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Culture Matters! - Cross-Border Cooperation for Heritage Management



/With abbreviations/



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Content (of the whole document)

Chapter 1. EU policy EU policy on cultural and historical heritage page 4

1.1. Introduction p. 4

1.2. EU policy on cultural and historical heritage page 4

1.3. The role of the European Commission with regard to cultural heritage page 4

1.4. What does the European Union do to protect cultural heritage in Europe and support the cultural and creative industries page 6

1.5. Strategic regional planning in support of the cultural and historical heritage p. 10

Chapter 2. Influence of Global Changes on the Cultural and Historical Heritage of the Danube p. 13

2.1. Description of global changes page 13

2.2. Influence of Changes on the Danube Basin in Ecological, Cultural, Social and Economic Aspects page 21

2.3. Examples p. 31

2.3.1. Preserving the historic center of Vienna from floods page 31

2.3.2. Cultural Routes of the Council of Europe page 36

2.3.3. Fishermen celebrate a thousand years of traditional fishing at the mouth of the Sieg River in the Rhine page 43

2.3.4. Traditional small fishing, Lower Danube, Hungary page 45

Chapter 3. Challenges to the Cultural and Historical Heritage of the Danube River page 49

3.1. Description of the challenges related to the impact of digitization, changes in the environment and physical pressure on the sites of this heritage page 49

3.2. Examples p. 54

3.2.1. Belgrade's secret places, a wireless mobile application, Serbia page 54

3.2.2. Fish Heritage in Arnhem, the Netherlands: Reviving and Branding a Territory p. 56

3.2.3. "Respect the City" - The Dubrovnik Case p. 62

Chapter 4. Exploration and presentation of positive practices and leading projects along the Danube, related to the cultural and historical heritage, which are part of the Strategy for the development of the Danube region page 67

List of sources of information used page 95

Chapter 1. EU policy on cultural and historical heritage

1.1. Introduction

EU policy on sustainable management of cultural heritage and the related creative industries is essentially a specific guideline for the EU's culture policy, highlighted in the current year 2018, declared European Year of Cultural Heritage. The specific cultural focus has also been found in the current priorities of European cultural policy as well as in the extensive set of support mechanisms that apply to a particular region, following the example of the EU Strategy for the Development of the Danube Region. This guideline has a place in EU culture policy alongside the growing awareness of the importance and place of cultural and creative industries (CCIs) in the economy of cultural diversity and the need to preserve and valorise the cultural, historical and natural heritage.

1.2. EU policy on cultural and historical heritage.

These are EU policies in support of the cultural and creative sectors, international cooperation and the creation of growth and jobs through culture.

The strategic framework of the European Agenda for Culture is based on the understanding that the culture sector is increasingly the source of job creation and contributes to both growth in Europe and the quality of life of EU citizens. The cultural sector is also the right environment to promote social inclusion and the promotion of cultural diversity.

1.3. The role of the European Commission in relation to cultural heritage

With individual EU Member States responsible for their own culture policies, the role of the European Commission is to help overcome common challenges such as the impact of digital technologies, changing cultural models and the need to support innovation potential the cultural and creative sectors.

The legal regulation of EU action in the field of culture is based on Article 167 of the Treaty on the Functioning of the EU, which provides the Commission with the specific tasks of promoting culture in the Member States while respecting their diversity and highlighting the " heritage ".

The Directorate-General for Education, Youth, Sport and Culture is the Unit of the European Commission responsible for implementing the European Agenda for Culture, which aims to strengthen the role and the position of culture in an increasingly globalized world...

1.4. What is the European Union doing to protect the cultural heritage in Europe and support the cultural and creative industries

Following the end of the European Agenda for Culture in 2007, the Commission adopted a new Program in May 2018 to take into account the development of the cultural sector in the previous period. It focuses on the positive contribution of culture to societies, economies and international relations and introduces sophisticated working methods with Member States, civil society and international partners. The new European Agenda for Culture provides the framework for the next phase of cooperation at EU level starting in 2019....

1.5. Strategic regional planning in support of cultural and historical heritage

As an independent instrument accompanying EU regional policy, the EU Council of Ministers recommends that the European Commission prepare a European Union Strategy for the Danube Region.

Chapter 2. Global Changes Impact on the Cultural and Historical Heritage of the Danube River

2.1. Description of global changes

Sites of cultural and natural heritage rely on - and are closely related to their surrounding environment, water and soil resources. The management of the cultural and historical heritage and its maintenance should take into account the natural environment and its environmental resources, in particular water and soil.

Climate change directly affects the natural sites and sites of cultural heritage. Changing rainfall temperatures and patterns as well as the changing, often increasing, incidence of catastrophic events affects the physical state and the need for special care to maintain the objects. Climate change also indirectly affects the sites of the heritage by influencing environmental resources.

Therefore, an integrated approach to global heritage management should include measures aimed directly at natural sites and sites of cultural heritage, but also measures to manage environmental resources. The approach also includes steps related to the development of effective management capacity.

In addition, climate change can increase the pressure on heritage sites by increasing human impacts, such as a shortage of natural resources due to population density increase or desertification of (rural) areas due to population migration in cities. All this shows that the integrated approach should address both the impact of climate change and global change. The global changes we face in the early 21st century can be summarized in three streams: population growth, urbanization and climate change.

The growth of the population and, above all, the growth rate of the population over the last decades have made the world a number of challenges - where to live, how to live, what to eat, how and where to educate the inhabitants of the earth.

Only 200 years ago, the Earth's population was 1 billion. Today, according to UN figures, we are already over 7 billion. The millennia of Earth's population has grown at a slow pace, but only for a hundred years, from 1900 to 2000, the number of people has grown from 1.5 billion to 6.1 billion.

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2.2. Impact of Changes on the Danube Basin in Ecological, Cultural, Social and Economic Aspects

The management of water resources in a sustainable way is inextricably linked to good land and land management practices and land use. The rich natural heritage, the environment and the exceptional flora and fauna that have evolved over Pleistocene, especially along the lower Danube, provide opportunities for future sustainable development, especially for tourism. These natural assets are threatened by hydromorphological change and the discharge of contaminated water and fertilizers that lead to serious pollution.

The potential for developing Danube basin cooperation to address environmental and social challenges may lie in the existing:

- potential for developing sustainable renewable energy;
- creation of a sustainable bio-economy (mainly on fertile soils in the middle and lower basins);

- cooperation in the field of education.

People living in the Danube Basin have left rich cultural, political and ethnic heritage. Among the UNESCO's material heritage is the Roman Limes, the cultural landscapes of Wachau in Austria, the Danube and Buda Castle in Budapest (Hungary), the historic town of Banská Štiavnica (Slovakia), the Mehmed Pasha Sokolovic bridge in Visegrad (Bosnia and Herzegovina) (see below) or the painted churches in Moldova.

The UNESCO-recognized intangible heritage includes traditions like Hungarian folk dance Táncház or traditional forms of Romanian folk music (Doina). Cultural heritage has the potential to support sustainable tourism and economic growth in the tertiary sector through related professional activities that include ICT, restoration and conservation. The material and intangible cultural heritage can help reinforce social cohesion, regional identities and well - being, to enable local stakeholders to participate actively in this process, in the same way local cultural heritages integrate into European Conservation and evaluation of material and intangible cultural a heritage in the Danube Basin is a multidisciplinary, interdisciplinary task for several reasons.

The cultural heritage is affected by the disappearance or severe depopulation of rural areas, especially mountain villages (for example, Apuseni or Poiana Ruscă in Romania). The historical settlements of the river islands have disappeared due to engineering work. The Adadale Island upstream of the Iron Gate is an example of that. Heritage is also affected by the erosion of the material (for example due to wind, sunlight and temperature fluctuations, moisture, pollution), and its conservation requires consideration of natural hazards in the Danube basin such as floods or landslides or the risk of accidental releases of dangerous substances.

In response to these circumstances, the European Commission and the Council of Europe (2003) established a Regional Program for Cultural and Natural Heritage in Southeast Europe. It "... seeks to change the local perceptions of heritage and stimulate debate about the use of the past. It is supposed that only through lessons learned from past conflicts the region will be able to continue its path to EU integration. "

The preservation of the material and intangible cultural heritage and the realization of its economic value is an integral task. Both the natural heritage and the cultural heritage require inter- and interdisciplinary cooperation for the full realization and valuation of its social and economic potential.

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Chapter 3. Challenges to the cultural and historical heritage of the Danube River

3.1. Description of the challenges related to the impact of digitization, changes in the environment and physical pressure on the sites of this heritage

The understanding of the cultural and historical heritage in recent decades has changed and expanded. Today it includes wealth not only of material forms such as monuments, sites and places, but also non-material forms such as language, oral tradition, social practices, rituals, holidays that connect past and present generations. It becomes a key factor in the awareness of the roots and the identity of generations, which, in the years of increasing globalization, paradoxically has an ever greater impact on the feeling of happiness of the individual.

The cultural and historical heritage comes from the past and shows us the practices, skills, knowledge and institutions that our ancestors have developed. It is part of the collective historical and cultural memory of the communities. It is a source of inspiration and creativity in both the arts and science. It allows for entrepreneurial initiatives that link the past and the future and at the same time improve the lives of communities. The cultural and historical heritage is not only significant because of the value it represented for past generations, but is significant with the benefits and lessons it transmits to today's and tomorrow's communities. It is a tool that helps us build and preserve our common values that we can pass on to those who come after us, including European values such as equality, openness, diversity, acceptance of others' culture, solidarity, cooperation, sustainable development and environmental protection environment.

The importance and value of the cultural and historical heritage for the lives of our and future generations confronts us with the need to formulate the challenges facing its preservation and preservation.

In 2018, the European Commission's Directorate-General for Education, Youth, Sports and Culture published the report "Preserving cultural heritage from natural and man-made disasters. Comparative analysis of risk management in the EU".

The authors summarize the main areas in which work should be done to ensure the conservation and enrichment of artifacts of the cultural and historical heritage in the EU, including the formulation of the main risks and their management.

In the field of policy development, EU Member States have developed and have their own national strategies or other national risk management documents (also in the area of cultural and historical heritage). European regions have developed similar strategic documents at regional level. The EU, for its part, has also formulated its main views on the sphere of European strategic documents. The protected future of cultural and historical heritage requires that strategic documents - national, regional and European - have a higher degree of coordination and interaction between these three levels.

In formulating policies and strategies for risk management and management in the field of cultural and historical heritage as well as in the elaboration of the plans for their realization and the achievement of the formulated goals, long-term measures and strategies should be developed aimed at mastering a wide range of scenarios with high risk potential. Strategic documents also define the allocation of responsibility for the implementation of individual

stages. Very often, however, in this line of responsibilities, there is a lack of coherence between the various responsible institutions, which may lead to problems in the concrete implementation of the planned measures.

It can be summed up that the understanding of the exceptional value of the cultural and historical heritage is shared by the whole concerned society and its structures: by lawmakers, the executive, regional and local authorities, by experts, active citizens and business. It is a common understanding that the loss of an element of cultural and historical heritage is final and forever, it can not be restored in its authenticity. For example, destroying a fortress wall or church in a disaster means that we lose them forever. If the last person who speaks a dialect without leaving school means that we lose the dialect forever. Yet, when planning risk management, it is the area of cultural and historical heritage that is often the last priority and therefore insufficient resources are allocated to this responsible objective.

Disaster risk management strategies often do not integrate measures to protect the cultural and historical heritage. Naturally, it is imperative that the first objective of such strategic documents is to strive to preserve people's lives. However, disaster protection measures should be integrated and necessarily include risk management measures and cultural heritage protection.

From the point of view of policies and the management of cultural heritage protection, a number of challenges are also formulated.

Risk scenarios that can affect the state of cultural and historical heritage are becoming richer and more diverse, unfortunately. For example, only a few years ago, hardly anyone could imagine the purposeful destruction of an ancient city and statues that we saw in Syria and Afghanistan. Another example is the increased flood capacities brought about by climate change. Experts should look and look at the new risks on a regular basis and expand the list of risk situations that have a high potential for damage to the cultural and historical heritage.

The scientific community should be able to contribute to assessing and planning the fight against risks in the area of cultural and historical heritage. Therefore, it is imperative that all future and current research, information and cartography programs funded by the EU and the Member States be integrated with the requirements for the preservation and management of the risk for the cultural and historical heritage. It is also necessary to provide training for the enhancement of the professional qualifications of experts in the field of cultural heritage and landscape, covering the whole range of relevant risks.

New and increased old risks in the area of cultural and historical heritage give rise to the need to develop and also to promote long-term measures and strategies in the field of coping with the impacts of natural and man-made effects on cultural heritage. There is a need to introduce an assessment of the potential economic losses that may cause possible physical damage to the cultural and historical heritage.

The new and increased old risks to the cultural and historical heritage also give rise to the need to exchange experience and apply urgent good practices from different structures and institutions from individual EU Member States. Central and local authorities should have the full tool for a quick overview of what their colleagues have done, so it is recommended that strategic and accompanying documents be published online not only in the local language but also in English translation, which is already perceived as lingua franca of our time. This will overcome "language barriers" and national / regional / local strategic, guidance and regulatory documents will be more accessible to experts and managers from different EU countries.

Consideration should be given to overcoming the traditional lack of funds for maintenance and rehabilitation work on cultural and historical heritage sites, and specific recommendations for financial incentives, including tax breaks, to be formulated.

Challenges in the preservation and management of risk in terms of cultural and historical heritage also exist in the administrative and management levels.

Above mentioned was the need for effective coordination in response to possible risks and threats to the cultural and historical heritage. A methodology for such effective coordination, designed for the widest possible range of incidents and disasters, should be set up and subjected to a stress test. Employees who are responsible for planning actions and a specific response to a potentially risky event should undergo specialized training.

The digital archives of the cultural and historical heritage will become more and more imperative both because of the shorter time for handling them and faster information provision, and because of the better storage of this information.

It is expected that all safe assets or items will be provided with safe storage conditions in the event of an emergency, which means that (1) these valuable assets should be prioritized on the basis of informed criteria and techniques, and (2) storage in extreme situations should be formulated for each individual site in advance. Accordingly, each valuable object, asset, and others, should be investigated with regard to its vulnerability in case of emergencies as well as on recovery procedures.

Additional efforts, resources and other resources will have to be made to achieve significant public awareness raising on disaster risk management issues in terms of cultural and historical heritage. It is advisable to develop and implement educational programs geared to age-specific features of children, students and students as well as to the general public.

Immediate key tasks for scientists and experts working in the field of cultural and historical heritage from a practical point of view outline several challenges.

The creation of comprehensive lists of assets of the cultural and historical heritage that are assessed as being threatened by disasters will be beneficial to research and practice. These lists should be annexed to an effective (effective) strategy for risk management in the field of cultural values that takes into account the actual costs of loss and damage as well as an assessment of the non-market nature of the related cultural values.

Particular attention should be paid to the collection and improvement of inspection data and diagnostic observations. They, in turn, should become the basis for an integrated methodology for complex modelling of the impact of disasters.

The development of multi-risk complex scenarios in urban historic centers, archaeological sites and cultural landscapes with regard to the impacts of climate change and other threatening factors should be turned into a major priority. Accordingly, the creation and development of an effective early warning system for high-risk disaster situations, specifically aimed at preserving cultural heritage, should also be given high priority.

An integral part of the work of protecting the cultural and historical heritage should be the development of appropriate quantitative data, codes and procedures to improve the damage caused and to prioritize funding. Particular attention should be paid to catching up in the development of pre-planned analyzes and preventive measures necessary for the development of effective plans for the protection of cultural heritage from disasters.

New data, developed strategic and information documents should find their way to the general public in an appropriate form in order to raise awareness at all levels of stakeholders.

Digitization, environmental changes and physical pressure (ie, the impact that tourists themselves have) are both risks and opportunities for preserving the cultural and historical heritage.

Digitization and new media (social networks for sharing text, photos, videos) lead to a huge influx of tourists to certain "fashionable" destinations and sites (which is a potential danger), but on the other hand they make it possible to promote less well-known sites, provide virtual access for people with physical restrictions for real access, create new communication channels for contacting lovers of cultural and historical heritage (potential).

Environmental changes are usually seen as threats from disasters, unpredictable rains and floods (potential danger), but climate change is also prolonging the tourist season and giving access to inaccessible places (potential).

The physical pressures accompanying the growing number of visitors to sites and places of cultural and historical heritage are causing threats to both sites and places, as well as to tourists themselves (potential danger). At the same time, many people's horizons are enriched and they become supporters of the development and conservation of the cultural and historical heritage both locally and globally (a potential opportunity).....

Recommendations at the level of cross-border public / public policy for joint cross-border management of the cultural and historical heritage for the protection of healthy aquatic and terrestrial ecosystems along the Danube.

At EU Level

- Develop a European Union Strategy for the Danube Region (2021-2030) to take into account the implementation and build on the European Union Strategy for the Danube Region (2010-2020) as well as an Action Plan with a focus on deepening and strengthening mutual efforts and coordination of stakeholders' actions in the field of innovation, tourism, the information society, institutional capacity, socially excluded communities, development and conservation of the cultural and historical heritage.

At the national level - proposals for actions in the field of preservation and development of cultural and historical heritage with emphasis on investments in people

- Comprehensive cooperation between all stakeholders and coordination of efforts and resources for conservation and conservation of the heritage through joint research, implementation of bilateral and multilateral projects and programs, exchange of experience and good practices.
- Use the funding opportunities provided by the European Structural Funds as well as national and municipal funding.
- Organizing joint events and initiatives, routes, festivals, scholarship and internship programs, voluntary endeavors.
- Establish and maintain up-to-date databases that collect information on the Danube Region CIS and related activities. Maintain a common cultural calendar.
- Encourage creative and creative industries by supporting creative forums, meetings, forums, initiatives, creative residences, linking artists to the development of cultural tourism, etc. under.
- Validation of cultural diversity as a glimpse of the Danube region by preserving and developing both the material and non-material cultural and historical heritage.

- Creating opportunities for youth exchanges between individual Bulgarian municipalities along the Danube and international youth exchanges between the countries of the Danube region.
- Increasing the capacity of people working for the preservation and development of KIN through participation in specialized trainings, internships, seminars, conferences and other scientific events.
- Enhancement of the capacity of institutions working for the protection and development of KICs, cooperation and joint actions, clear definition of obligations, financial and other commitments, as well as adequate allocation of risks.

At regional / local level

- To set up a joint advisory body in the field of conservation and development of the cultural and historical heritage to take part in the development of the regional / local / regional development strategy papers as well as to monitor the achievement and achievement of the objectives regional / district / municipal strategic development documents and their implementation plans. This advisory body will bring together experts from all interested parties and institutions that have commitments in the field of the heritage.
- In the Regional / Regional / Local Development Strategy Papers, to include commitments regarding the conservation and development of KICs, linking them with the possibilities for financing under Operational Programs from subsequent planning periods. Special focus on sustainable development and management of cultural and historical heritage.
- Work to raise local expertise and to retain young experts by creating opportunities for realization of their projects and ideas, as well as for cooperation with their colleagues within transnational and international projects in the Danube region.
- Increase the visibility of KIN and diversify the valorisation of cultural and historical heritage by linking and inclusion in the cultural tourism routes, incl. and by exploring the specific interests of different tourist audiences.
- To develop the possibility for the security and development of the heritage to become a source of cultural, social and economic wellbeing of local communities.
- To develop and expand the possibilities of the arts to rediscover KIN, as well as to develop and pass on the young crafts, skills, traditions, customs.
- To identify, study, sustainably and use the intangible cultural heritage in the development of modern community and tourist services (holidays, festivals, exhibitions, concerts, renaissance professions, etc.).
- Development of interdisciplinary and collaborative research of cultural and historical heritage, focusing on the development of creativity and innovation, contributing to the development of the local economy.
- Special attention should be paid to the development of the tourism potential of the heritage and its linking with the development of local infrastructure - roads, places for recreation and nutrition, territorial marketing, social capital.
- Development of multilingual digital presentations of cultural and historical heritage with a focus on new media and the Internet - mobile applications, podcasts, interactive sites, 3D models of locations, personal digital assistants, mobile video, animation, audio and Bluetooth technologies, presence on social networks etc., containing up-to-date information and attractive as a form.

Recommendations from public hearings in the region

There were about 90 people, representatives of different institutions and citizens, participated in the public debates on "Culture that matter". The feedback received from these discussions is a guideline for further action to be taken. The completed questionnaires

from the participants outline their vision for preserving the cultural and historical heritage. More than 80% of respondents point out as a priority that improving intangible heritage and developing strategies for the development of slow, green and healthy tourism is necessary for their community. The projects presented for discussion on the various panels intrigued the participants, who compared their experience with their community and brought to their forefront their preferences.

More than 50% of respondents believe that projects such as the Velo European Amazon, Walking Tour of Historic Bucharest, Cultural Route "Roman Emperors and Danube Wine" and "Local Economy and Nature Conservation in the Danube" are applicable in local conditions and can be realized while the second project is also considered the most easily achievable. On the other hand, projects such as "Youth and Traditional Crafts", "Improvement of Intangible Heritage" are the most attractive for the audience according to the survey.

Taking into account the results of the survey, it is necessary to note that intangible cultural heritage should be investigated and protected as well as being one of the foundations for the development of tourism potential. Cultural heritage can be developed through European projects. On the other hand, young people should be involved in the process as the winners of the new one and learn about the experience of European organizations in developing projects that can be implemented in local conditions. A very important recommendation is also the development of Strategies for the development of slow, green and healthy tourism, considered as necessary for the community. That should be the basis from which to start.

Following further public debates in the autumn of 2019, new recommendations will be added.

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