)
- SUSTCULT project and integrated cultural heritage management, City of Venice, Urban Planning Department (Katia Basili)

17.30 – 21.00 **Excursion to Perast and Our Lady of the Rock**

(By bus. Departure at 17.30 from the main gate of the Old Town of Kotor)

Visit of Perast, the Church of St. Nicola

Boat trip to the Island - The Our Lady of the Rock Chapel (Gospa od Skrpjela)

Return to Kotor

21.00 **Dinner at Restaurant Luna Rossa, Kotor**
http://www.montecristo.co.me/index.php?option=com_content&view=article&id=21&Itemid=57&lang=sr

SATURDAY 9 JUNE 2012

Departure of participants. Transfers from hotel to air terminals