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## **Guidelines for Sustainable Development of Historic and Cultural Cities - Qualicities®**

This CEN Workshop Agreement has been drafted and approved by a Workshop of representatives of interested parties, the constitution of which is indicated in the foreword of this Workshop Agreement.

The formal process followed by the Workshop in the development of this Workshop Agreement has been endorsed by the National Members of CEN but neither the National Members of CEN nor the CEN Management Centre can be held accountable for the technical content of this CEN Workshop Agreement or possible conflicts with standards or legislation.

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## Foreword

This CEN Workshop Agreement has been drafted and approved by a Workshop of representatives of interested parties on 2010-10-27 the constitution of which was supported by CEN following the public call for participation made on 2010-05-03.

The formal process followed by the Workshop in the development of the CEN Workshop Agreement has been endorsed by the National Members of CEN but neither the National Members of CEN nor the CEN-CENELEC Management Centre can be held accountable for the technical content of the CEN Workshop Agreement or possible conflict with standards or legislation. This CEN Workshop Agreement can in no way be held as being an official standard developed by CEN and its members.

The final review/endorsement round for this CWA was started in July 2010 and was successfully closed in September 2010. The final text of this CWA was submitted to CEN for publication on 2010-10-27.

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This CWA describes the commitments which should be taken by the historic and cultural cities regarding their sustainable development policies to be awarded with a quality brand.

It is an agreement based on the work of fifteen cities and territories from eight European countries , all members of the Alliance of European Cultural Cities -[www.avecnet.net](http://www.avecnet.net) - with the support of the group AFNOR Paris within the framework of a European project called Qualicities - [www.qualicities.org](http://www.qualicities.org) - and co-financed by the program Interreg IIIC of the European Commission .

The objective of the project was the design of a quality approach and a brand, making easier for historic and cultural cities and territories to adopt and implement sustainable development policies based on the valorisation of the local heritages.

At the end of the project, in October 2007, the quality approach and Qualicities® label were born and set at the disposal of the historic and cultural cities and territories.

In 2009, the Alliance of European Cultural Cities - with the support of the French ministry for ecology, energy, sustainable development and the sea ([www.developpement-durable.gouv.fr](http://www.developpement-durable.gouv.fr)) and the French ministry for culture and communication ([www.culture.gouv.fr](http://www.culture.gouv.fr)) - began a project to up date the referent document including new partners such as the European Committee for Standardization (Brussels), the Afnor (Paris), the International Union of Technical Associations and Organisms (UATI-NGO of the UNESCO), the French institute for the prevention and management of urban risks (IPGR), the

department of conservation of Antiquities and works of art of the Technological Educational Institute of Athens and “Arts Mentor” cultural management consultants in Athens.

The referent document of this CWA includes the new dimension of risk prevention regarding the heritages in order to ensure the sustainability of the heritages of the historic and cultural cities or territories.

Like the previous version, the version 2010 of the referent document of this CWA “Guidelines for Sustainable Development of Historic and Cultural Cities – Qualicities® ” is a tool dedicated to the cities’ managers who are responsible for the protection and valorisation of the local heritages.

Lastly, to reinforce the practical character of the referent document, technical documents were written and are available on demand to the secretariat of the AVEC ([amandine@avecnet.net](mailto:amandine@avecnet.net)) and which will be regularly enriched.

The present document describes the commitments which should be taken by the historic and cultural cities regarding their sustainable development policies to be awarded with a quality brand.

It is an agreement based on the work of fifteen cities and territories from eight European countries<sup>2</sup>, all members of the Alliance of European Cultural Cities -[www.avecnet.net](http://www.avecnet.net) – with the support of the group AFNOR Paris within the framework of a European project called Qualicities – [www.qualicities.org](http://www.qualicities.org) - and co-financed by the program Interreg III C of the European Commission<sup>3</sup>.

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<sup>2</sup> Partners of the pilot project were: Anderlecht local Council (Belgium) lead partner, Arles local Council (France), Ubeda local Council (Spain), Cosenza local Council (Italy), Evora local Council (Portugal), Toledo local Council (Spain), Pézenas local Council (France) Baranya County Council (Hungary), Mertola local Council (Portugal), Vienne local Council (France), Tours local Council (France), Olomouc local Council (Czech republic), Isla local Council (Malta), Birgu local Council (Malta) and Bormla local Council (Malta)

<sup>3</sup> INTERREG III was aimed at reinforcing the economic and social cohesion of the European Union (EU) via the promotion of cross-border cooperation (A), transnational cooperation (B) and interregional cooperation (C). INTERREG IIIC encouraged the interregional cooperation between local authorities (local and regional) through the territory of the EU and its neighbour countries. It enabled cooperation between regions without common borders as well as the development of cooperation networks. See: [www.interreg3c.net](http://www.interreg3c.net)

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This CEN Workshop Agreement is publicly available as a reference document from the CEN National Members of Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland and the United Kingdom.

Comments or suggestions from the users of the CEN Workshop Agreement are welcome and should be addressed to the CEN-CENELEC Management Centre.

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## Introduction

This CWA “Guidelines for Sustainable Development of Historic and Cultural Cities – Qualicities®” aims to help the historic and cultural local authorities to implement the European Charter of Cultural and Heritage Cities and Territories, signed in October 2000 by the local authorities members of the AVEC network. ([www.avecnet.com/charte/charte.html](http://www.avecnet.com/charte/charte.html))

Cities and territories, committed to this approach and wishing to develop their economy in a sustainable way, around their heritage assets, need an efficient management tool, to reach their objectives.

Criteria of this CWA “Guidelines for Sustainable Development of Historic and Cultural Cities – Qualicities®”, based on a typical management system, aim to improve constantly the quality of activities, services or products of local authorities. They are mainly based on the identification of city councils’ staff competences and their reinforcement, and insist on the Cities’ policies’ commitment in a sustainable development approach.

The label which is given on the basis of this CWA referent document will become a tool to increase the confidence of the citizens and the visitors regarding the quality of services offered by the local authority and will mean a better recognition of the efforts made.

These tools are built from the identification of reference practices, by the local authority’s members of the AVEC network – [www.avecnet.net](http://www.avecnet.net), and are based on the definitions and the experiences of the international community. Historic cities or territories can use them either in national or regional contexts.

The most up to date information regarding the Qualicities® approach and label developed by the Alliance of European Cultural Cities is available on line at [www.qualicities.org](http://www.qualicities.org)

# The Charter of European cultural cities and territories

## Heritage

The heritage value of a city or of an area is higher than mere real estate or a property owned for centuries. Heritage is a relationship with events and historic environment, through which, generation after generation, a population gives it a sense which distinguishes it from others, and which gives it a universal meaning.

Heritage is the traces of the intermingling and successive contributions, which forged the unique character of each city. It is also the sum of the attitudes of the population towards their common heritage.

## Cities and areas of culture - A Living Heritage

The signatory cities of this present charter do not have a vocation to become museums. Their aim is to conserve and develop quality housing, good public services and a diversified activity, at the heart of, and beyond, their historic centres. They also endeavour to pursue the work of past builders through harmoniously integrating new constructions of quality.

*Each city or area of culture defines and implements, within the limits of its jurisdiction, a detailed plan to put into practice heritage preservation, enrichment and the valorisation of its heritage.*

## Cities and areas of culture - Everyone's Heritage Built by Everybody

One of the priorities of a city or area of culture is the re-appropriation by the population of its heritage. Therefore, everyone should be able to decipher, interpret, occupy and reinvent the common property of a city's public places and facilities. Inhabitants should be, more than just users: i.e. responsible and active citizens.

*Each city or area of culture will rely on a qualified heritage mediation team.*

*Each European city or area of culture will include involved partners (administration, universities, organizations and societies, businesses...) in a permanent local heritage enhancement symposium.*

*Each European city or area of culture will work closely with the inhabitants to define and re-appropriate their local common heritage.*

## Cities and areas of culture - Meeting Points and Places for Culture: Sharing

The common factor between our cities is our wish to see them as thriving cultural centres, and a meeting point between different cultures. We want to consider tourists not only as a mere economic activity, but also as an opportunity for exchanges between fellow humans.

*Each city or area of culture will carry out a cultural development policy for the whole of its population, with special attention to those with difficulties to access cultural activities.*

*Each city or area of culture will endeavour to design and implement forms on how to welcome visitors and inhabitants and enable them to meet in a real and effective way.*

## Cities and areas of culture - Long Term Development' Guarantors

The cities and areas of culture and heritage, share the common aim of making their local heritage a driving force for economic, cultural, and social development.

Heritage is considered too often a source for short-term income. Cities and territories signatories of the present charter, manage their heritage with the constant concern for preserving their natural and cultural environments' quality as well as future generations' interests.

*Each city or area of culture defines a global policy and carries out programs for the preservation and enhancement of the quality of its natural and cultural environment.*

## **The referent document as an element of the progress approach**

Like any quality approach implemented in a community, this CWA “Guidelines for Sustainable Development of Historic and Cultural Cities – Qualicities®”, requires a commitment of the elected officials. They will take care of the progression of the approach. Civil servants of the local community and representatives of the various branches of industry concerned with the project must also be strongly committed, because success also depends on their involvement.

Initially, the quality approach can be perceived like an additional work for the officials and coordinators who will have to prove the legitimacy and the positive repercussions of such a project. Obtaining the brand is a mean, not a goal per se. It is advisable to valorise the utility of the quality approach, i.e. to improve quality and effectiveness, to put the community in a local sustainable development dynamic and to satisfy citizens and visitors all together.

The quality approach requires formalized, clearly written processes.

This CWA “Guidelines for Sustainable Development of Historic and Cultural Cities – Qualicities®” referent document gathers the necessary criteria for a community to reach its objectives. It is at the basis of the approach.

## **Scope**

The present referent document describes the commitments of the local authority in term of sustainable management of cultural (tangible and intangible) and natural heritages.

Although it is systematically clarified in the text, all the described commitments are to be considered under the heritage point of view only.

If, according to the local or regional organization, the community has no authority on some of the fields covered by the commitments, it must prove that it did everything it could to get as close as it could to the required level.

The referent document establishes the criteria in order to obtain the label of this CWA “Guidelines for Sustainable Development of Historic and Cultural Cities – Qualicities®”.

It applies to any cultural and heritage city or territory, at the local or regional level.

## **1 Terms and Definitions**

### **1.1**

#### **community**

local or territorial public authority committed in an approach based on this CWA “Guidelines for Sustainable Development of Historic and Cultural Cities – Qualicities®”

### **1.2**

#### **competencies**

capacity to use knowledge, know-how and inter-personal skills, necessary to achieve a given objective.

**1.3****environment**

environment in which a community operates, which includes air, water, land, natural resources, flora, fauna, humans, and their interrelations

NOTE The urban environment and the natural environment are often differentiated:

For the urban component, policies contribute to the conservation and to the improvement of the urban quality; they concern various domains (waste, quality of air, traffic, noise, pollution...)

For the natural spaces component, public policies involve the community in landscape and resources' management plans.

**1.4****management of heritages**

coordination of the actions and the necessary tools to protect and valorise the heritages.

**1.5****heritage inventory**

the most complete list of identified heritages for each category (cultural, tangible, intangible, and natural heritages) with a description and a diagnosis.

**1.6****sustainable event**

event respecting the values of the sustainable development approach.

See Annex A "Sustainable event".

**1.7****mediation**

actions or programs of actions, information, discovery or rediscovery of the heritages, in order to:

- increase awareness to a wide public in the field of the heritages (i.e., of the existence, the value, the uniqueness, the originality and the fragility of the heritages),
- bringing the public to perceive the cultural and historic value which heritages passes on, independently of their aesthetic and quality value.
- generating an attitude and actions to protect heritages

**1.8****stakeholders**

private and public partners, associations, universities, communities, local heritage life actors, interested in heritages.

**1.9****heritage**

heritage can be old or contemporary and must have a historic, scientific, aesthetic, cultural, social, natural value. It needs to be protected by the present living persons for future generations.

The notion of heritage recovers two main lines: natural heritage <definition 1.10> and cultural heritage <definition 1.11>

**1.10****natural heritage**

natural features consisting of physical and biological formations or groups of such formations, which are of outstanding universal value from the aesthetic or scientific point of view. Geological and physiographical formations and precisely delineated areas which constitute the habitat of threatened species of animals and plants of outstanding universal value from the point of view of science or conservation; natural sites or precisely delineated natural areas of outstanding universal value from the point of view of science, conservation or natural beauty.

NOTE Definition proposed by the UNESCO.