

Editorial

The rapid social changes experienced by partner countries and the significant developments of the importance of the heritage in social life, indeed calls for a redefinition of goals and an adjustment of regulations and services.

All countries around the world share this situation and these imperatives. It is normal that the Euromed Heritage Programme brings its contribution, by a specific line of activities on the reinforcement of institutional and legislative framework. It is about going beyond the «antiquities» and «the historical monuments» and being open to urban and rural ensembles, as well as cultural landscapes, oral and intangible heritage. It would also promote the development of heritage as a contribution to sustainable human development.

International cooperation is a major factor in the progress of ideas and practices. Just as the heritage of each country is the result of cultural and artistic exchanges, in time and space, new heritage policies will be mated by the communication of innovations and best practices around the Mediterranean basin.

This edition of Connecting tries to put into perspective the essential elements of legislative and institutional action in the service of the heritage and, through it, in the service of society.

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Sicily, Italy - N. Sbiroli 2010

FOOD FOR THOUGHT How to make decisions concerning heritage?

BY JEAN-LOUIS LUXEN, SENIOR LEGAL EXPERT AT RMSU

The extension of the concept of heritage and, above all, its insertion into social and cultural life, as well as its recognition as a development factor, give greater importance to the heritage. The few contributions to this edition of Connecting highlight the importance of decision-making in this field, to give two complementary dimensions, as can be seen in many countries. The first approach, more traditional, is to treat heritage as a specialised field. New heritage categories have emerged: architectural ensembles, industrial archeology, 20th century works, oral and intangible dimensions, etc... These extensions require special studies and inventories. They require the participation of experts, of course. But it is equally important to begin listening to citizens and take into account their perception of heritage, in order for them to integrate it. This approach requires the involvement of various actors: elected officials, experts, professional organisations, voluntary movements. It must lead to the selection of the essential heritage elements, to put aside the available human and financial resources for the conservation and promotion of the heritage. Above all, it should focus on the education and the awareness of the whole community concerning the importance of heritage. A second approach, more innovative, has become indispensable. The distribution of the heritage in various sectors of social and economic life calls for a «transversal» treatment. This aims to give a heritage dimension to the various public and collective interventions. The resources of the cultural sector alone are insufficient. The aim should be to «contaminate» the other departments: territorial planning, social housing, environment, education, the fight against unemployment and poverty, vocational training, etc. The authorities in charge of the heritage at the national or local level have to convince their colleagues to consider the issues of heritage, cultural and natural, and provide support and resources to its promotion, by including it in the global perspective of social promotion. This second approach, to meet the needs and aspirations of the population, also calls for broad participation of professional organisations and associations of citizens. The future of the actions of safeguarding and promotion of the heritage will be assured by this combination of efforts ■

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EUROMED HERITAGE 4 NEWS



GHARDAÏA, ALGERIA - M. VILLAVERDE 2010



DAMASCUS, SYRIA - RMSU 2010



MARRAKECH, MOROCCO - WORKCAMP REMÉE 2010

RMSU'S ACTIVITIES

Euromed Heritage and the International Heritage Show 2010: the celebration of the Mediterranean heritage (from the 4th to 7th of November 2010, Paris, France)

As the main initiative of the European Union for heritage development in the region, the Euromed Heritage Programme has been invited to attend the fair, helping to fuel the debate of professionals and support the activities of public awareness on current issues of Mediterranean heritage. In addition to the presentation of activities developed in the region by the programme since its inception in 1998 – the networking of professionals and cultural institutions, educational activities and activities to increase awareness of civil society and communities, the creation of sustainable tours, rehabilitation and preservation, etc. – Euromed Heritage will host the conference «The areas of recent and modern heritage: an asset for Mediterranean cities» on the urban architectural heritage of the late 19th and early 20th centuries. «The architectural and urban heritage of the recent and modern periods in the Mediterranean proposes topics for reflection that bring out the usual patterns on heritage. This conference aims to present some of the recent heritage, including architectures and neighbourhoods, which were made during the colonial period and now represent the vital core of the cities - Casablanca, Rabat, Algiers, Tunis, Port Said, Damascus...», says the architect Romeo Carabelli, who will chair the conference on November 4 at 10 h 30 at «Comédie Française Studio Théâtre» ■

International heritage show 2010: <http://www.patrimoineculturel.com/>

Strengthening existing institutional and legal frameworks: seminar on «Education and Training» (Algiers, Algeria, 12-15 December 2010)

This specialised workshop is organised in connection with the activities of the Euromed Heritage programme in order to meet the wishes of the partner countries for strengthening the institutional and legislative framework of their policies. Within a long term perspective, it is imperative to address the issue of capacity building in all the sectors related to the preservation and valorisation of cultural and natural heritage. Training programmes need to be developed at all educational levels. Particular

attention is to be given for the training of architects, urban planners or even decision makers, in order to get them to integrate cultural heritage preservation in their professional activities, thereby contributing to contemporary approaches to sustainable human development. On the other hand, it is important to put in place training programmes specialised in the professions and various technical skills needed for cultural heritage conservation and restoration, including the important responsibilities of foremen or forewomen. Most of the time, we refer to on the job training programmes. The workshop will include a comparative analysis of the existing training programmes. It will also consider the possibilities of co-operation in the Mediterranean Area, in order to develop synergies. In addition to a representative from each partner country and from each Euromed Heritage project, the workshop will bring together experts from specialized organization such as UNESCO, ICCROM, ICOM and ICOMOS. The proceedings of the workshop will be published in spring 2011 ■

For more information about the Euromed Heritage 4 activity of strengthening the existing Mediterranean institutional and legal frameworks:

<http://www.euromedheritage.net/intern.cfm?menuID=8&submenuID=29>

Latest publications

[Workshops' proceedings and recommendations now available](#)
Heritage economics and financing mechanisms (Damascus, 6-8 June 2010)

<http://www.euromedheritage.net/intern.cfm?menuID=8&submenuID=26&submenuID=19>

Management of heritage sites and artefacts (Petra, 17-19 Mai 2010)

<http://www.euromedheritage.net/intern.cfm?menuID=1&submenuID=20&submenuID=20>

Preventive conservation and maintenance (Ghardaïa, 23-25 November 2009)

<http://www.euromedheritage.net/intern.cfm?menuID=1&submenuID=20&submenuID=13>

[Euromed Heritage time-sheets on tourism, museums, handicrafts and traditional skills](#)

Tourism development: a cultural heritage perspective

Museums: real and virtual spaces

The mirror of cultural identity: handicrafts and traditional skills

<http://www.euromedheritage.net/intern.cfm?menuID=9&submenuID=32>

EH 4 projects activities

Expose youth to their heritage in daily life: «School and Heritage»: an educational action under the Montada project is expected in the Maghreb during the school year 2010-2011

Educating young people is both an issue and a critical challenge for the revitalization of the heritage in the Maghreb. The Montada project, working for the preservation and enhancement of traditional architecture in six cities in Morocco, Algeria and Tunisia, has decided to meet this challenge, which is fundamental to the future of heritage in the region. The «School and Heritage» activity, which will be conducted throughout the 2010-2011 school year at Salé and Marrakech in Morocco, Ghardaïa and Delys in Algeria, Kairouan and Sousse in Tunisia, has been specially designed for school children aged between 8 and 12 in order to let them discover and afterwards promote the heritage of their city. «The activity is part of a broader participatory process that actively involves local communities. Through the involvement of various civil society actors and of the institutions in local forums - genuine spaces for consultation and exchange on issues and their possible solutions - we encourage the direct involvement of people in the action of preserving and enhancing their heritage», said Montserrat Casado, project coordinator. «School and Heritage» is based on a flexible teaching tool that has been developed by education experts. Easily adapted to the educational system and the specific reality of each city, it will be subsequently developed on the basis of the experience of teachers and tutors who will implement it during the school year. Approximately 400 students and four schools per city will be involved in the action. «Aided by teachers, the students will be asked to identify and express their views on heritage components in their daily lives: the city, the neighborhood, the medina, the house. Then, using the knowledge acquired at school in different disciplines - language, math, history, geography, art... - they will be making concrete proposals for their development», explains Montserrat Casado. The results of this phase of activity, which is expected to end in May 2011, will be compared and shared between two cities in each country. Meetings at national level will then develop ideas for the generalization of the teaching tool across the country. All educational activities will be marked by an international meeting to be held in



GHARDAÏA, ALGERIA - M. VILLARDE 2010



IBN AL BAYTAR ASSOCIATION, MOROCCO - 2010



TRAINING WORKSHOP, MEDMEM - 2010

late 2011, where the experiments will be further expanded for possible application of the tool in the Mediterranean region ■

For more information about MONTADA project:

<http://www.montada-forum.net/fr/montada/montada.htm>

Discover the charm of traditional architecture in the Maghreb: http://www.montada-forum.net/fr/videos_fr

Mediterranean young people involved in the revitalisation of Algerian water heritage - archaeological sites, thermal baths, savoir-faire and oral traditions... Volunteers work camp in Chercell organised by REMEE project (Sept.-Oct. 2010)

The Tipaza region is particularly rich in monuments – aqueducts, cisterns, thermal baths, etc. – and traditions – skills, tales and myths – attesting to the importance given to water and its management and use since antiquity. Despite its wealth, this heritage is poorly protected and poorly valued. Through its Algerian partner AREA-ED (Association de Réflexion d'Echanges et d'Action pour l'Environnement et le Développement), the Reme project is developing a strong action for the conservation and revitalisation of water heritage, particularly through the active involvement of Mediterranean young people in its activities. In the wake of the work camp it has organised in August 2009 focusing on the restoration and preservation of a Roman villa in the archaeological park of Chercell, Reme project organised from 18 September to 2 October 2010 another camp of volunteers. This year, about 30 young participants will be involved in the conception of information panels and brochures, an access-plan to the Roman thermal baths of the park, and a pedagogical tool designed for primary and secondary schools of the region. Reme project is also working on the collection of oral traditions related to water use in daily life, and the preparation of a guide of water heritage monuments to be published in 2011. The totality of activities carried out in Chercell will contribute to the creation of touristic trails, including several spots of interest, which will be integrated in a wider touristic programme combining protection and promotion of the cultural and natural heritage of the region ■

For more information about REMEE project:

<http://www.euromedheritage.net/intern.cfm?lng=fr&menuID=128&submenuID=13>

REMEE press-kit: http://remee.eu/catalog_repository/uploads/7/ddp_2010.pdf

Mutual Heritage training course: «Rehabilitation policies, strategies, and techniques: the case of Birzeit» (11-15 October 2010, Ramallah, Palestinian Authority)

Addressed to about 40 local and international professionals in the field of cultural heritage, urban planning, tourism, and education, the training course intended to identify the elements necessary for the creation of a cultural heritage trail connecting nine towns, villages and refugee camps in the Ramallah area, including Al-Bireh, Ras Karkar, Birzeit, Jifna, Jalazone Refugee Camp, Dura Al-Qare', Ein Sinya Silwad, and Taybeh. The expected outputs from this activity are the development of a heritage guide and map describing and illustrating the most significant heritage assets, services and activities in the area, and of guided tours. The training course in Ramallah is part of a larger activity dedicated to creating packages or tourist trails, particularly addressed to local tourism, and conceived to highlight this architectural heritage through the identification of its most significant elements (historic centers and buildings, etc.), of the surrounding cultural landscape that connects these elements, and of cultural activities and touristic services already existing or envisaged for the development of the area ■

For more information about Mutual Heritage:

<http://www.euromedheritage.net/intern.cfm?menuID=128&submenuID=13&idproject=43>

Mutual Heritage website: <http://www.mutualheritage.net/>

«Building and implementing a protection plan for Audiovisual Archives»: a training part of the project Med-Mem (Alexandria, 30 Nov.-2 Dec. 2010)

In the Med-Mem project the safeguarding of audiovisual archives constitute a major issue. To this end, the project focuses on training professionals - librarians, heads of archives, etc. – issued from the broadcaster sector on safeguarding, management and development techniques of audiovisual documents in the archives of Mediterranean televisions, partners of the project. This training, held in Alexandria by the INA and COPEAM with the help of the Moroccan television (SNRT) and the Bibliotheca Alexandrina,

is the third after those on digitization and indexing organized in 2009. Beyond sharing of experiences between broadcasters in the Mediterranean, the training will focus on defining a methodology approach and on proposing a number of organizational and technical guidelines - inventories and definition of the volume of audiovisual funds; mapping content and physical state of the audiovisual funds; assessment of the means and strengths available, technical solutions... - for the implementation of safeguarding strategies for the digitization of archives. The results of this training will contribute to feeding part of the content of a manual on the safeguarding of audiovisual archives, which will be available at the beginning of the 2012 and will constitute a reference in the field. This manual will be available online on the Med-Mem website, a platform of more than 4000 videos about countries surrounding the Mediterranean basin, which provides evidence of exceptional historical heritage of the region. This will be made available to the public in late 2011 ■

For more information about Med-Mem:

<http://www.euromedheritage.net/intern.cfm?menuID=128&submenuID=13&idproject=42>

View the future website promotion clip:

<http://www.ina.fr/playlist/artist/culture/bandesannonce-medmem.297775.fr.html>

Latest features, publications and videos

Heritage Awareness - 1st volume issued from Mutual Heritage project training courses

<http://www.mutualheritage.net/fichiers/Fascicule1-texte-integral.pdf>

A voyage through the traditional architecture in Algeria, Morocco, and Tunisia – videos by MONTADA project

http://www.montada-forum.net/fr/videos_fr

Radio reportages on line of «Manumed 2-of manuscripts and men» project

<http://data.manumed.org/fr/notices/88508-Emissions-de-radio-du-projet-Manumed.html>

MONTADA promotes heritage value of Kairouan - by Moncef Mahroug (a ENPI Info Centre feature)

<http://www.enpiinfo.eu/files/features/6107047%20ENPI%20Montada%20Tunis%20%28en%29.v.4.pdf>

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OUR FEATURE OF CHOICE

The need for a legal framework for a balanced, integrated and sustainable cultural heritage

BY RIDHA FRAOUA, DOCTOR OF LAW, HEAD OF THE LEGISLATION UNIT AT THE FEDERAL OFFICE OF JUSTICE IN SWITZERLAND, UNESCO CONSULTANT, AND GENERAL RAPPORTEUR OF THE EUROMED HERITAGE WORKSHOP ON THE FIGHT AGAINST ILLICIT TRAFFIC IN CULTURAL PROPERTY HELD IN BEIRUT IN NOVEMBER 2009.

The social, economic and tourism dimension of the cultural heritage is still largely untapped in most partners' countries of the Mediterranean. In these countries, the potential contribution of cultural heritage to economic development goals in general and tourism in particular has yet to develop. The development of this heritage and its use for social, cultural, educational and economic purposes is the result of isolated actions and ad hoc measures and does not respond to a vision or to a predetermined strategy. However, such development cannot be achieved in a balanced and sustainable way without the implementation of an appropriate legal framework. But the law on the protection of cultural heritage in the majority of partner countries does not allow, in its present form, the competent authorities to take up the challenge of development of a cultural tourism that respects the integrity of the cultural heritage. Firstly, because it does not provide the modern tools of management and enhancement of the cultural heritage and, secondly, because it does not establish safeguards against a development of the cultural tourism at the expense of heritage.

The risks faced by cultural heritage

The various possibilities of exploitation of the cultural heritage are not without risk to this heritage. Depending on their nature and their extent, recommended practices may adversely affect the historical, cultural and scientific heritage. They are also likely to distort this heritage and to harm its specificity, even its physical integrity.

The excessive use of cultural heritage may also undermine that heritage and make it even more vulnerable. The increased attendance of a site or the admission of too many visitors can greatly reduce the attractiveness of the site and make more difficult its maintenance and preservation, or even cause, in some cases, irreparable and

irreversible damage to the site. Excessive tourism or poorly-managed tourism can therefore adversely affect the significance of the cultural heritage, leading to the degradation of natural areas and of cultures and lifestyles of local communities.

Finally, an excessive commodification of the cultural heritage may, in some cases, lead to its trivialization and cause a gradual destruction of its cultural values.

For a balanced exploitation of the cultural heritage

If it is legitimate to exploit the cultural, social and economic potential of the heritage and use it as well as an economic factor for development, it is undeniable that, by its nature and its components, this heritage is inherently fragile and vulnerable.

Therefore, any policy of enhancement of the cultural heritage for economic purposes must ensure the integrity and authenticity of this heritage and manage it carefully.

Obviously it is not always easy (especially for developing countries) to reconcile the objectives of an economic development and those for the protection of the cultural heritage. However, this does not mean that these goals are antinomial and cannot coexist. Whilst it is true that the social and economic priorities generally leave little room for other considerations, particularly on cultural aspects, the fact remains that the safeguarding of the cultural heritage is required, even in an economic perspective. A cultural heritage that is preserved and enhanced in the correct way can generate income, create jobs, encourage investment dynamics and contribute to the diversification of sources of economic development of the country.

Thus, to promote cultural tourism development while ensuring adequate protection of the cultural heritage, it is important to constantly weigh the interests involved and each time to choose measures that respect the heritage, handling carefully its specificity and minimizing the damage. «The interaction between heritage resources and tourism is dynamic and in constant evolution, generating at the same time opportunities, challenges and potential conflicts. The projects, the activities and the tourist developments should achieve positive results and minimize the negative impacts that could affect the heritage and lifestyles of hosting communities, while responding to the needs and aspirations of visitors. Such balanced outcome can be achieved only through a constant weighting of conflicting interests involved.



The need for an integrated and sustainable strategy

The enhancement of the cultural heritage and its exploitation cannot depend on erratic and sporadic actions, but must meet a long-term vision and an integrated and sustainable strategy.

By integrating strategy, we mean a comprehensive policy that places the cultural heritage and its exploitation in an intersectoral perspective of development that integrates the various dimensions (ecological, social, educational, cultural and economic). These different dimensions must be taken into account and combined into a single development strategy. A balanced exploitation involves a concerted action and a continuous integration of the cultural heritage, of its meaning, of its characteristics, of its physical and ecological integrity in its environmental, social, economic, cultural and tourism context.

On the other hand, to perpetuate the resources of the cultural heritage and to ensure their long term preservation for the benefit of present and future generations, we must promote a sustainable management based on respect for the integrity of the heritage and its values. In other words, the elaboration of the economic policies and development of the cultural tourism must take into account the specific character and interests of the cultural heritage and be careful not to compromise its core values or damage its physical integrity.

The development of an integrated and sustainable approach on the matter of exploitation of the cultural heritage should also include the establishment of a management plan for each site. This management plan must necessarily precede any action of promotion and of tourism development of the site. The implementation of the management plan of a site must be regularly subjected to an evaluation study to assess the impacts on social, cultural, economic and tourist activities on the site and on the surrounding population and lead, where appropriate, to an adaptation of the management plan. This has the objective of reducing pollution, optimizing the operation of the site and preserving its intrinsic value and integrity.

The financing of the operating costs of/on cultural heritage

The cultural, economic, social and tourism exploitation of the cultural heritage presupposes preparatory measures, qualified staff, adequate infrastructure and logistics where the costs often exceed the financial resources of local authorities who must, moreover, already assume

the costs of the management, conservation and maintenance of the cultural heritage. Hence the need to charge users of the cultural heritage for part of all the costs incurred by this operation. Public authorities must then subordinate all forms of exploitation of the cultural heritage for profit to the payment of an emolument. Moreover, the total amount of the emolument will be used not only to finance the costs generated by the exploitation of the cultural heritage, but also to cover the costs for the preservation, the management, the enhancement and the maintenance of heritage. Indeed, under the principle of causality or the principle of «the polluter pays», the economic beneficiaries of the cultural heritage must assume the costs of the measures to be taken by communities to ensure a sustainable and balanced use of the heritage.

To ensure sustainable financing of the operation, of the preservation and of the maintenance of the cultural heritage, it would be better to pay the result of the emoluments into a special fund created for this purpose and managed by the administrative authority responsible for the protection, the management and the promotion of the cultural heritage. Such a funding mechanism increases the financial autonomy of this authority and allows it to benefit from an additional source of funding.

The economic and tourism exploitation of the cultural sites cannot be achieved at the expense of the cultural heritage. Also, special care must be made in assessing the direct and the indirect costs that may be generated by this operation. It is indeed important to ensure that these costs are not borne entirely by taxpayers, so that the benefits of exploitation are totally «privatized» for investors and other beneficiaries authorized to use the cultural heritage. A balanced use, integrated and sustainable cultural heritage must necessarily be based on a financing plan to provide an equitable sharing of financial burden among all private and public partners.

What legal framework?

A balanced, integrated and sustainable exploitation of the cultural heritage presupposes the development of specific legislation. Indeed, the exploitation of the heritage must obey general and abstract rules that are currently lacking in most partner countries, since the legislation of these countries focus mainly on legislative protection and enforcement of the violations of the cultural heritage.

The implementation of an appropriate legal framework requires the adoption of a set of prescriptive rules that define the following:

- The circle of individuals and legal entities that

may obtain an authorization to exploit the cultural heritage and skills required of them;

- The conditions of exploitation of the cultural heritage;
- That charges may be incurred by the holder of the permit for the exploitation of the cultural heritage;
- The legal forms that can take/have the license for the exploitation of the cultural heritage;
- The procedures for exercising the right to exploitation of the cultural heritage;
- The maximum length of the license of exploitation of the cultural heritage;
- The procedure for granting the license for the exploitation of the cultural heritage;
- The administrative authority responsible for granting the license for the exploitation of the cultural heritage;
- The criteria for determining the amount of the emolument for the exploitation of the cultural heritage;
- The rights and the obligations of the holder of the license of the cultural heritage;
- The control measures for the authorized exploitation of the cultural heritage;
- The administrative authority responsible for the supervision;
- The liability of holder of the permit for exploitation of the cultural heritage;
- The administrative sanctions that could affect the holder of a permit for the exploitation of the cultural heritage (e.g., suspension or withdrawal of the authorization);
- The right of appeal against the administrative decisions in the field of exploitation of the cultural heritage;
- The coordination rules between local, regional and national law in the matter of enforcement of the exploitation policy of the cultural heritage.

The foregoing list does not aspire to be exhaustive and is intended only to outline the desirable scope of specific legislation relating to economic or tourism exploitation of the cultural heritage.

Thus, a specific legislation should subordinate the increased use of the cultural heritage for social, cultural, economic or tourism purposes. It should be accorded only to a specified group or people or legal entities who meet certain criteria in particular regard to their particular financial skills. The granting of a permit for the exploitation of the cultural heritage should also be subject to legal conditions to ensure a balanced, integrated and sustainable use of the heritage. The legislation should exhaustively list all of these conditions. The permit must also be accompanied by charges that may vary depending on the site and on the intensity of the envisaged exploitation. This constitutes, for example, a charge the obligation to clean up the site after use, dispose of the trash, or comply



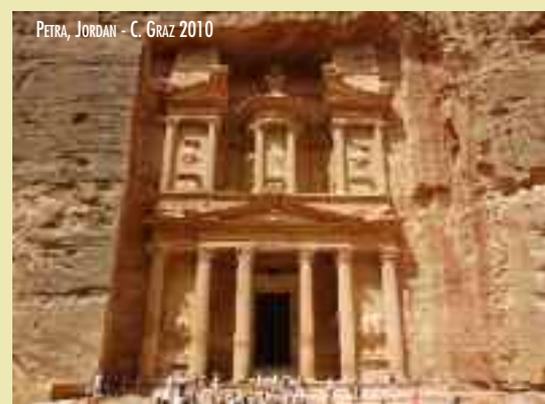
BOSRA, SYRIA - C. GRAZ 2010

with the area assigned to use or avoid temporary or permanent installations such as to disfigure the site. The law must also specify the circumstances of the suspension or the revocation of authorization especially in the case of non-compliance with the conditions and obligations.

The authorization for the use of the cultural heritage may take the form of a unilateral decision by the competent administrative authority or a bilateral agreement to be concluded by this authority and the beneficiary of the use of the cultural heritage. Regardless of its form, the authorization to use the cultural heritage must contain the conditions, the charges and the terms of use of each site. The specifications sheet could even be adopted for each site, specifying the minimum standards to be observed for the balanced, integrated and sustainable use of the site.

An appropriate legal framework is, moreover, a factor of stability, security and transparency that fosters the development of the cultural tourism and the economic exploitation of the heritage while ensuring respect for its intrinsic values, its character and integrity.

When we talk about specific legislation, we do not necessarily mean a specific law devoted entirely to the promotion of the cultural heritage, but of specific legislative measures that can be integrated into a more general law on the protection, management and promotion of the cultural heritage. Moreover, because of the synergistic effects that can develop the measures of protection, management and promotion of the cultural heritage, it is appropriate to group them into a single legislative act ■



PETRA, JORDAN - C. GRAZ 2010

A TALK WITH... Mina El Mghari



PALERMO, ITALY - N. SBIROLI 2010



ARLES FRANCE - C. GRAZ 2010

Professor of history of architecture and heritage at University Mohamed V Agdal, in Rabat, Madam Mina El Mghari also sits on the Executive Committee of ICOMOS. In this dual capacity, Professor El Mghari gives us some thoughts on what she believes to be the priorities on this matter.

What are the main issues of the policy of heritage?

Since the Charter of Venice, many developments have allowed a steady and consistent rise in re-appropriation of the heritage. Gradually, after a series of international conventions, we assist in a huge variety of tasks related to the heritage in each country. Indeed, heritage is not only monumental; it is also artistic, archival, linguistic, archaeological, ethnological...

The programmes on awareness, safeguarding and recovery of heritage are increasing globally via the major international organisations. Programmes of UNESCO (World Heritage Centre), ICCROM, ICOMOS and ICOM programmes and the «Memory of the World» programme, just to name a few, are tools that aim at a comprehensive understanding of the heritage as an identity and recognition at national and international levels as a vehicle for development. However, faced with an increased expansion of work generated by this development, opinions about heritage can take various forms.

With the proliferation of partners and partnerships, which has created some kind of scattered measures that need to be undertaken. In fact, beyond the inventories and the classification measures, usually taken by government authorities, the heritage requires a multitude of actions: recognition, recovery,

preservation, management of monuments, cultural and pedagogic mediation, promotion, disseminating of the knowledge about the heritage...

A heritage policy in a country like Morocco, once clearly defined, could determine a greater knowledge and a better preservation of the precious heritage that varies in different regions in order to strengthen the cultural identity for cultural, economic and social development. We know today that a heritage policy aims to preserve it, maintain it, restore it, transmit it to future generations, manage it and enhance it. This series of operations allows response to important issues on cultural, economics, tourist, educational and social development. Among the priorities, we point out that the actions that work for that heritage are more involved in economic life in terms of jobs and activities. One may recall here how the cultural industries, in fact, have large potential in terms of creation of jobs and wealth.

What is the involvement of citizens and civil society?

We must deploy a great effort to build a policy that recognizes all aspects of our heritage. It is not always easy, in light of the multi-dimension of heritage and the diversity of actors, to ensure a convergence and especially a complementarity of the actions that have been undertaken. The heritage must first be assimilated by

the citizens. An understood and respected heritage can be valued and preserved.

One issue specific to my country is to ensure the protection and enhancement of the heritage in its historical and pluralistic dimension: a heritage that is at the same time African, Jewish, Berber, Mediterranean, Arab-Muslim... At a time when Morocco is open to cultural and religious diversity, we find that there is a lack of reference to our young people, the citizens of tomorrow, which must include a heritage landscape of religious and cultural diversity. Today we cannot speak of rapprochement of cultures if we hide certain parts of our heritage.

Establishing a consistent and clear division of tasks of the heritage and for the heritage is also a priority. In some countries, the national committees of ICOMOS and ICOM have managed to be a unifying force of actors of the heritage. Their work allowed not only a deepening of the knowledge of the heritage and actions to be undertaken, but they mostly focused on the reservations and obstacles. It is a broad consultation process, which served as a reference framework for heritage policies.

How the Euromed Heritage Programme can contribute to it?

The Euromed Heritage Programme is a commendable programme that wants the heritage to be a lever for economic development in different countries in the network. The objectives of the programme aims at the achievements and progress made by the partners of the projects, representatives of civil society in property matters, as well as public authorities and international institutions.

The program is an essential heritage of regional cooperation relations. It promotes cooperation and solidarity with the Mediterranean partner countries through workshops that allow not only the illustration of its potential but also the identification of some borders. A network of permanent staff has been established to exchange experiences and best practices for a collective vision.

Heritage, both tangible and intangible, is an essential resource for developing countries and populations. It reflects the history and development tool for a better future. The tangible and intangible heritage is now part of the lifestyle of every citizen. The obvious question for a common policy is: how do the citizens in our country, real actors of a heritage policy? ■

Interview by Jean-Louis Luxen



FIRENZE, ITALY - C. GRAZ 2010



PALERMO, ITALY - N. SBIROLI 2010

A TALK WITH... Romeo Carabelli and Emilie Destaing, partners of the project Mutual Heritage



ALGER, ALGÉRIA - MUTUAL HÉRITAGE - 2010



ALGER, ALGÉRIA - MUTUAL HÉRITAGE - 2010

The architectural and urban production of the 19th and 20th centuries in the Mediterranean area is the product of interactions between cultures and of the sharing of technical knowledge acquired during the past two centuries. The modernization of the urban fabric of the South of the Mediterranean has developed from its own local dynamics and from Ottoman and European colonial contributions. This is not a simple transfer of European archetypes to the South, but rather a hybrid that has integrated a number of factors specific to the South, cross-cultural values and ethnically diverse influences.

Romeo Carabelli and Emilie Destaing, from the project Mutual Heritage, introduce us to this fascinating heritage.

What emphasis would you like to bring to a heritage policy?

It is the recent heritage that holds all our attention. It consists of architectural and urban production (hence the built heritage) from the 19th and 20th centuries in the Mediterranean.

Its specificity is due to its exchange value and globalisation in which it operates.

Indeed, the last two centuries represent a tipping point, reflecting the entry into modernity: technically speaking, it refers to where the products of the industrial revolution have been integrated into the production of built environment and also in the political sense, with the cultural development of the modern period.

In the Euro-Mediterranean area, the modernity (integration into the life of transformations that derive from the Industrial Revolution) performs at different speeds, and there is even a century of difference between the first and last country. Meanwhile, the industrial revolution has dramatically increased

military power and the logistics of the European countries, resulting in a modern colonization.

This has been accompanied by a southward projection of models specific to the North.

But it was above all conversion and return: there has not been a simple transfer of European archetypes to the South, but rather a hybridization that has incorporated a variety of factors unique to the South.

The presence of European models in the countries South of the Mediterranean was also due to the desire of the rulers to copy some existing European models.

In some respects, this is a universal practice (how many cities, from Milan to Rome, have copied the Haussmann model?).

The recently built heritage of the past two centuries in the Mediterranean is then the result of architectural hybridity, cross-cultural values and hybrid influences.

Tell us a bit more about this «hybridisation»

Hybridisation and exchanges in the Mediterranean world has probably been its main character since ancient times! But all the modern changes have created a different space for exchanging and that is due to two main factors. The first is speed: extremely important exchanges took place on a scale that is more historical. The «Temps long» (long-term cycles) by Fernand Braudel (see the French book *The Mediterranean and the Mediterranean World in the Age of Philip II*) changes as a kind of meaning: within this long-term cycles there are multiple short time slots, where a series of rapid changes take place, faster than the duration of human life. This leads to an absolutely extraordinary hybridisation. The second factor is the explosion of the speed of movement of people and dissemination of knowledge. There is therefore no longer a pure assimilation of the culture of a person when it moves into another space, but some kind of «capsules» produced in a culture, interacting with others. It thus becomes possible and common to be trained in one country and then perform in several other countries. It is precisely from there that a multinational study becomes indispensable and fascinating.

What is then the cultural space in which you locate your reflection on heritage?

While the boundaries then were not the same as today (the most striking example is obviously the Palestinian territories, but it is also the case of Morocco, etc..). But especially the combination of colonial expansion (considered as a factor in history) and technology has helped create what is now our living space - globalised. The recent heritage is in this a kind of prototype of the globalised products.

The heritage, far from being an acquisition, is the result of social construction, which implies recognition of the value of the object (architectural or urban) by institutions, experts, residents, tourists... We talk about a heritage shared between the two shores of the Mediterranean, participating in both local identity and a global identity space (supranational): people (local and global) must share the values they attribute to this legacy. But the peculiarity of the recent heritage is that it does not really have a «story.» People hesitate to recognize its value. We need to build for it its story throughout history. And that is where the role played by a programme such as Euromed Heritage IV is essential, since it aims to raise awareness of (and thus, ultimately, to make people love) this heritage, to raise awareness in order to achieve a genuine recognition and effective appropriation.

We have seen, by its origin and necessary social and institutional recognition, this heritage is somehow «glocal» (a contraction of the adjectives global and local). So we have an interest in working on multiple spaces and cultures: the supranational approach across the Mediterranean basin is then theoretically very suitable and a priori the most consistent space is operating regionally. But from an operational point of view, some smaller divisions (but still multinationals) make the production of knowledge the works and the appropriations more efficient. We can therefore identify subsystems: the western region of the Mediterranean, the

Balkans, the Syrian-Lebanese area... even if the dialogue between all these subsystems undoubtedly remains indispensable ■

Interview by Jean-Louis Luxen



A PERSPECTIVE ON CULTURAL HERITAGE

BY JEAN-LOUIS LUXEN, SENIOR LEGAL EXPERT OF
RMSU

1. What heritage?

The definition of heritage has continued to expand. The integrated protection covers the protection zones around buildings and building complexes whose value does not come from the architectural quality of buildings, but they have global harmony. The focus is on industrial buildings, on the achievements of the 20th Century. The concept of cultural landscape highlights the interpenetration of culture and nature. The importance of oral and intangible heritage is recognized.

An anthropological approach leads to consider heritage as a social variety of interrelated events, reflecting the culture of a human community. Its preservation is a search for harmony in time, between a social group and its environment. The heritage of human communities must remain alive.

If «everything is heritage», a selection becomes necessary taking into account the importance of cultural property, at the local, national, or international level. It also requires new safeguards, more flexible than regulations relating to «historic monuments», and the mobilization of various stakeholders for conservation, including in the private sector. These changes have led conservation professionals to go beyond the question: «how to preserve?» to ask the questions: «Why preserve?» «For whom to preserve?».

2. Why preserve?

Heritage contributes to feed the identity of a community, local or national. By giving «a future to our past», an active policy of integrated conservation, heritage preservation contributes to improving the living environment. The tangible and intangible dimensions of heritage are complementary. The physical heritage takes its full meaning in the light of the values that underpin it. Conversely, the spiritual dimension is reflected in visible manifestations, objects, buildings. This complementarity is fruitful in providing a better representation of cultures that prefer the oral traditions and folk arts, from written, scholarly and artistic expressions.

Heritage conservation is also a «conservatory» of traditional knowledge, whose ingenuity deserves recognition and protection. This recognition is also often essential to ensure the sustainability of works of art and buildings of the past. Hence the importance of specialized training of those called to intervene in the conservation.

3. For whom to preserve?

The annual Human Development Report prepared by the UN includes, in addition to

economic data, a series of indicators of quality of life: life expectancy, education, human rights, women's place in society, etc. The social and cultural aspects are, rightly, taken into account. Thus the preservation of authentic cultural heritage should meet the needs and aspirations of citizens.

Heritage is a resource factor in development. Economic studies have highlighted the direct and indirect benefits of conservation, including expenses that, far from representing sunk costs, are real investments. International financial institutions now accept funding of heritage projects.

But heritage is a fragile resource that requires compliance with strict standards in the interventions carried out by professionals. His intangibles are threatened by increasingly common use or by ignorance. Hence the major place to be occupied by public education and awareness of the requirements of the safeguard.

4. A global decision making process

Highlighting the values of heritage and safeguarding its place in the service of citizens means a federal approach in decision-making. Besides the cultural leaders, all authorities have a responsibility in their field, as well as economic and social actors.

Control of cultural tourism is a good example. This is to reduce the negative effects of overcrowding and maximize the positive impact to the local economy. Only a determined partnership between public authorities, the tourism industry, conservation professionals and local communities ensures a sustainable cultural tourism.

Urban regeneration, with improvement of habitat, is also a major area for improving the quality of life. The implemented programmes are characterized by an integrated approach. Their success will depend on the joint mobilization of public authorities (national or local), private sector (trade, services, crafts and industry) and the population.

To be conducted successfully, such programmes require the participation of the inhabitants. It's about being attentive to the citizens to meet their expectations and engage with them.

5. International cooperation

Several issues raised arise at international level and it is at that level that appropriate responses should also be sought. In terms of ideas and practices, it is very important to encourage meetings and exchanges. This dialectic is a fruitful source of progress. Synergies can make better use of available human and material resources. Often the regional level is most appropriate, given the nearby cultural and technical issues to be addressed and also given their lower cost.

Through such cooperation, it is also about



BOSRA, SYRIA - C. GRAZ - 2010

reaffirming and cultivating the importance of dialogue between cultures, based on mutual understanding. The common history and common interests of nations around the Mediterranean call for increased technical and cultural cooperation between them ■

Activities reinforcing the institutional and legislative framework

On the sidelines of the 12 projects selected by the Euromed Heritage 4, RMSU is responsible for organizing various specific activities. This activity consists of dealing with the large orientation of an active policy of heritage in order to enable partner countries to compare their actions and practices, and benchmark them to international standards.

Four legislative workshops have been held:

- Paris headquarters of UNESCO in December 2008 on the problem of inventories. It is clear that the starting point of any safeguard action is to identify the elements of heritage value, whether tangible or intangible.
<http://www.euromedheritage.net/intern.cfm?lng=fr&menuID=8&submenuID=26&subsubmenuID=8>
- Beirut in November 2009 on the prevention and fight against illicit traffic in cultural property. International cooperation is essential in the fight against a scourge that affects the Mediterranean countries.
<http://www.euromedheritage.net/intern.cfm?menuID=8&submenuID=26&subsubmenuID=12>
- Rabat in December 2009 on the rehabilitation of historic towns and urban areas. This approach included the assets from a social perspective of improving the quality of life.
<http://www.euromedheritage.net/intern.cfm?menuID=8&submenuID=26&subsubmenuID=15>
- Damascus in June 2010 on the economics of heritage and conservation funding. The workshop examined the conditions under which heritage can be considered a local human development resource. He reviewed the funding mechanisms, in particular the possibilities of public / private partnership and international cooperation.
<http://www.euromedheritage.net/intern.cfm?menuID=8&submenuID=26&subsubmenuID=19>

The next workshop takes place in Algiers from 12 to 15 December, to address education and training. It will bring together representatives of official authorities of the partner countries and delegates from the 12 Euromed Heritage projects.

BEST PICTURES



PETRA, JORDAN - X. CASANOVAS 2010



DAMASCUS, SYRIA - C.GRAZ 2010



ALGER, ALGERIA - C. GRAZ 2010



VENICE, ITALY - C. GRAZ 2010



VENICE, ITALY - C.GRAZ 2010



SICILY, ITALY - N. SBIROLI 2010

These pictures are an array of the best images collected within the Euromed Heritage programme to show the richness of the Mediterranean cultural heritage. The RMSU and RehabiMed Association have launched on 3 May 2010 a Photography Award contributing to awareness-raising of cultural heritage in the region. The awarded photos will be published on this section as well as on the EH 4 website Photo Gallery: <http://www.euromedheritage.net/intem.cfm?menuID=88>

MISCELLANEOUS

Our selected quotation

«It is essential that the principles guiding the preservation and restoration of cultural heritage should be agreed and be laid down on an international basis, with each country being responsible for applying the plan within the framework of its own culture and traditions.»

International Charter for the Conservation and Restoration of Monuments and Sites (The Venice Charter, 1964)

What's on

International Heritage Show 2010: the celebration of the Mediterranean heritage (Paris, France, 4-7 November 2010)

The International heritage show in Paris has henceforth become an event in the agenda of European heritage that should not be missed. It is both a showcase for business excellence, places and heritage sites, as well as a preferred meeting place of both businesses and the public who are interested in heritage. In 15 years, the fair has attracted about 280,000 visitors and more than 3,600 exhibitors. It has also hosted 368 conferences on important issues related to heritage. This intense activity, which combines culture with economy, contributes to the economic development of companies working in the field as well as to the dissemination of the latest scientific assets among professionals. Last but not least, it aims to raise awareness among the general public in terms of heritage. The theme of the 2010 show is «the Mediterranean heritage»; the show goes straight to the heart of the current political, economic and cultural dynamic around the Mediterranean. «The Mediterranean basin is a cultural resource of exceptional variety and an inexhaustible reservoir of talent and know-how. This show intends to celebrate this thousand-year-old heritage, thanks to the presence of exhibitors that work

for its protection and conservation, a series of conferences led by specialists and the presentation of exhibitions. All this will also help to address the many issues and present the achievements related to Mediterranean heritage» says Mr. Serge Nicole, president of the show.

For more information: <http://www.patrimoineculturel.com/>

Reader's corner



An ethnically-diverse Europe. Immigration, citizenship and co-development.
By Sami Nair, 2010

In this publication, the philosopher and sociologist Sami Nair shares his vision of the migratory phenomenon, an analysis of its causes, and some proposals to improve the status of millions of women and men who are above all human beings aspiring to live in peace and be recognized as honest workers.

Galaxia Gutenberg Editions: <http://www.galaxiagutenberg.com/>

Our Agenda

RMSU events

- 12-15 December 2010 - Alger, Algeria
Legal workshop: Education and Training

International events

- 3-5 November 2010 - Santiago, Chile
International Congress «Built and Architectural Heritage Rehabilitation»
<http://www.cicopchile2010.cl/>
- 8-13 November 2010 – Lemesos, Cyprus
EuroMed2010: Dedicated to Digital Cultural Heritage and Digital Libraries
<http://www.euromed2010.eu/>
- 11-13 November 2010 - Florence, Italy
Florence Art and Restoration Fair
<http://www.salonerestaurofirenze.org/2010/eng/>
- 11-14 November 2010 – Valladolid, Spain
7th AR&PA, Biennial of Restoration and Management of Cultural Heritage
http://www.icyl.es/web/icyl/ARPA/es/Plantilla1000Detalle/1267295103271/_/1237540560947/Ccomunicacion?plantillaObligatorio=PlantillaContenidoNoticiaHome
- 11-21 November 2010 - Rome, Italy
MedFilm Festival 2010
<http://www.medfilmfestival.org/medfilm2010/it/home.php>
- 17-19 novembre 2010 - Paris, France
ARCHIMAGES10: L'Œuvre audiovisuelle dans les collections d'art contemporain
http://www.iccrom.org/db/db_events_detail.php?ID=3964
- 18-21 November 2010 - Paestum, Italy
Borsa Mediterranea del Turismo Archeologico
<http://www.borsaturismo.com/2010/ita/presentazione.htm>
- 19-20 November 2010 - Paris, France
Heritage Recording and Information Management in the Digital Age (SMARTdoc)
<http://www.smartdocheitage.org/site/>
- 26-28 November 2010 - Boumerdès, Tunisia
Festival of Flavor and Food Heritage - 7th edition

Euromed Heritage 4 **Connecting** - a quarterly publication of the RMSU for the Euromed Heritage 4 programme

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Join our mailing-list to receive Euromed Heritage 4 **Connecting** at <http://www.euromedheritage.net>



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