

FUTURE PERSPECTIVES

Representatives of the projects and the individuals attending the final conference of Euromed Heritage 4, held in Fez, wanted to ensure continuity of the important activities achieved in the course of the programme. They are very keen that the results should be disseminated as widely as possible. In this document they sketch out some ideas for the future.

1. CONTEXT AND GENERAL OBJECTIVES

- 1.1 The Mediterranean Basin: a common and diverse heritage, with shared responsibility. The following was noted:
 - 1.1.1 The Euromed Heritage programme has permitted the development of a heritage dynamic which should not be interrupted
 - 1.1.2 Social and political tensions threaten the heritage of partner countries, with serious consequences for their culture
- 1.2 The current global crisis cannot be used to justify pushing heritage to the margins
- 1.3 Tangible and intangible, cultural and natural heritage, is a resource for economic, social and human development within a dynamic and progressive approach that takes account of local realities
 - 1.3.1 Heritage is a public good, that should be protected and valorised under the umbrella of public authorities at the national and local level
 - 1.3.2 Heritage of all eras, with its richness and diversity, is a reference for both national and local identities, and represents an opportunity for sharing and promoting regional and international solidarity
- 1.4 Heritage is an aspect of citizenship and should be promoted at both the individual and collective levels. It requires a collective understanding of concepts specific to the culture and traditions of partner country societies.

2. LESSONS LEARNT

- 2.1. The safeguarding and promotion of heritage require the implementation of a heritage policy tied to a strategic vision that involves, in particular:
 - 2.1.1. The responsibility of public authorities
 - 2.1.2 The involvement of citizens
 - 2.1.3 The professional training of practitioners
 - 2.1.4 Reinforcing the fight against the illicit traffic of cultural property
- 2.2 International cooperation must be coherent with national heritage policies.
- 2.3 Heritage rehabilitation strategies for buildings, monuments, objects, music, museums, narrative, cultural landscapes etc, must take into account, beyond the safeguarding of intrinsic heritage value, the requirement to improve the quality of life of the people.
- 2.4 Heritage is an interdisciplinary field which draws on archaeology, history of art, architecture, urban studies, anthropology, economy, technology, law (amongst others).

It must be supported by scientific research on materials, the effects of climate change, technological innovation, urban sociology, etc.

- 2.5 Heritage is a field characterised by transversal interventions requiring collaboration across diverse public authorities, and with universities, specialised schools, and the media.
- 2.6 Traditional heritage skills themselves constitute a form of intangible heritage which must be valorised, transmitted and sustained.

3. PRIORITIES

Partner countries have developed capacities and new frameworks of action supporting the directions taken by the programme and the unifying role of the European Union. It is vital to capitalise on, and render concrete, the achievements of this positive dynamic. Such support must be continued within the framework of the Euro-Mediterranean partnership.

3.1 Integrating heritage with development policies

- 3.1.1 Cultural heritage is indispensable for sustainable social and economic development. Both tangible and intangible heritage are key components of the daily life and values of local populations and their habitat. Consequently, heritage must be integrated in the politics, strategies and implementation of development projects, with the aim of contributing to the well-being of local communities and the nation. Political areas for urgent action include mobilisation of heritage in housing projects, urban planning, revitalisation of crafts and industries, and creative industries. The responsibility for action is transversal and goes beyond the cultural sector; it requires the contribution of public services in charge of education and training, local authorities, crafts, tourism, land use, housing, etc ...
- 3.1.2 There is a need for general and specific management plans in order to support the contribution of heritage to general well-being. These plans must be based on sound diagnosis and clear objectives with regard to social impacts, job creation, and respect for the environment.
- 3.1.3 To achieve effective implementation of these plans, it is necessary to reinforce the legal and institutional frameworks as well as the mechanisms for implementation, including the use of inventories as a management tool.
- 3.1.4 The safeguarding and valorisation of heritage towns and villages, including the improvement of living conditions and services, requires the coordination of diverse actors and donors, whose respective roles must clearly defined: these include municipalities, various public departments, waqfs, representatives of professional and commercial interests... There is often a need for the land title regime to be monitored. It may be advisable to start with pilot projects.
- 3.1.5 Multilingual university courses, based on common curricula and innovative teaching methods, are a priority. Mobility of trainers and trainees between partner countries and/or European countries is necessary in order to reinforce expertise and build management, restoration and rehabilitation capacities.

3.2 Heritage as a source of employment and wealth creation

- 3.2.1 The development of handicrafts and traditional occupations encompasses support for artisans and small enterprises; micro credit, management training, quality labelling, certification of origin, code of ethics, etc.
- 3.2.2 Dissemination of expressions of oral and intangible heritage requires institutional recognition and protection of the intellectual property rights of artists and actors.
- 3.2.3 It is important to ensure the appropriate training of heritage professionals and those in traditional occupations through collaboration with universities and training bodies, and various forms of apprenticeship
- 3.2.4. Continuous training of all those involved, will allow actors to stay abreast of evolving ideas and techniques
- 3.2.5 Competence in tourism is imperative in order to maximise the positive economic impacts and minimise the risks taking into account heritage and local cultures
- 3.2.6 It is important to reinforce professional and institutional south-south and north-south networks
- 3.2.7 Support should be given to emerging heritage specialisations in mediation, marketing, publicity, the use of multi-media and new technologies (IT)
- 3.2.8 Stimulus should be given to the creation and development of cultural enterprises.

3.3 Supporting heritage as a vector for citizenship

- 3.3.1 It is essential to involve local people in the processes of safeguarding and valorisation, within the framework of a participative approach that also makes use of the advice of heritage professionals, as required
- 3.3.2 The role of elected representatives is very important as spokespeople of the population. They should take care to draw on the advice of professionals.
- 3.3.3. Information and awareness raising amongst the general public, authorities and young people concerning the fragility and importance of their heritage should be a permanent priority.
- 3.3.4. As a collective good in the service of everyone, heritage contributes to socialisation. The participation of civil society should be encouraged through associations working on heritage protection. It is desirable for the role of these associations to be recognised and supported by public authorities within an appropriate regulatory framework.

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