

International Seminar:

“Historic City Centres: Heritage, Innovation and Social Cohesion”

Dubrovnik, 10 November, 2015



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**“Historic City Centres:
Heritage, Innovation
and Social Cohesion”**
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CITY OF DUBROVNIK

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Mediterranean cities have in common certain heritage factors that are the result of their natural surroundings, their history, their culture and the passage of different peoples and civilisations. Most of these cities have taken advantage of that heritage and with strong political leadership, vision for the future and fostering the necessary involvement, they have integrated it into their strategy for local development and external projection.

In November 2015, the International Seminar on Mediterranean Historic Cities was held within the framework of the MedCités General Assembly in Dubrovnik. That event brought together representatives of different local governments from around the Mediterranean and the Adriatic, as well as organisations and experts on urban development and rehabilitation of historic cities.

That Seminar is a good example of the activities that the MedCités network has organised over the course of its 25-year existence with the aim of fostering exchange and reflections and generating knowledge concerning urban development and effective local management.

It is important to bear in mind two important aspects of this Seminar. First of all, there is the participation of other networks specialising on the subject, such as Heritage Europe, and other players, such as RehabiMed or the Tunis Medina Association. In addition, the fact that the Seminar was held in Dubrovnik is proof of MedCités' clear desire to work and forge alliances with the cities of the Adriatic.

Publications such as this allow us to summarise and share the reflections and conclusions drawn from these encounters and they are likewise a good opportunity to communicate MedCités' message to other players.

On behalf of MedCités and its towns, we should like to express our gratitude for the contributions by all the speakers, for the quality of their presentations, and to the organisers for their efforts and professional approach, and very specially to Mayor Andro Vlahušić and the city of Dubrovnik for their warm and friendly welcome.

Xavier Tiana Casablancas
Secretary General of MedCités

Forewords





It is a pleasure for me to be here in this magnificent city of Dubrovnik. I should like to thank this welcoming and efficient town for organising this seminar and the General Assembly, in co-operation with the MedCities Secretariat team.

There is a traditional thread running through all the General Assemblies of MedCities, namely organisation of a parallel seminar. The seminar held the first year focussed on the projects that the member cities had pursued, with the aim of exchanging each city's experiences and thereby expand MedCities' capacity for advancement in terms of knowledge.

We then moved towards more specific objectives. Last year, for example, our seminar at Izmir concentrated on identifying common projects to be presented within the framework of the European Union's new Neighbourhood Policy.

This year, the Secretariat sought a transverse and shared subject. Such a subject should allow us to

define shared experience and interests with the aim of carrying out projects together with the support of local policies.

Based upon those considerations, we chose "Development of historic city centres". Aside from medina quarters, all our cities have historic centres that must deal with complex and changing dynamics that are not easy to address.

However, it is not up to me to set out these subjects. Rather, you are here to share your knowledge and experiences with us today, to contribute to debate and reflection. In this way we will work together to find our common ground and look for potential projects and policies to pursue.

I trust that the right choices will be made and that you will all benefit from this seminar.

Joan Parpal
Secretary General of MedCities (1990-2015)



Thank you for inviting us here. Thank you Mayor Vlahušić for your invitation. I must say that I have always admired self-made cities, cities that have grown out of conflicts and problems. Dubrovnik is a remarkable example. I was here just after the bombing of 1991 and even then it was incredible how Dubrovnik had reacted in spite of its problems to become the city that it is now. That is why I thank you for having invited us here to this remarkable city on the Adriatic, an ideal starting point for expansion by MedCities or by any other Mediterranean network. Thank you also Mayor Mohammed Idaomar, President of MedCities and Joan Parpal, the Secretary General, without whom we would not be here at this very special meeting. I think that it is fair to say so and in my view it is true.

Why is this such a special meeting? Because it strengthens our network of Mediterranean cities, which is so useful and so necessary. And it is also special in this case, on this occasion, because it allows us to talk about the neighbourhoods of historic cities. Saying historic city on the Mediterranean is the same as just saying city, because I cannot imagine any Mediterranean city that is not historic, that does not have a historic centre.

We all have in common certain problems, certain capacities, certain hopes and certain challenges. The point to remember in connection with historic cities, in my opinion, is that we experience success and failure simultaneously. Too much success and too much failure can become a serious problem. A serious problem when there has been conflict, as in the case of Dubrovnik, but also a serious problem when there is negligence or poor management, which harm the economy and people. And we all know how an old neighbourhood can become very run down and a very poor area of the city.

But we can also be swamped by success, and there are other things to know about the Mediterranean. We would like to share with you the sto-

ry of Barcelona, the capital of Catalonia, a city that has been very successful, especially in its old quarter, and that has attracted people and tourism, with a new concept for rebuilding the entire city. This, of course, has had its consequences: massification, as well as destruction, not only of the physical appearance of the urban landscape, but also of people's daily lives, neighbourhood life and social customs. Elements such as shops, relations between people and displacement of younger generations have occurred. It is also a question of a challenge and a sort of destruction, a slight destruction, of course, without upset and without conflict, but we need to address that slight destruction.

Historic cities share a very important virtue and characteristic, namely that there is always something happening. We have undergone and we are still here, after hundreds or thousands of years, even if we have been shaken, and that encourages us and makes us stronger. But we also have in common a very fragile nature in the sense that if we are lost, we will be gone for good. And so, we need to stick together, we need to share our experience, our capacities and our hopes, and, I trust, work together. I believe that we can stick together on that subject and a number of other subjects, but today we are talking about historic cities, so let us stick together on that score, because that is how we will be able to succeed. Thank you.

Alfred Bosch Pascual

Vice President of the Barcelona Metropolitan Area



First of all, I should like to thank the Mayor of the city of Dubrovnik for having invited MedCities to hold its General Assembly for 2015 here, in Dubrovnik, which is known as the Pearl of the Adriatic and, as you see, is a city that is really worthy of that name.

I should also like to thank the Deputy Chairman of the Barcelona Metropolitan Area for taking part in this General Assembly and for all the support contributed to the MedCities network, and also the Secretary General, Mr Parpal, and the mayors and deputy mayors of the cities in the network.

Our network has certainly grown, not only in terms of the number of members, but also in terms of organisation and institutional weight. Before 2009, there were only a few of us, and now there are fourteen countries involved in this network of forty-one members, mayors of Mediterranean cities.

With regard to organisation, following the 2014 General Assembly in Izmir, we became an official institution with a moral identity that allows us to work and reflect together as an institution and to act as a lobby to provide solutions to the problems shared by Mediterranean cities.

The Mediterranean is in need of a great deal of understanding and a great deal of co-operation, and in need of mutual reflection on tonnes of problems affecting many of the countries surrounding this sea.

I must not miss the occasion to congratulate our Secretary General and the MedCities network team for having chosen the historic fabrics of certain Mediterranean cities as

the subject for this conference, since those cities in fact bear the imprint of the Mediterranean on their architecture and on their histories, as well as the imprint of the manner in which the people of the Mediterranean developed their civilisations within that historic fabric. It is also important because we can remedy all the errors committed in the urban development of our cities, but we cannot remedy the loss of the historic fabric, and so we must place a great deal of importance on preserving this heritage, which is a heritage of humanity and a heritage that we must safeguard to pass it on to following generations.

Before I finish, I must take the opportunity, because between the General Assembly held in Izmir and this 2015 General Assembly, municipal elections were held in many countries, and I should like to congratulate the new mayors who have been re-elected.

The most important thing is that we are here, that we must reflect together and work together to make the MedCities network one of the platforms for understanding around the Mediterranean.

Mohammed Idaomar
President of MedCities



My dear friends, it is great honour for me to be your host for this meeting. Many thanks to the members of the General Assembly held in Izmir and many thanks to the mayor of

Izmir and the other mayors who decided to come to Dubrovnik. My greatest honour is to welcome the Chairman, Mohammed Idaomar, and Mr Bosch, but especially our Secretary General, Joan Parpal. Welcome to the city of Dubrovnik, I hope that your stay is very worthwhile, and I look forward to discussing our problems, our challenges and our commitments. Over the course of two days, our full team and other associates will be organising the activities of this meeting for you, with the support of the members of the Secretary General's office.

Let me speak for a moment on the city of Dubrovnik, on our situation in history and our present situation. Being the mayor of Dubrovnik is not a problem, because I can follow in the footsteps of my predecessors who worked down through the centuries. Recently, every morning in my office, working to prepare this meeting, this seminar and this congress, I saw that in the 15th and 16th centuries we had eighty consulates around the Mediterranean, eighty consulates in more than fourteen countries. In each Mediterranean country, our forebears, with a small city of only fifty thousand inhabitants (the same as now), had eighty friends around the Mediterranean, regardless of whether they were on the European side, such as Venice or Genoa, in the Balkans, such as Albania, Bosnia, Serbia, Macedonia or Turkey, or Morocco or Israel. We know that at that time we were a small city, but we know that the Mediterranean then was like the Internet now. The Mediterranean was and I trust that it will continue to be a means of connection between people and between continents.

Looking back over the history of our city of Dubrovnik, we are above all looking to the future and our obli-

gation is the same as it was then. To help Mediterranean cities and the people of those cities and of the Balkans to be better connected regions. Our most special obligation stems

from our position within the European Union. Croatia has been a member of the European Union since 2013, and our special role, as a country and as a city, is precisely to help Bosnia, Montenegro, Serbia, Kosovo and Macedonia to form part of the European Union.

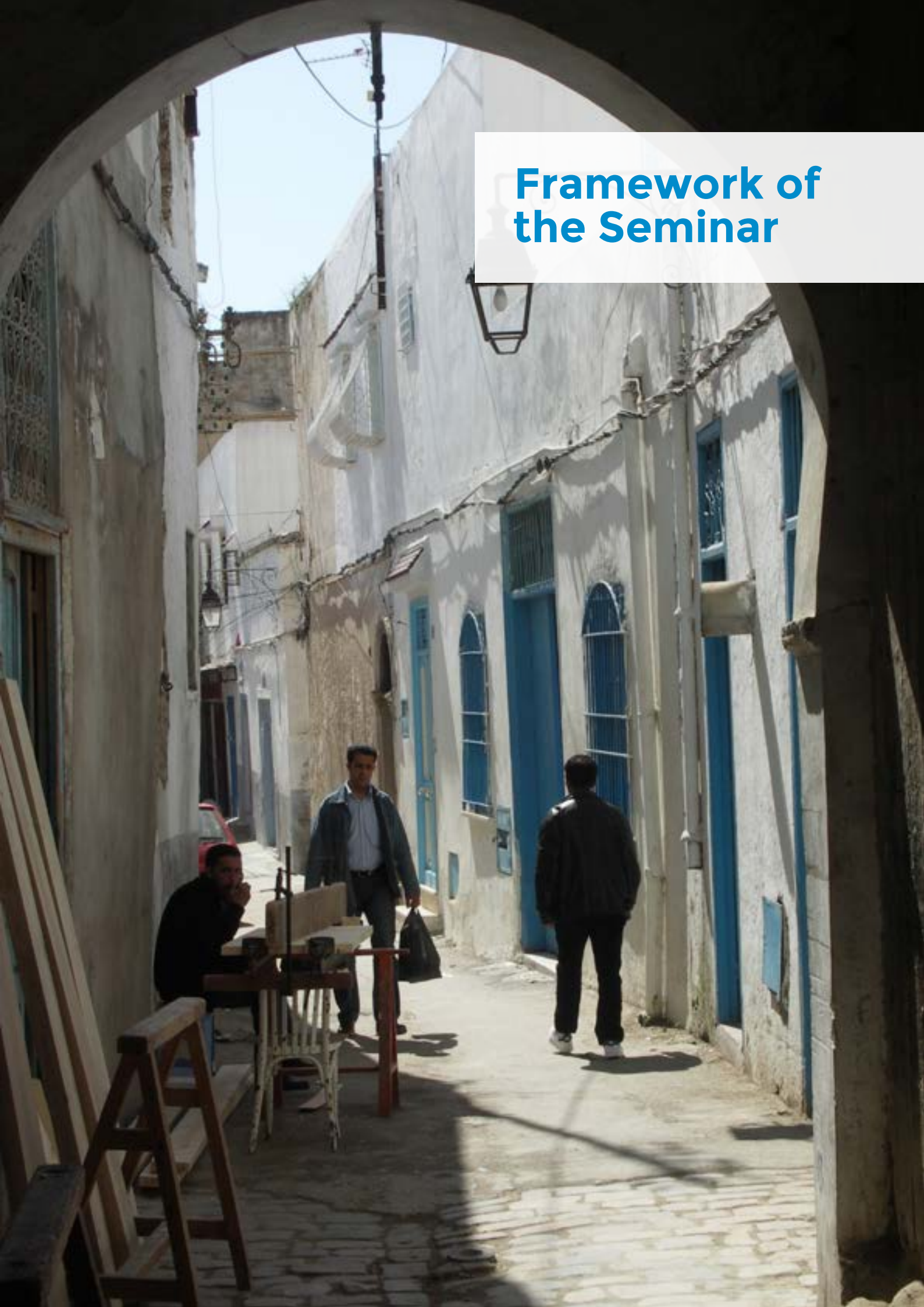
We, the city and the Republic of Croatia, cannot accept a quarantine of the Balkan countries, it is really idiotic! Armenia, Bulgaria, Greece, or the European Union, why not offer our hand and help to these people, if they are twenty million. The social problems in these countries are much lesser than those of our large European cities, such as Barcelona, Paris or London, with much weaker social cohesion. We are also directing our efforts towards the Republic of Turkey, two weeks ago we established a twinning with the European side of Istanbul, because our role is to look back to our predecessors but also to Islamic and Muslim cities, regardless of whether they are located in Asia on the African side of the Mediterranean.

We see what is happening to people today with migrations. Migrations have always arrived, but we seem to have forgotten that our populations came from elsewhere, our inhabitants of today came from other places, and is what exchange is about. It is an opportunity rather than a problem.

Thank you very much for coming here, thank you very much for your participation. Enjoy your visit, we have arranged for lovely weather for all of you, and I hope that you will find everything you need during your free time with us.

Andro Vlahušić
Mayor of Dubrovnik

Framework of the Seminar



The seminar is aimed at the representatives of local governments around the Mediterranean and the Adriatic and it supplements the activities of the 2015 General Assembly of the MedCités Network.

MedCités wishes to furnish tools to its members and to other decision-makers and experts in order to achieve sustainable urban development and promote policies and practices that meet citizens' needs.

Historic centres are crucial to the members of MedCités and they present challenges in terms of urban planning, economic development, heritage preservation, quality of life and social cohesion.

This seminar focuses on generating debate and on the exchange of experiences and best practices on all sides of the Mediterranean basin. It also seeks to enrich the work of MedCités on defining future multilateral projects.

The aim is to present innovative actions in the historic centres of cities of the Mediterranean basin in connection with crosscutting issues, to allow discussion of the challenges and risks faced by those municipalities.

The following issues are to be addressed:

- Economic activities, especially those linked to tourism
- Cultural and heritage activities
- Social cohesion and enhancement of quality of life in these areas
- Innovation in development and management of historic centres: urban regeneration projects and supply of public services, also including new technologies (*Smart* historic cities)



International Panel of Experts

Current issues in the
management of historic
city centres around the
Mediterranean

Heritage in the regeneration of historic city centres

Brian Smith, Secretary General of Heritage Europe



Dubrovnik has been a member of Heritage Europe for years. That body was created by the European Council in 1999 as a network of historic cities. Today, it comprises 31 European countries and some 1,200 historic cities. Thus, the historic centres of those cities lie at the heart of our mission to promote their sustainable management. For it is difficult to think of a European city that is not a historic city. Of course, we need to understand these centres with all their internal relationships, but also with their external relationships (their relationships with their surrounding areas).

We are going to look at a number of studies carried out in such cities. These show the work that has been done to find solutions, and they may serve as proposals to help us regenerate them for the better.

First of all, the discussion focuses on three issues:

Which solutions should we be seeking?

Can the same solutions be applied to different circumstances?

Or will regeneration work by concentrating on the processes that are specific to each place?

The second point focuses on asking how we can persuade those who do not agree that heritage is an irreplaceable resource.

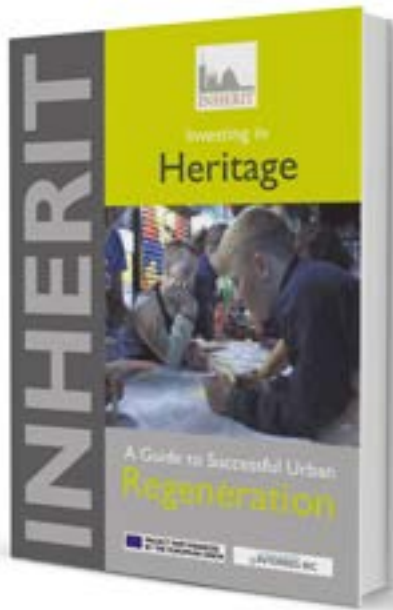
With the last point, we ask whether models for sustainability lead us to regeneration of historic cities. If that is not the case, can we find some way of identifying and developing other knowledge and then putting it to use?

The first study, *Investing in Heritage*, was started up ten years ago. The work was carried out on six cities and nineteen case studies. The questions focused on pinpointing what worked in terms of regeneration of historic centres and which processes contributed to its success.

The first factors examined were the identities of the centres and the strategic choices made. It is essential to understand the importance of cultural heritage in terms of identity for our cities and the resulting advantages and competitive edge. Each city has its own strategy and it is that basis that can lead to success.

The second point is to favour public spaces. The fact of investing in those spaces can lead to public-private collaboration and potential investments. This requires total commitment on the part of the municipality in that regard in order to ensure success.

A second study was made of nine historic cities. The main issues addressed were economic stagnation and the loss of heritage values and identity by those places. The aim is to show that cultural heritage is the principal factor because it can be the target of financing through European structural funds. What is more, for the first time that study included as partners the national players responsible for allocating those structural funds. Over the three years of the project's term, specific projects attracted one billion euros in terms of structural funds.



This project is an opportunity to bring heritage, a subject that is to a large extent neglected by the European Union at present, to the fore. A list was drawn up on which the first point was cultural heritage as a catalyst for sustainable development. This project was submitted to the European Union at a moment when strategies were being devised in connection with preparation of the H2020 programme for Europe. The issue of culture and heritage had not been considered with the appropriate weight, leading to a reaction by the 32 European networks dedicated to that subject, one of which is *Heritage Europe*. All those networks mobilised and a new text was drafted setting out new strategies that this time included the issue of heritage and culture.

The attraction of the heritage of regions and cities is very important in terms of culture and likewise in terms of investment. Businesses establish themselves in historic centres, which have authority and are sources of innovation. There a number of examples of competitive edge at the regional level, such as Pest, in Hungary, where a major cultural project was financed that led to regeneration of the historic centre.

Investment in the cultural heritage of our historic centres gives a very positive result with return on investment and added value. The aim is to concentrate on profitable heritage elements, such as the Pont du Gard, where €7 million are spent each year on main-

tenance, but which generates tax revenues of €21.5 million yearly.

The proof of the benefits of such heritage elements has allowed a positive change in European policy since the Athens Conference. The Council of Ministers has adopted a new policy recognising cultural heritage as a strategic resource for a sustainable Europe. For Horizon 2020, a group of experts will be established to advise on priorities for cultural heritage.



Figure 2. The different subdomains identified in the collected studies mapped in the holistic four domain approach diagram.



To conclude, we note that, with the work done over the last ten years, investment in heritage allows us to reap benefits. If we take a strategic and integrated approach, MedCités can place cultural heritage at the heart of the regeneration of our historic centres.

Urban regeneration in Mediterranean cities. A participative process within a new governance framework

Xavier Casanovas, President of RehabiMed



Rehabimed is an association of experts from all Mediterranean countries on the subject of urban regeneration. Here, we are going to discuss our vision of historic centres and their role in cities. Historic centres around the Mediterranean basin are subject to changing circumstances at a variety of levels, whether social, economic or heritage. In order to simplify matters, here we will look at four possible situations, although in fact they may all be combined:

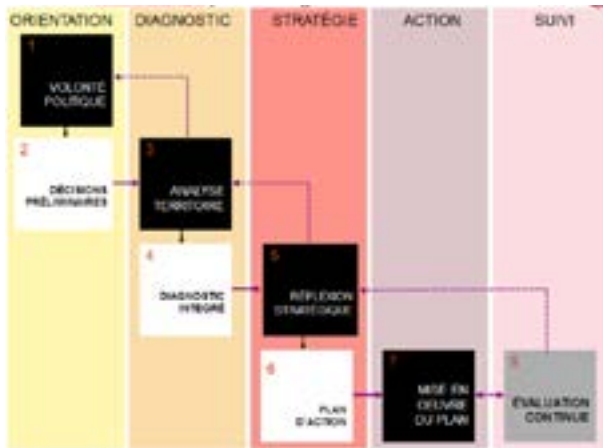
- Cities undergoing over-densification due to migration (south-north or country-city), with over-occupancy, changes to dwellings, creation of ghettos, unsafety, unsanitary conditions, lack of comfort, pollution, and so on.
- Cities undergoing depopulation due to abandonment of their historic fabric and movement to the outskirts.
- Cores affected by “heavy” urban renewals, with heritage demolition, destruction of the historic fabric, and so on.
- Balanced processes for integral urban regeneration and balanced economic development.

In any event, the future of these historic centres does not depend solely upon a heritage-based vision, but also upon their use and well-managed transformation within a good governance framework, with the establishment of strong partnerships between inhabitants, civil society, local economy and public authorities. There is just one essential condition for obtaining acceptable and sustainable results that is required if we wish to improve the living conditions of the inhabitants and preserve the historic and cultural identity of these centres.

Any progress in the urban regeneration of a city must be based upon a methodological approach. The RehabiMed method provides for technical assistance to municipalities as they implement a process for urban regeneration. There are five stages of intervention: Orientation (political commitment), Integral diagnostics (multivectoral analysis of the territory), Strategy (reflection and decision-making), Action (implementation of the plan) and Follow-up (ongoing tracking of the results accomplished).

Barcelona is one of these cities that has undergone a process of urban regeneration with impressive results. We will take that city as an example to analyse strengths and weaknesses.

With the appearance of democratic municipal governments in Spain in 1980, the new municipality of Barcelona started off with the urban regeneration of its historic centre, which had long been neglected. The results of the diagnosis made at that time were disastrous: 70% of the buildings dated from before 1900, there were 7,000 dwellings without toilets, drains and other mains systems were obsolete, commercial activity was in decline, and so on. To remedy that situation, an urban regeneration plan was put in place with a broad consensus of the public and private players involved, based upon a specific plan with deadlines for each of the operations.



A management and administration structure was also created. By 2000, 80% of the outcomes initially called for had been achieved. Nevertheless, checks revealed that, while certain sectors had improved, others were worse off than they had started out. This diagnosis showed that the solutions to the problems of the 1980s had caused other problems that had not existed at the time, such as conflicts between life in the neighbourhood and use of that space by all the city's inhabitants, incompatibility between commercial activities, appearance of substantial real estate speculation and a significant increase in tourist visits, and so on.

Those problems were also accompanied by the arrival of "gentrification", a phenomenon that resulted from the success of the operation in attracting the better-off classes to the historic centre and driving out the more socially and financially disadvantaged. We are now witnessing a second phase of that process, with the departure of the well-off classes, who had come to live downtown, now leaving on account of the noise levels and nuisances associated with the use of public spaces. All those factors have led



to citizen revolts by the inhabitants who feel that the municipality is treating their lives as a business. The municipality needs to reorganise the use of the downtown area, being subjected to substantial economic pressure and faced with inhabitants who are resisting that.

Gentrification is not a phenomenon affecting only cities such as Barcelona, London or Berlin; rather, it is found to a certain extent all around the Mediterranean basin, such as in Marrakesh, Fez or Essaouira in Morocco, Cairo in Egypt, or Beirut in Lebanon, among many other cities and countries. This shows us that the urban regeneration of those cities has not really been "integral", because it has left aside the inhabitants of the historic centres. In order to avoid that circumstance, a governance framework must be created in which public participation must be a priority, along with the participation of all the parties involved.

The speakers here include a number of people who taking part in urban regeneration processes of European and Mediterranean cities. Each has their own approach to the strengths, weaknesses, opportunities and threats of their historic centres and therefore each one prefers their own view. In the end, the outcome of urban regeneration is the sum of sectorial actions. In that regard, we need to keep questions such as the following ones in mind at all times:

- What is the impact of the current transformations of the historic centre on the local cultural heritage and the quality of life of its inhabitants?
- Do the types of intervention in the historic centre through integral urban development make it possible to meet the challenges of sustainable development in the broadest sense?



- Do the interventions undertaken correspond to the original aims and are they achieving the forecast results?
- What has been the role of the public authorities, neighbourhood associations and the private sector in connection with the actions for integral urban regeneration in placing strategies for protection of the historic centre at the heart of social, economic and cultural processes?
- What actual instruments have been brought to bear to facilitate participation by all the players to address the current challenges of the historic centre and protection of its inhabitants?
- What actions have been taken to make elected representatives and inhabitants aware of the potential and limitations of urban, economic, cultural, touristic and social development through urban regeneration?

Governance of historic cities in the digital age

Jean-Claude Turret, International Expert



Governance of historic cities in the digital age

The digital revolution is a silent revolution that is not making much noise nowadays, but that will transform the world. It will have hugely noticeable effects on the governance of urban systems, particularly in the case of historic cities. A statement by Irina Bokova, Director-General of UNESCO, at the Naples World Urban Forum 2012 pointed out that “Tangible and intangible heritage are based upon social cohesion, factors of diversity and conductors of creativity, innovation and urban regeneration,” in other words, the factors for future economic growth.

We need to bear in mind that cities are reinterpreted by their inhabitants every thirty years or so and that tomorrow’s city is not today’s. Historic centres are also reinterpreted by their inhabitants every so many years.

It is important not to confuse the digital transition or revolution with the application of information and communication technologies, which have been with us now for over forty years, or with what we call sus-

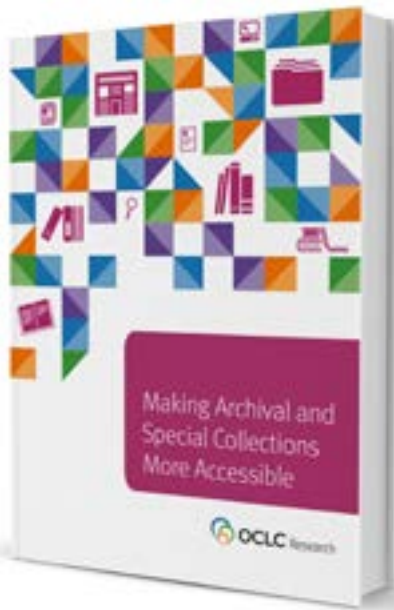
tainable cities or the energy transition. It is a domain that is at once a new one and one that affects historic cities. These cities carry information via their heritage and they have been capitalising on the digital revolution now for years.

I will refer to five broad domains where the digital transition is under way: applications such as digitalisation, visualisation and interaction, interpretation (analysis of historical documents, and so on).

Certain issues then arise: who owns the data? Who is going to generate the information? Who is going to handle or manage the information? How is it going to be preserved? When we speak of the digital transition, we define 5 or 6 phases. The major European cities are at the first phase and are starting to enter the second, and so we are at the stage of a preliminary approach to this use.

There are new factors, such as objects connected to sensors that allow us to process information as “big data” for a new type of urban management that was unknown just a few years ago and that we now know how to deal with. These, then, are certain drivers that we now have for the revolution that is upon us and that will have a greater impact than the energy revolution that everyone is talking about.

The digital revolution is already under way and it is set to transform our system of urban governance very profoundly with the emergence of new players. In that regard, information technology has brought with it new approaches to organisation within the framework of municipal institutions, leading to greater interaction and transversality, for a successful multi-directional approach. Municipal management and relations with citizens are going to be thoroughly transformed, with redefinition of the role of municipalities. For example, nowadays and particularly within the private sector, “Airbnb” and other phe-



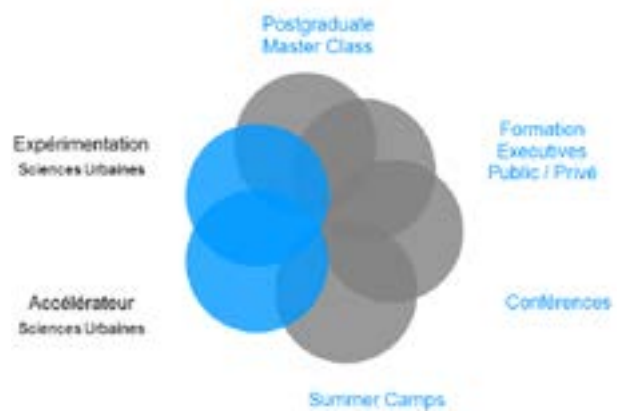
nomena are clear evidence that they are revolutionising the tourist industry. This obliges governments to make new laws and impose limits, which will be subject to ongoing change.

Social networks are important in ways that are now beginning to be noted and they are becoming essential to this new system thanks to a different sort of interaction between governments and citizens. Massive investments will be encouraged in this domain and new relationships will have to be established between public and private interests. Public entities will have to work differently. The private sector itself will have to invent new methods and new ways to act with cities. Who is going to regulate the data? Cities are going to become the creators of an incredible mass of data that will have to be processed and the ownership of which will have to be regulated.

A new device is being created in the south of France to help cities with the digital transition. The aim is later to offer this device to cities around the Mediterranean basin. It is a wholly new Campus with only two equivalents worldwide, one in California and one in New York. It is a Campus for innovation specialising in the digital transition of regions and cities, a catalyst of prospects and innovation, of development and experimentation, of training and transformation of individuals, of ways of thinking, of organisations and modes of action, through a certain number of actions: master classes, training, conferences, sum-

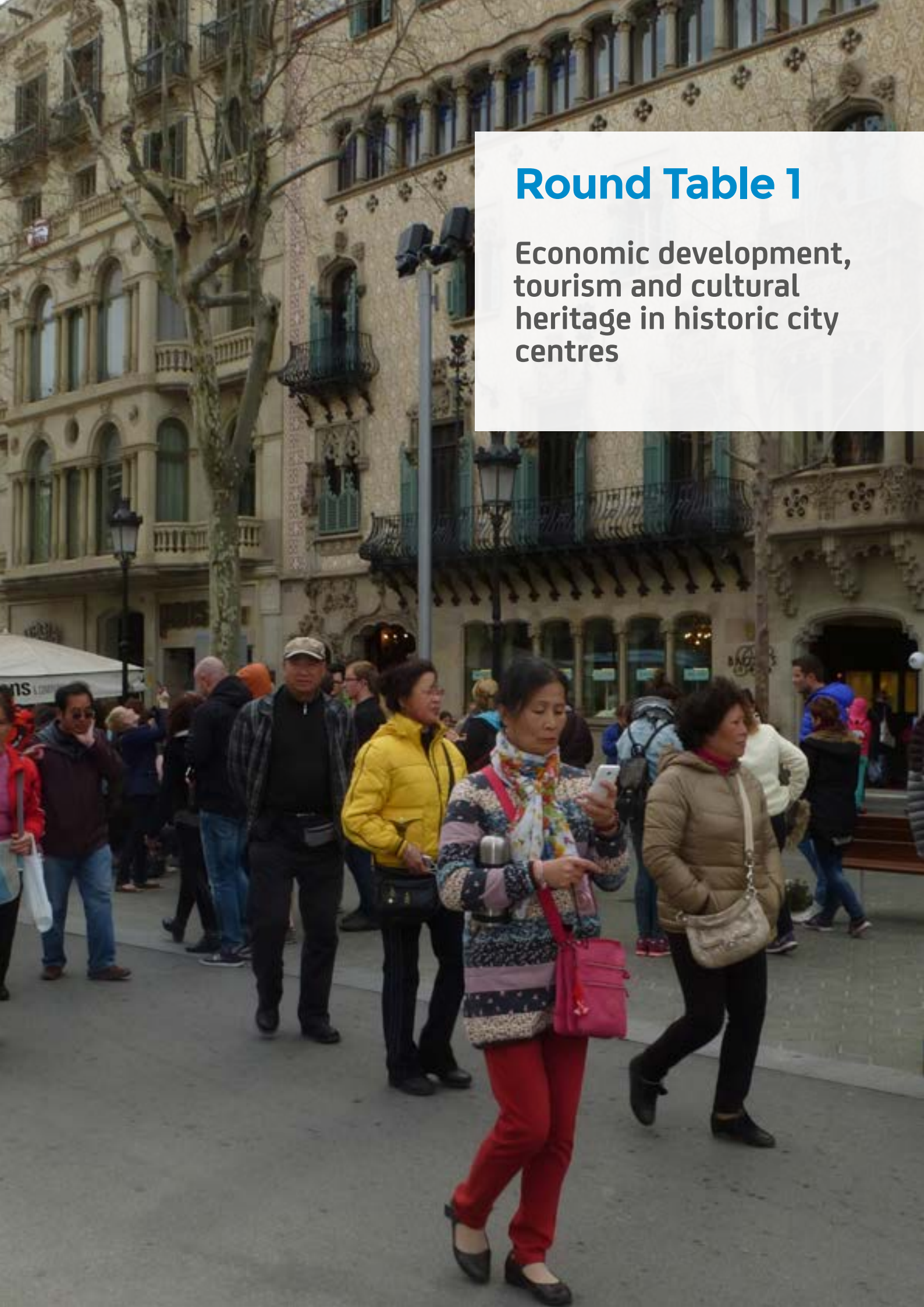


mer camps, and experiments. This will serve as an economic accelerator with an investment of around one hundred million euros, covered mostly by the private sector and specifically by major players in information technology. In that sense, the public sector is largely absent.



Round Table 1

Economic development,
tourism and cultural
heritage in historic city
centres



Round Table 1: Economic development, tourism and cultural heritage in historic city centres

Historic centre of Malaga: Tourism, simulation and carrying capacity

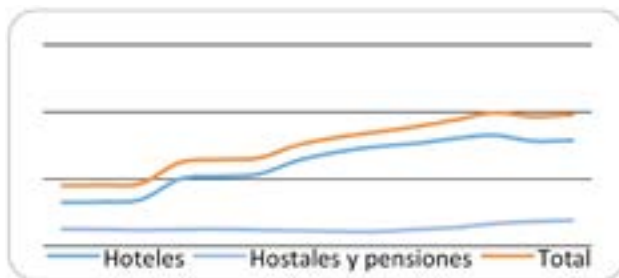
Contact:

Pedro Marín, Director of the Malaga Municipal Urban Environment Observatory

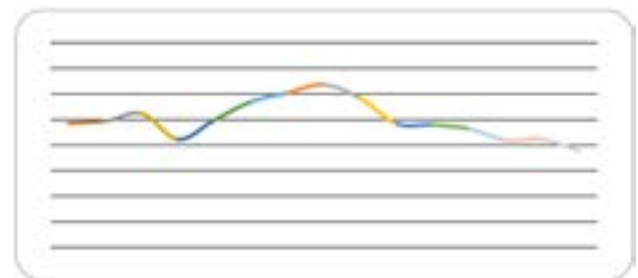


CONTEXT

As is now the case in many places around the world, tourism in Malaga has grown rapidly in recent years, resulting mainly from the city's modernisation. The 700,000 visitors recorded in 2003 grew to 3.5 million in 2015, while over that same period the local population decreased.



Development of hotels, hostels and guest houses



Development of the population of Malaga

- The projects for renovation of different public spaces carried out in recent years have attracted a substantial flow of tourism while contributing a significant development of the offer of restaurants, bars, hotels, tourist apartments, shops, and so on. It is obvious that excessive popularity can become a problem and in that case, the presence of mass tourism can inconvenience not only the local population, but also the tourists themselves. The main problems identified are the following:
- Excessive concentration of restaurants, bars, boutiques and franchises of all sorts, along with the disappearance of the traditional local commerce.
- Excessive concentration of hotels and tourist apartments.
- Public space occupied and privatised by sidewalk cafes.
- High noise levels in the area and large amounts of refuse.
- Loss of local population and everyday life downtown.

OBJECTIVES

Over the last 15 years, we have been working to attract tourism. At the same time, we have concentrated our research and methods on finding the appropriate balance between tourism and quality of life for the local population, with the aim keeping that balance from being unstable as it has in recent years.

METHODOLOGY

To achieve those objective, the city has established a working methodology based upon:

- Enforcement of existing law and development of new regulations for use of public space in respect of noise and waste.
- Expanding cultural spaces attracting tourists to other areas outside the historic centre.
- Introducing new taxes to compensate for intensive use of the historic city (*vis-à-vis* the place and its inhabitants) and pay for new facilities (public spaces, gardens, parks and others).
- Using technological systems to measure carrying capacity and find the most suitable balance.

ACTIONS



Urban regeneration spaces between 1994 and 2015

Renovation and creation of a pedestrian zone at Plaza de la Constitución (2002).



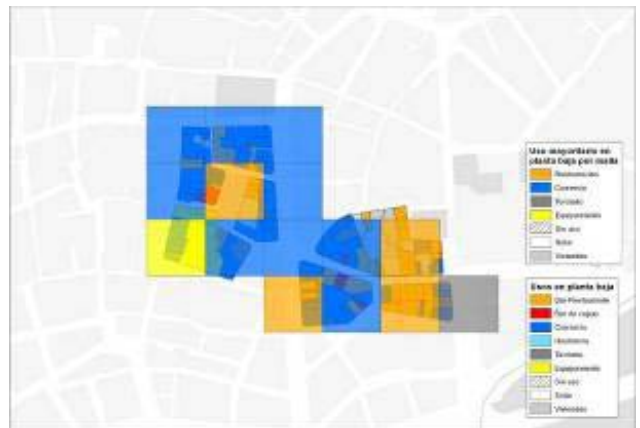
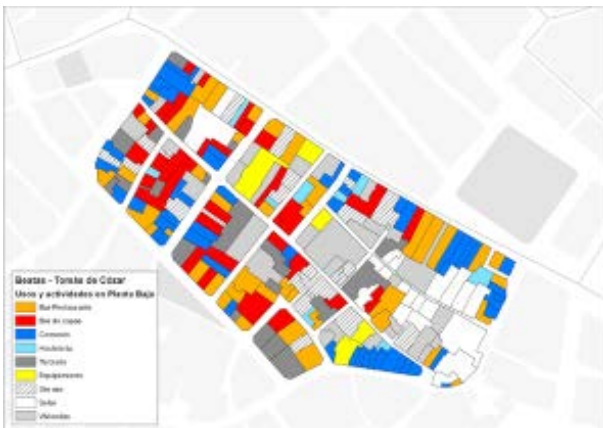
Renovation of Calle Alcazabilla between the Roman theatre, the Moorish Alcazaba and Picasso Museum (2010) and integration of the Port into the city (2012).



Urban graffiti to remodel party walls and create a modern appearance in the SOHO neighbourhood, along with exhibitions of modern art.



Urban studies and analyses of the evolution of the historic centre to act on distribution of uses and establish regulations for use depending on activities, noise levels, occupation of public spaces and several other parameters.



RESULTS

Renovated and rehabilitated public spaces with good distribution of use of public spaces to manage coexistence of tourists with the local population and make Malaga a comfortable city for all.

Round Table 1: Economic development, tourism and cultural heritage in historic city centres

Renewal in the historic centre of Izmir towards tourist activity

Contact:

Muzaffer Tunçağ, Member of the Izmir Metropolitan Council



CONTEXT

The historic centre of Izmir has a diverse cultural heritage. It is considered an open-air museum combining Hellenistic, Roman and Ottoman elements, and one may see there a citadel, an agora, a Roman theatre and an old bazaar.

The city has become very cosmopolitan, with a historic centre near the bay, which has led to rapid change over the last five decades. Today, the population is leaving the old quarter due to the annoyance caused by the concentration of too many people.



OBJECTIVES

Prevent the depopulation of the historic centre as witnessed today. Put a stop to illegal construction that has occurred due to internal migrations. Enhance the value of tourist attractions through different projects.

METHODOLOGY

The guiding principle of the municipal government is that Izmir is a historic city but not just for tourism.

Creation of a private company for investment in the restoration process and in new construction to strengthen the city's image.

Promotion of the work of IZBAN, the subsidiary of the metropolitan suburban train system.

Work with the different departments to implement collective development policies.

ACTIONS

Restoration of the Kadifekale citadel and archaeological digs in the Agora and around the Roman theatre, a tourist attraction located in the heart of the city.



Renovation of the façades of the buildings of the old Keremalti bazaar without altering the area’s commercial character. Creation of a new square to stimulate the bazaar and attract not only tourists but also the city’s own inhabitants.



Restoration of 10 synagogues to attract Jewish tourism. One has already been restored and converted into a library that will house the area’s Jewish heritage.



Rehabilitation of some 300 façades in Seferihisar-Siğacik and plans for a cable car to connect the Kadifekale citadel, the Agora and the Roman theatre.



IZBAN project to link Izmir’s two historic centres: Ephesus and Pergamum.



Other projects to improve the seafront along the bay, the Kültürpark and ongoing promotion of different events, fairs and festivals, in keeping with the 2015-2019 strategic plan.

RESULTS

A city that can preserve its character but at the same time wishing to increase its potential for tourism through different initiatives while enhancing the day-to-day life of the local population in the historic centre.

Round Table 1: Economic development, tourism and cultural heritage in historic city centres

Actions for economic and tourist promotion in the historic centre of Tripoli (Lebanon)

Contact:

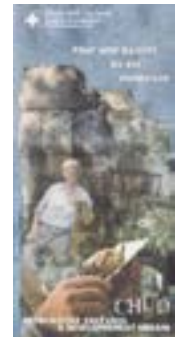
Amer Al-Tayeb Al-Rafei, Mayor of Tripoli



CONTEXT

Tripoli has always been a crossroads for many civilisations over the course of history due to its strategic location on the Mediterranean. An extensive set of remains and architectural monuments witness the city's history.

The city is following a plan launched by the government of Lebanon in 2001 for preservation of cultural heritage and urban development in five Lebanese cities, including Tripoli, to enhance quality of life. (CHUD, Cultural Heritage and Urban Development).



OBJECTIVES

With the aim of preserving Lebanon's historic heritage and restoring its archaeological sites, we seek to create the necessary conditions for improving the economic, environmental and social conditions of its cities and their inhabitants. The objective is to rehabilitate the historic urban fabric and make it attractive to national and international tourism.

METHODOLOGY

The city plans to carry out projects for improvement of public spaces to stimulate the city and make it more attractive for tourists and also for its citizens, with a number of projects already accomplished, others under way, and more planned for the future.

This project is supported by several financial donors, including the World Bank, the French Development Agency and the Italian government. The Council for Development and Reconstruction is responsible for managing the funds.



ACTIONS

Rehabilitation of the Al-Bazerkan and Al-Attarin souks. Restoration of façades and public spaces.



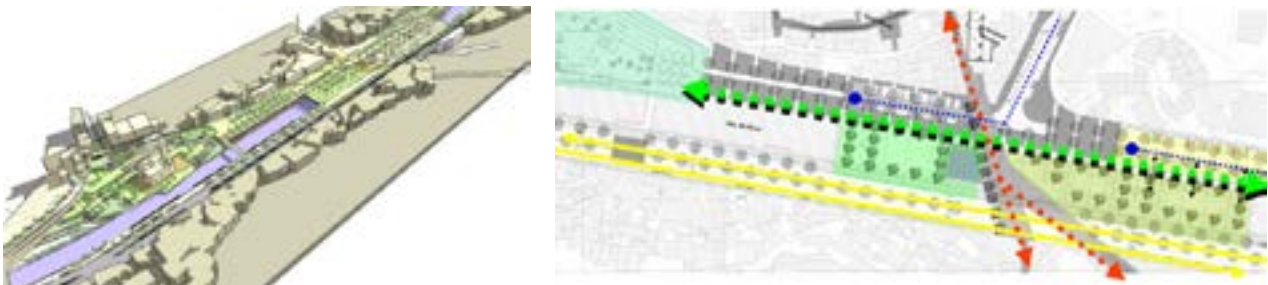
Rehabilitation of monuments: Hammam EL-Nouri, Hammam Ezedin and Khan Al-Askar, and construction of three new buildings to re-house the families from Khan Al-Askar.



Rehabilitation of the Citadel archaeological site and the Museum of History.



Projects under way: Creation of public space along the Abou Ali River with a platform connecting the two river-banks with installation of a covered market. Expansion and rehabilitation of the gardens of the Bortassi Mosque.



Future projects: Restoration and rehabilitation of public spaces in neighbourhoods in the centre and south of the city. Rehabilitation of riverside façades and several other projects for restoration of monuments.



RESULTS

Rehabilitation of the historic urban fabric and improvement of citizens' living conditions.

Upgrading of the city's cultural heritage and modernisation using information technology to make it more attractive to tourists.

Round Table 1: Economic development, tourism and cultural heritage in historic city centres

The Medina, an opportunity for local economic development in Chefchaouen

Contact:

Mohammed Sefiani, Mayor of Chefchaouen



CONTEXT

This city, located in north-western Morocco in a mountainous area with difficult access, has 43,000 inhabitants, with 340,000 in its province.

- Eco-city with potential for tourism, 100,000 visitors in 2015.
- Upland tourist city: 2 nature parks, one of them registered in the RBIM (Mediterranean Intercontinental Biosphere Reserve) by UNESCO.
- Recognised by UNESCO as an emblematic community of the Mediterranean diet. Intangible heritage, way of life, customs, traditions ...



OBJECTIVES

Maintain the day-to-day life of the Medina so that its habitants (over one third of the city's population) will continue to live there.

Showcase the local products and way of life to attract tourism. Promote handicrafts, agricultural products, local gastronomy and work for stimulating the area and promoting quality tourism rather than mass tourism.

Prevent the Medina from becoming an open-air museum due to tourism, transformation and rehabilitation of buildings.

METHODOLOGY

Action plan with four focal points:

1. Heritage preservation and promotion
2. Strengthening of capacities
3. Awareness and communication
4. Governance

Decentralised co-operation is considered one of the priorities for municipal development.

Have the inhabitants take part in implementation and dissemination of the "Mediterranean Diet" as a local way of life. Perform a diagnosis on the handicrafts industry and a strategic plan with the participation of MedCities and GIZ. Develop an extensive network of partners to create projects: universities of Tetuan, Granada, Malaga, Barcelona and others.

ACTIONS

Preservation of the architectural heritage with rehabilitation of the old Medina.

Traditional bakeries and workshops, squares and lanes, façades, doors and windows, perimeter walls, fountains, canals, bridges, etc.

Establishment of an architectural scheme for façades, details, doors and windows.

Annual whitewashing of façades with the participation of elected representatives and civil society.



Rehabilitation of the Medina



Rehabilitated traditional bakery

Establishment of a number of workshop-schools to conserve and strengthen the command of traditional trades. Project for creation of a “weaving development centre” dedicated to women and handicrafts.



Workshop-school



Rehabilitated weaving workshop

Tourist promotion of the city with definition of 4 sightseeing itineraries and establishment of an Open Street Map.



Creation of a municipal Mediterranean Diet Museum with exhibitions, tasting, tourist information, boutique, interactive multimedia space. Labelling of the city's restaurants.



Participation in south/south and triangular co-operation, organisation of activities of meetings and festivals to promote local products.



RESULTS

A city that maintains quality tourism with recovery of cultural values that will make our city more attractive. Citizen participation in certain actions affecting heritage will help to strengthen the sense of identity of the city's inhabitants.

A group of men in traditional Middle Eastern attire, including red and white checkered keffiyehs and dark jackets, are sitting on a wooden bench in a historic market square. They appear to be engaged in conversation. In the background, there are yellow buildings with arched windows and a blue awning. A woman in a white headscarf is visible on the right side of the image.

Round Table 2

Social cohesion and
quality of life in
historic centres

Round Table 2: Social cohesion and quality of life in historic centres

Tunis Medina Conservation Association: Integrating social factors into urban renewal projects

Contact:

Zoubeir Moulhi, Director of the Tunis Medina Conservation Association



CONTEXT

Tunis is a very densely populated city, a vernacular city with traditional buildings at its heart. It is an urban model centred on the notion of privacy within a system of streets organised in a hierarchy.

In the 19th century, with the arrival of modernisation, a new city sprang up to the east of the town and from that moment on the Medina became a neighbourhood of the city. Problems arose and the Medina was in danger of going into irreversible decline, as had already happened to a number of other Medinas.

The main problems identified are the following:

- Antiquated infrastructure
- Increase in unsanitary living quarters
- Populations in socially precarious circumstances
- Abandonment of ancestral homes for new residential complexes in the suburbs
- Families from rural backgrounds with few resources crowded into small dwellings with the risks linked to unsanitary conditions and lack of upkeep



OBJECTIVES

Rehabilitate the old town's image and redefine its role within the Tunis conurbation.

Conserve the specific and unified nature of the Medina.

Ensure integration of the Medina with the rest of the city to prevent its marginalisation.

Change the image of the Medina as seen by its inhabitants.

METHODOLOGY

Creation of the Tunis Medina Conservation Association in 1967 as a multidisciplinary structure to analyse living conditions in the Medina and direct all actions aimed at ensuring its preservation and appreciation and also promotion of its inhabitants. It is a sort of public urban development workshop governed by the Town Council, without losing its autonomy of management and the flexibility inherent in its status as an association.

Based upon serious fieldwork and pragmatic municipal decisions, we have defined a conservation strategy that has been confirmed by the passage of time and the experience gained, focussing on social and heritage issues in order to involve citizens in the development process.

That strategy is based upon three ideas:

- Protection of built heritage is not merely a question of restoring monumental buildings, but rather a process that involves valuing the whole historical fabric.
- That must be a global approach pursuing a balance between cultural and heritage values and social and economic factors. It does not consist of just restoring stones, but also of improving the living conditions of the people who live there.
- The Medina is a city centre and a centre of life. Actions for conservation and promotion must take that factor into account and avoid making it into a museum, gentrifying it, plasticising it. The strategy must be centred first of all on the inhabitants.

ACTIONS

Urban restructuring of the working-class district of Hafsia with reworking of the urban fabric, construction of affordable housing in keeping with local models, revitalisation of commercial activity, fostering of exchanges between inhabitants from differing social backgrounds and establishment of a system for financial equalisation.



The Oukalas Project, aimed at combating unsanitary living quarters in the 1990s, with relocation of over 2,000 households, establishment of a system of loans for rehabilitation of antiquated buildings and technical assistance free of charge.



Restoration of built heritage and regular maintenance of monuments, with restoration of some one hundred monuments, including many madrasas for social and cultural uses, the Hayreddin Pasha palace and the Great Mosque and its surroundings.



Growing interest in the private sector in hotels and restaurants.
Growing interest in living in the neighbourhood.



Improvement of urban aesthetics and promotion of cultural tourism to raise awareness among the local population, offering an alternative to mass tourism and developing the local economy.



RESULTS

Provision of the Medina with a showcase on a level with the actions accomplished. This is not merely cosmetic, but goes much deeper and creates confidence in the population.

A Medina whose value has been boosted in terms of cultural heritage, but more importantly in social and economic terms, by focussing on improvement of the living conditions of its inhabitants.

Round Table 2: Social cohesion and quality of life in historic centres

Social integration policies in Barcelona's Old Town

Contact:

Carme Gual Via, International Relations Co-ordinator with the Barcelona Town Council's Department of Ecology, Urban Planning and Mobility

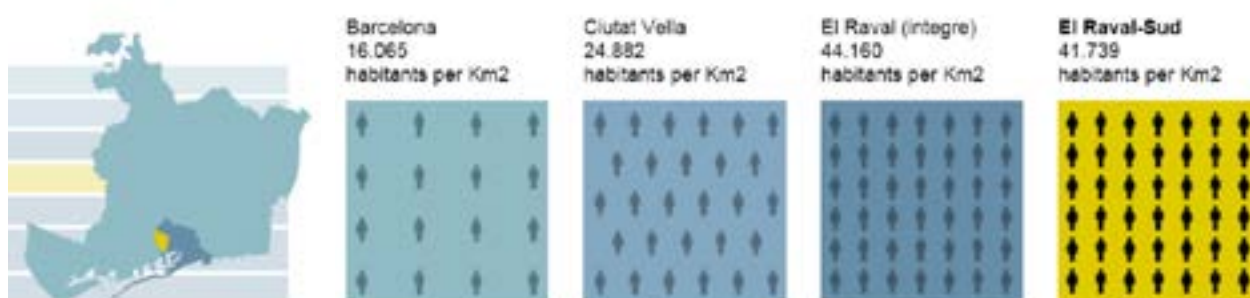


CONTEXT

« Ciutat Vella » est un petit quartier avec une grande densité de population. Il comprend une partie très dense : El Raval.

Les principales problématiques identifiées dans ce quartier sont :

- La municipalité y a perdu la gouvernance et le marché privé lié au tourisme a pris l'avantage.
- Il devient de plus en plus difficile d'y habiter pour une population locale. D'un côté, il y a le tourisme qui a beaucoup augmenté ces dernières années mais, d'un autre côté, il y a encore des problématiques liées à la prostitution, aux drogues, et à la salubrité des immeubles.



OBJECTIVES

La municipalité souhaite retrouver son rôle de gouvernance afin d'améliorer la qualité de vie des citoyens, la valeur identitaire et le sentiment d'appartenance au quartier.

Ce n'est pas seulement pour le tourisme qu'on doit travailler dans les centres historiques mais surtout pour les personnes qui y habitent.

METHODOLOGY

Disposer d'une structure de gestion efficace et solide pour la coordination de la régénération urbaine intégrée au territoire et des différents acteurs participant au projet.

Connaitre la problématique et planifier à moyen et long terme.

Mettre en place des plans d'action ciblés afin d'offrir des services aux habitants comme de nouvelles écoles, d'aménager des espaces publics, de réhabiliter certains bâtiments et des activités de sensibilisation, tout cela basé sur participation citoyenne.

Recherche de financement à tous les niveaux de l'administration et en partenariat avec le privé.

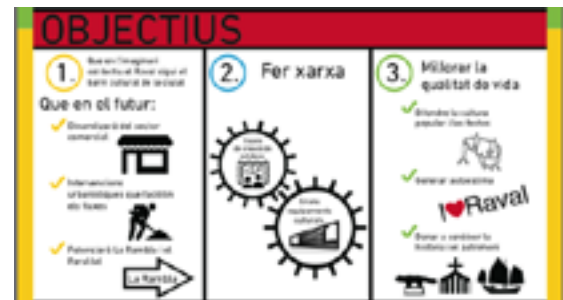
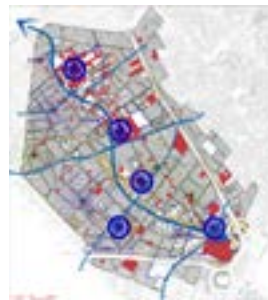
ACTIONS

Trois plans de quartier ambitieux pour la Vieille Ville afin d'aménager les espaces publics avec plus de zones vertes, d'améliorer des espaces collectifs des bâtiments, de se doter de réseaux collectifs, d'intégrer les technologies de la communication, de promouvoir l'équité des genres, d'améliorer l'efficacité énergétique et l'accessibilité aux bâtiments, de développer des actions du point de vue social, urbanistique et économique.



Plan « Cor » (cœur) sur La Rambla, une des rues les plus traditionnelles de Barcelone mais aussi des plus touristiques où rarement on trouve des barcelonais. La municipalité souhaite redonner cette rue aux citoyens en contrôlant les activités commerciales et autres.

« Raval cultural » est une étude du quartier qui met en avant les citoyens d'un point de vue culturel.



Plan « Dintres » (intérieurs) pour réhabiliter et conserver les bâtiments. Un plan pensé pour que les propriétaires s'engagent à faire des travaux d'amélioration car il y a encore beaucoup de travail à faire au niveau de la structure et la salubrité des bâtiments du quartier.

Plan « Buits » (vides) pour intégrer à la ville des espaces mis en marge par l'urbanité avec l'engagement de répondre aux besoins des habitants.



RESULTS

La municipalité récupère, petit à petit, son rôle de gouvernance de la ville historique afin de trouver un meilleur équilibre dans la coexistence entre tourisme et population locale.

Plusieurs bâtiments, écoles, espaces publics, infrastructures, centres culturels, jardins urbains vont être créés ou améliorés avec une participation citoyenne dans la prise de décisions et dans la mise en place des actions.

Round Table 2: Social cohesion and quality of life in historic centres

Support for vulnerable social groups in the municipality of Kotor

Contact:

Tijana Čađenović, Secretary for culture, sport and social services in Kotor



CONTEXT

The city of Kotor in Montenegro, a small country with a population of 650,000, has around 22,000 inhabitants and has been under UNESCO protection since 1979.

In that respect, laws and specific policies are in place to protect its natural and cultural heritage. At the same time, it attracts mass tourism that causes certain problems to this small city with its very special geographic location. The city concentrates on sea traffic, tourism and trade. During the tourist season, it becomes difficult for the townspeople to live there due to all the excursions, cruises and hundreds of thousands of tourists.



Taking into account its historic tradition, its location and its orientation towards the maritime industry, tourism and trade, we might say that Kotor is an economically developed city with better living conditions than the rest of the country. It therefore attracts people from other parts of Montenegro, many of whom are citizens with economic problems who seek to resolve those problems by living in a city such as Kotor.

OBJECTIVES

In social terms, the town is trying to improve living conditions for all the social classes and ethnic groups who live there. We need to protect the social categories that contrast with the town's functioning.

METHODOLOGY

The city is working at present on a project for the social well-being of these underprivileged families, with a methodology for:

- Improving their quality of life
- Supplying low-income housing while respecting the local heritage, through implementation within the development plan for the city. The aim is to offer them access to the infrastructure and the necessary conditions for their wellbeing.
- In connection with support from the government of Montenegro, the municipality of Kotor has defined the conditions that must be met by people seeking some form of social assistance and the procedure for allocating such assistance. This involves submission of the appropriate documents and the existence of several committees at the local level to perform evaluations and influence decisions and their implementation. For example, in the plan for construction of low-income housing, apartments will be distributed by means of a competition following the drafting of a legally-based detailed list of procedures.

ACTIONS

Allocation of cash benefits, supply of transport tickets free of charge and school books for pupils, gifts for Christmas and the New Year are some of the actions in place for the most underprivileged families.

The plan calls for construction of low-income housing during the first phase. Meanwhile, in order to deal with emergency housing situations, prefabricated units have been set up in certain rural areas and neighbourhoods in the city (although urban planning and building regulations do not allow installation of prefabricated buildings).



RESULTS

A city that can manage the mass tourism that it attracts while at the same time protecting its more underprivileged social categories, to ensure their wellbeing and attain a good level of social cohesion in the city.

Round Table 2: Social cohesion and quality of life in historic centres

Zagreb's experience

Contact:

Vesna Kusin, Deputy Mayor of Zagreb, art historian, expert on the upkeep of heritage and urban planning, and journalist



CONTEXT

The city of Zagreb does not yet have the problem that Mediterranean cities must address due to the influx of tourists that places their local urban life at risk. Nevertheless, tourism in the city of Zagreb is growing (by about 12% each year) and it must foresee that such problems might arise in future.

Zagreb has its origins in two historic villages situated on two separate hills, namely Kaptol and Gradec (now called "Gornji Grad"). The latter, known as the upper town, is now the seat of political power in the country: the national parliament, the government and the municipal assembly are all located there, but it is also a cultural centre, with no fewer than seven galleries and museums.

The city's inhabitants have never welcomed this flow of tourists that besieges it. A plan was thought up stimulate this zone and make it attractive by opening spaces for businesses and cafes. That plan, however, was not well received by the inhabitants, who prefer to maintain a quiet lifestyle, as if in the country.

In Zagreb, people almost never leave the historic centre. They want to live in this upper part of the city and in Kaptol, because it is a pleasant, peaceful place with a calm atmosphere.



OBJECTIVES

We need to take advantage of the fact that the city does not yet have the problems of mass tourism, to prevent them from happening.

The city of Zagreb is attentive to its citizens and should remain so; the day-to-day life of the city's inhabitants should not be perturbed.

Continue with projects that are welcomed by the population, with calls for public tendering to find the best urban solutions to be financed by the city.

METHODOLOGY

The city is planning a comprehensive policy for the city as a whole. Zagreb is divided into 17 neighbourhoods and thanks to those neighbourhoods and their organisation the city communicates quite well with its inhabitants, and they have the opportunity to express their needs and opinions via their neighbourhood committees.

ACTIONS

Housing was built during the 1980s for underprivileged social classes, located between the two hills, in a contemporary style but respecting their historic value. The rest of the streets have preserved their existing, almost rural, architecture, with reconverted businesses.

In the historic centre, the “Zagreb for Me” operation was carried out, in co-operation with Zagreb Architects Society and the Faculty of Architecture. The population was consulted to ascertain and satisfy their needs. Public spaces were outfitted in such a way as to make this part of the city pleasant, with similar efforts affecting private spaces as in public, shared spaces.

Croatia has passed a law under which the inhabitants or businesses that make use of heritage buildings must pay a tax calculated in keeping with the building and its architectural value. That money is deposited in a national fund for distribution to local collectives and actions in the rest of the country. That fund favours cities that lack sufficient funding of their own. The city of Zagreb systematically renovates its historic centre in association with the population of that part of the city.

The city organises tours through the Zagreb Tourist Office aimed at inhabitants who wish to become better acquainted with their city, its history and the associated legends. It is important to note that civil society is also active. Different associations have been created, such as “Mjestimice Svjetlo” (Highlights), an association that likewise organises similar actions: talking to the population to ascertain their needs, while at the same time carrying out lighting projects that also have aesthetic value.



RESULTS

A city that responds to its citizens' needs through the Town Hall and different civil associations. Projects are always aimed at citizens' wellbeing and maintenance of their quality of life.

Round Table 2: Social cohesion and quality of life in historic centres

Integrated actions in the Tetuan Medina: The Integrated Community Development Plan

Contact:

Dr Mohammed Idaomar, Mayor of Tetuan



CONTEXT

The Medina of Tetuan represents less than 2% of the city’s surface area but houses almost 20% of its population. The main problem is overpopulation of this area, along with the related problems that are practically the same as most of the problems of other Medinas: unemployment, failure at school, drugs and the exodus of young people, leaving a very high average age.

OBJECTIVES

Resolve the main problems found in the Medina: homes without electricity or running water, overall deterioration of mains, etc.

Safeguard the heritage of the Medina.

Combat problems of social cohesion in the Medina and recover students who fail at school, to provide them with a trade.

METHODOLOGY

Identification of the main problems facing the Medina.

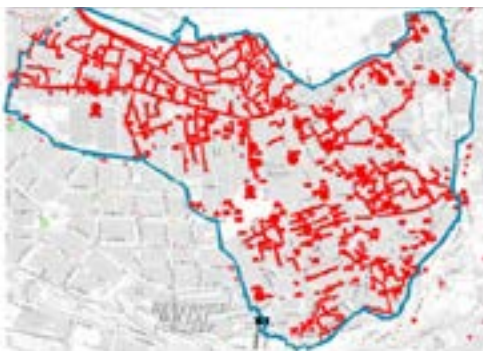
Find a strong political strategy.

Establish a plan for physical repairs to mains and buildings, and a sociological study of the population.

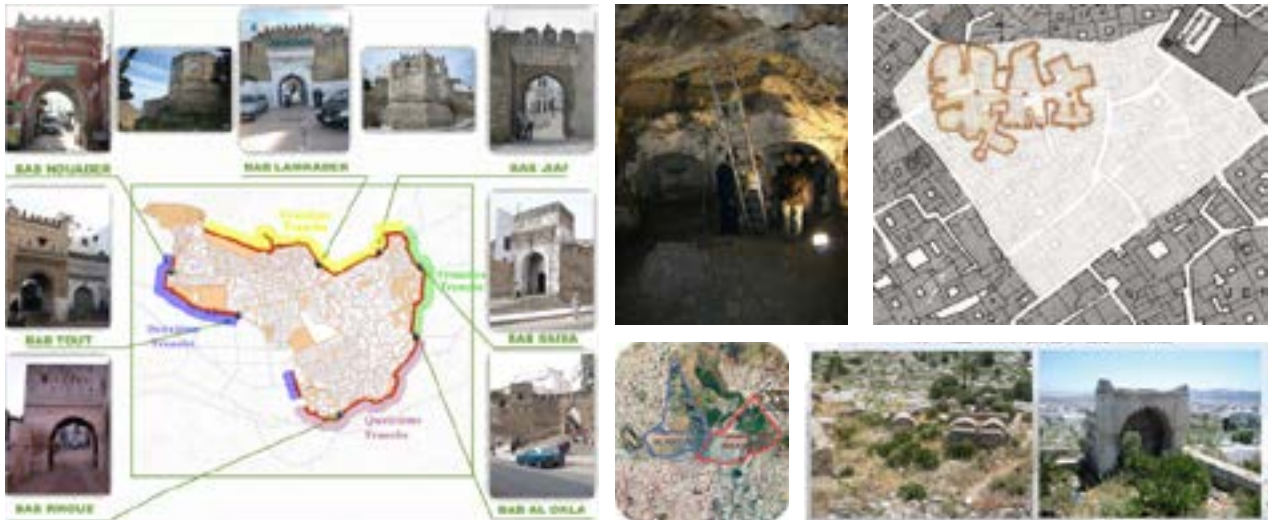
Organisation of civil society to act as intermediary for these indispensable actions.

ACTIONS

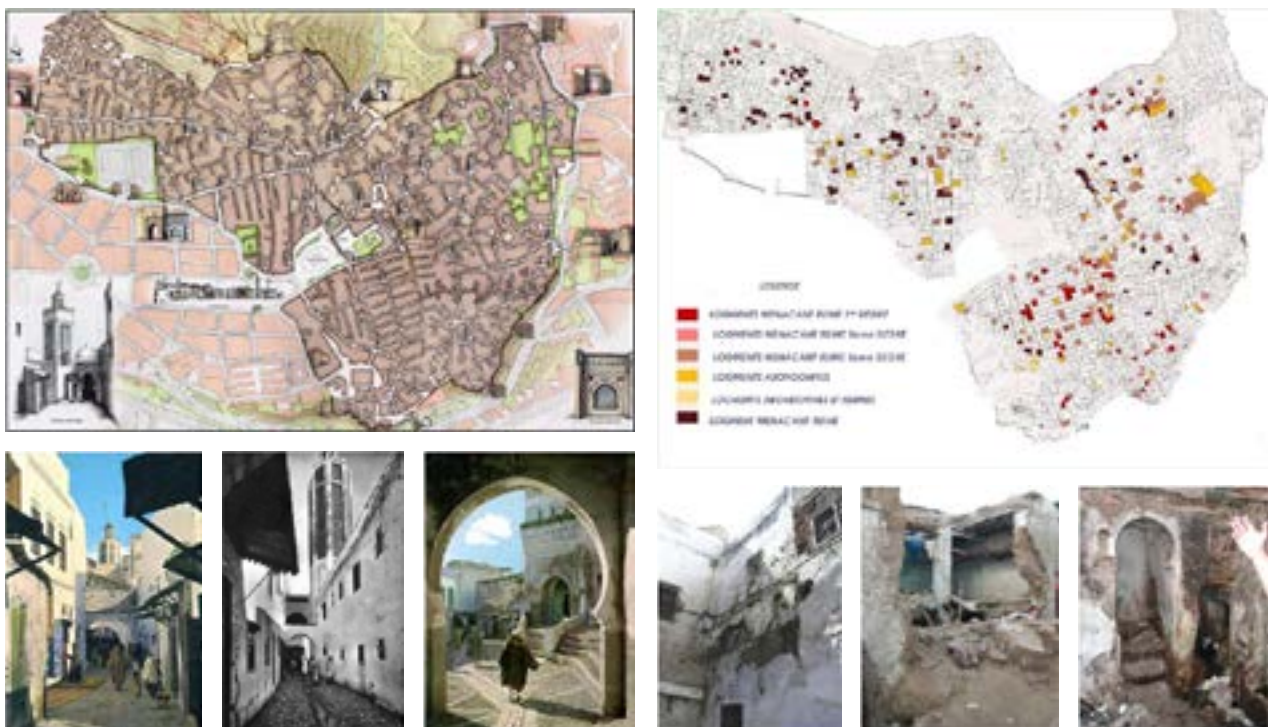
Renovation of drinking water mains, drains and electricity mains and recovery of the traditional water distribution system: Skoundo.



Rehabilitation, outfitting and promotion of the heritage of the old Medina, with work on restoration and lighting of walls, bordjs and doors, outfitting of main roadways, rehabilitation and promotion of m'tamers, outfitting of Ghirsa Ikbira and the cemeteries, improvement of signage, property demarcation and freeing up of the public domain.



Preparation and application of a charter for the Medina of Tetuan to ensure harmonious development of architectural solutions, rehabilitation of residential buildings on the brink of collapse, restoration of cultural and religious buildings, acquisition and reconversion of buildings, restoration of arches and sabbats, facelifts for façades, and so on.



Creation of a school-workshop needed for restoration of the historic fabric in the areas of masonry, plumbing and woodworking.

RESULTS

A Medina with a grand comprehensive plan for rehabilitation of its build heritage, with the participation of the population, which will lead to improvement of social cohesion.



Round Table 3

Urban regeneration
and innovation in
historic city centres

Round Table 3: Urban regeneration and innovation in historic city centres

Mostar: Personification of the resilience of cultural heritage

Contact:

Senada Demirović Habibija, Senior Advisor for urban planning in Mostar



CONTEXT

The earliest document to mention Mostar dates from 1452. Mostar is a city that has had and continues to have a special spirit in the Balkans. It is a city full of colours, paintings and artists that emanates a very particular atmosphere making it truly unique. Following World War II and up until 1990 the city worked constantly for the preservation and conservation of its cultural heritage, and for that reason it received the Aga Khan Award in 1986. Unfortunately, in the course of the war some twenty years ago a portion of the historic centre by the Old Bridge was completely destroyed. In this case we might speak of urbicide. Following those destructive events, the city of Mostar undertook a large number of projects. The main flagship project was undoubtedly the reconstruction of the Old Bridge in 1997 along with the rehabilitation plan drafted by the Mostar Monuments Protection Association in co-operation with UNESCO. Based upon that document the Aga Khan Trust for Culture has implemented a master plan for the historic centre. It is thanks to those documents that the city has been recognised as a UNESCO World Heritage site.



1995



2005



OBJECTIVES

When the historic centre was recognised as a World Heritage site, governance of that portion of the city was transferred to the federal government and the city of Mostar's scope for action is limited. In that respect, the city must recover that power of decision in order to manage its own spaces. That transfer is now under way. The next stage is a holistic approach to the city of Mostar and the historic quarter must be included in all the territorial organisation documents on which we are working. In those plans for organisation, this area must not be separated from the rest of the city, so that Mostar will not be thought of as city represented solely by its Old Bridge.

METHODOLOGY

Throughout all this process of reconstruction, the city of Mostar was obliged to create an agency for management of the historic quarter, the Old Town Agency (Agencija Stari Grad). Its main activity is heritage preservation through the following approaches:

- Drafting of proposals and establishment of programmes and policies, along with economic, cultural, educational and other activities.
- Protection and preservation of the cultural-historical and natural heritage.
- Promotion of one of the old bridges as a cultural centre.
- Implementation of the management plan and other missions and obligations defined under the World Heritage convention.

Extra efforts have been needed due to the transfer of management of this part of the city to the Bosnia-Herzegovina Ministry of Public Space. This complicated the situation and plans for organization that might have been carried out more quickly were passed on to higher levels of decision-making.

Within the local context, we constantly consider how the cultural heritage can be revitalised, but we note that it is important for populations to be involved in this process.

ACTIONS

By 2005, ten years after the war, Mostar's urban matrix had been rebuilt. The historic quarter was completely renovated. This is one of the best historic heritage reconstruction projects in the history of Bosnia-Herzegovina.



During the first decade following the destruction, Mostar's association for protection of monuments undertook a rehabilitation plan in co-operation with UNESCO, of which the most important project was reconstruction of the Old Bridge.



In an old store built during the Ottoman era near the Old Bridge, we have established the MUM interpretation centre, following complete rehabilitation of the building. Only the façade remained as an outward appearance. The MUM provides visitors with an experience using images, suggestions, sounds, videos and objects to tell the story of the link between people, the earth and the river that runs through the city. The Neretva River runs through Herzegovina and it is the meeting point for all the religions and populations that inhabit Mostar and Herzegovina.



We have also made use of modern technology to interpret the tradition and culture of buildings in the region. Now, using that knowledge of local architecture, two old mills, one located beside the Old Bridge and the other on the bed of the Radobolja River, have been restored to complete the MUM interpretation centre.

The Austro-Hungarian music school is a project that has been undertaken thanks to involvement by the local population.



RESULTS

A city has carried out an extraordinary task of reconstruction after its destruction during the recent war and it continues to work to revitalise its heritage and disseminate its history and culture with the participation of the local population.

Round Table 3: Urban regeneration and innovation in historic city centres

City of Byblos: Urban regeneration and durability. Innovative actions in historic centres

Contact:

Sami Aghnatiou, Town Councillor for Byblos-Jbeil



CONTEXT

Byblos is the “goddess of history”, adoring the life of the past, the present and the future. This city feels the pride of its citizens and its municipality, who always wish to bring out the best in their precious pearl with the touch of taste and finesse of the best jewellers.

“He who does not know his past, his origins and his culture is like a tree without roots.” Following that logic, it is essential for citizens to know and love their city if they are to promote it and take part in enhancement processes in all areas.

The Arab Tourism Council has named Jbeil-Byblos as the Arab tourism capital for 2016.



OBJECTIVES

Faire de Byblos une destination touristique plus attractive en augmentant son potentiel avec des interventions sur le patrimoine délicates caractérisants si bien cette ville.

METHODOLOGY

Implementation of a municipal action plan with a number partnerships for financing and execution with the aim of beautifying the city and making it more attractive.

ACTIONS

Rehabilitation of souks based on renovation of the façades of commercial buildings on the city’s main street, while preserving architectural identity with a good balance between old and new.

New municipality providing enhanced urban coherence of the historic city of Byblos.

Alphabet Museum, to display the history of the alphabet and its evolution from the Phoenicians to modern times.

Pedestrianisation of the old town with exclusion of vehicles during most of the day.

Health and Food Safety Department to raise public awareness and educate on the subject of better food hygiene in the practice of local





customs. The centre will involve government agencies, universities and the private sector and have them take part in events and activities to promote this knowledge. “Byblos Zero Waste” is a pilot project that aims to reduce waste in association with the MED-3R Euro-Mediterranean Strategic Platform for a suitable waste management. Byblos Wagon Park will be the perfect playground for children and the perfect destination for adults wishing to relax and enjoy natural surroundings.



Creation of a cultural centre in co-operation with the Ministry of Culture to carry out cultural and scientific activities for young people and likewise creation of a library with publications in a number of language. Municipality of Byblos cultural prizes to promote culture and support young talents in the city.



RESULTS

Image of a modern city that has struck a balance between history and modernity with its archaeological site and careful rehabilitation of buildings preserving their identity while at the same time introducing high-quality contemporary architecture.

The city is becoming more and more attractive to tourists with the implementation of several projects to promote its culture but also to enhance its citizens' well-being.

Round Table 3: Urban regeneration and innovation in historic city centres

Dubrovnik's "Smart City" policy

Contact:

Dr Andro Vlahušić, Mayor of Dubrovnik



CONTEXT

The city of Dubrovnik has a long and rich history that must absolutely be preserved and promoted. It is also a city that looks to the future, and its Town Hall seeks to adapt it to the modern world in which citizens have greater facilities and live better thanks to new technologies. The city of Dubrovnik wishes to speak of the past and the present, but above all the future.



OBJECTIVES

Make Dubrovnik a modern city through the application of new technologies, to make life easier for its citizens and visitors.

Adapt the Smart City concept to Dubrovnik.

METHODOLOGY

A long-term project pursued in partnership with the DURA Development Agency, with approval of the strategy for development of Dubrovnik Smart City by the Municipality in August 2015.

Following completion of the pilot projects, computer technology will be introduced into the city's administration and other parallel projects to build a platform that will allow collection and linking of different information from all the available systems, to compile data in a centralised database using Smart City Software. This will allow the city government to monitor the overall status of activities in the city and react promptly to different situations that may require intervention.

Strategic documents: Dubrovnik Smart City, in co-operation with DELOITTE. Creation of the first Croatian Smart City Strategy. Energy efficiency in local traffic (SUMP), in co-operation with the Faculty of Traffic Engineering. Sustainable energy action plan (SEAP), in co-operation with local engineers and the Faculty of Mechanical Engineering. Agreement between the City of Dubrovnik and HEP (the national electric company) for installation of the first charging stations at public parking lots.

ACTIONS

Dubrovnik Smart Card, which can be used to purchase public transport tickets or tickets for museums or shows. Smart parking to allow drivers to find parking spots, with sensors that send information to mobile apps and websites.



Sustainable mobility with strong public transport, thanks to electric buses, intelligent traffic lights, charging stations for electric vehicles, the cable car from Port Gruž to Mount Srđ, electric scooters, and lifts, to reduce the number of cars in the city centre.

Watering of Smart Park public green spaces to allow savings of water of up to 50% thanks to measurement of humidity and temperature and following weather forecasts.



Smart LED lighting with smart sensors (movement + light intensity). WiFi zones in all public spaces in the city for everyone's benefit.



Development of a new city core with a new port terminal, to develop different areas of the city, just 3.5 km from the historic centre.



RESULTS

A modern city that is more attractive to tourism and more comfortable for citizens, with new facilities and installations, and a Town Hall that works with new technologies.

Round Table 3: Urban regeneration and innovation in historic city centres

Solin archaeological park: Notions of tangible cultural heritage (Tourism for the five senses)

Contact:

Blazenko Boban, Mayor of Solin
Ivana Nincevic, Chairwoman of Poduzetnički Centar Solin



CONTEXT

Solin is a city with an important historic and cultural heritage. It was a Roman provincial capital and the first ruins of Salona were discovered towards the end of the 19th century, although nothing has been done since to promote them and attract tourism.



OBJECTIVES

Become a destination known for its heritage through a plan that calls for increasing low season visitors, aimed especially at visitors with reduced mobility, since they often prefer to travel in low season.

Meet local tourism and cultural needs, since many inhabitants of Solin are not familiar with the history of Salona. Contribute to the area's economic growth with the appearance of new small and medium enterprises and new jobs to cover social and economic priorities.

METHODOLOGY

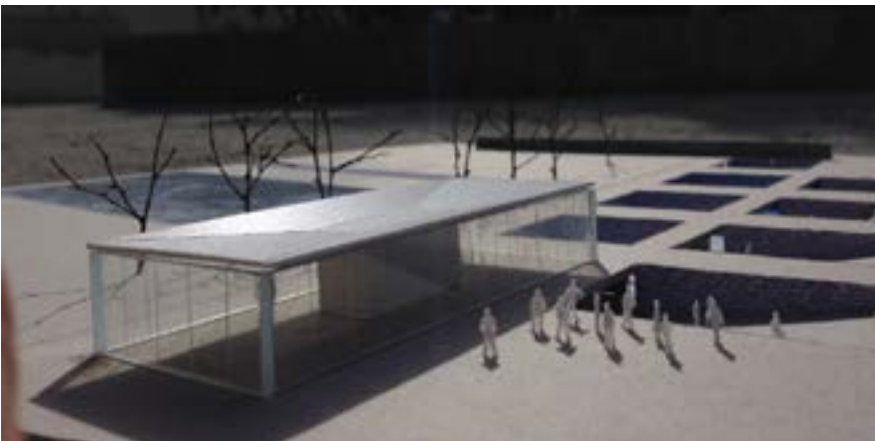
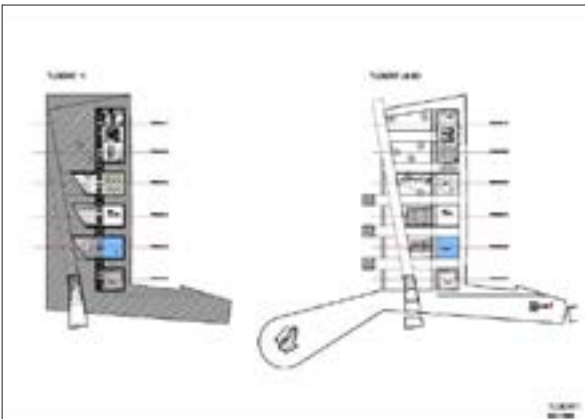
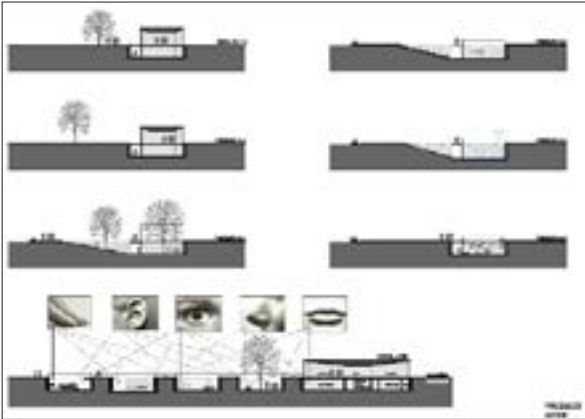
Take advantage of the heritage of Salona to attract visitors.

The mayor has sought the assistance of a group of young entrepreneurs to carry out this project, which will promote the city's archaeological heritage.

A project including five sites to stimulate the five senses: Roman dining room (taste), Roman atrium (smell), Roman theatre (sight), Roman aqueduct (sound), and Salona for all (touch).

ACTIONS

At the Salona archaeological park, all the buildings are underground, in order to keep the site as natural as possible. The project is now under construction and scheduled for completion in 2017.



RESULTS

Recovery of heritage and greater awareness on the part of the city's inhabitants. Major potential for tourism and economic growth.

Round Table 3: Urban regeneration and innovation in historic city centres

Actions for economic and tourist promotion in the historic centre of Tripoli (Lebanon)

Contact:

Amer Al-Tayeb Al-Rafei, Mayor of Tripoli



CONTEXT

Tripoli has always been a crossroads for many civilisations of the course of history due to its strategic location on the Mediterranean. An extensive set of remains and architectural monuments witness the city's history.

The city is following a plan launched by the government of Lebanon in 2001 for preservation of cultural heritage and urban development in five Lebanese cities, including Tripoli, to enhance quality of life. (CHUD, Cultural Heritage and Urban Development).

The city also forms part of the ISI@MED initiative in partnership with the city of Marseille, a programme for local development through the use of information and communication technologies.



OBJECTIVES

ISI@MED (Information Society Initiative for the Mediterranean) offers tourists carrying smartphones the possibility of obtaining information on certain cultural heritage buildings in the cities falling within the scope of the project.

METHODOLOGY

The project advances through consecutive phases:

- | | |
|------------|------------------------------------------------------------------------------------------|
| Legal: | Costing of the project
Approval by the Town Council |
| Technical: | Development of the application
Hosting of the application
Data forming and capture |

- Functional:
- Political validation of sites and itineraries
 - Validation of the graphic scheme of the application
 - Validation of the graphic scheme of signage and support
 - Report to and validation by the Ministry of Culture
 - Translation of content into 2 languages
 - Official permission from the Ministry for location of on-site signage
 - Technical specifications for signage and selection of supplier
 - Manufacture and installation of on-site signage

ACTIONS

Promotion of Tripoli’s historic heritage, with 53 monuments selected (3 in Bedawi, 6 in Mina and 44 in Tripoli) and organised into tourist itineraries: 1 itinerary in Mina, 1 itinerary in Bedawi and 4 itineraries in Tripoli. The action has the following characteristics:

- Mobile application
- Coverage: 4 cities in the Urban Community of al-Fayha’a
- Geo-referenced itineraries
- Monuments with commentaries and photographs
- Three languages available
- Application accessible through the monuments and a map in the app
- Application accessible around the clock for tourists
- Full control of development by al-Fayha’a IT teams



Example of signage and itinerary



Example of the Tripoli Citadel

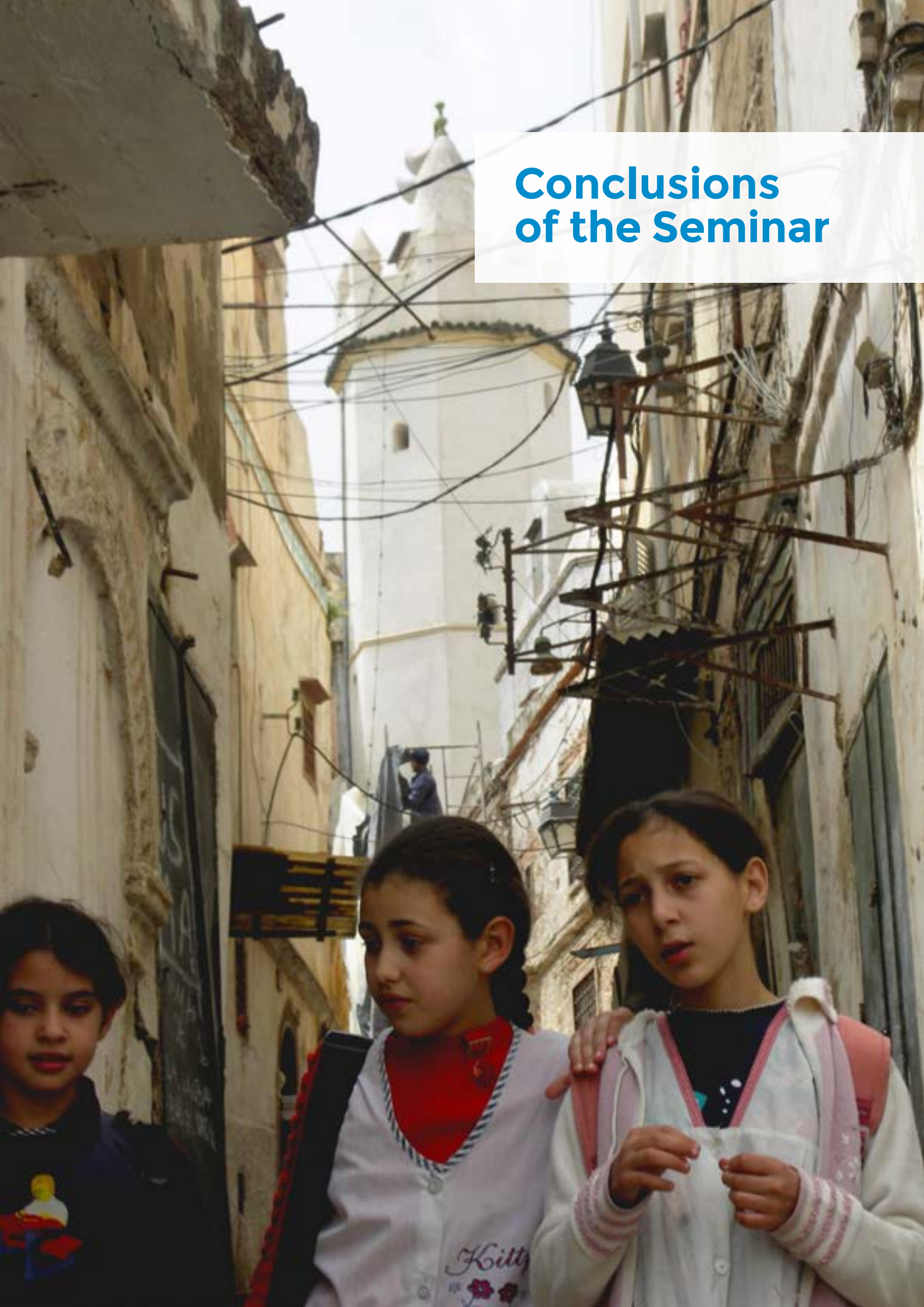


RESULTS

Promotion of the local cultural heritage identity of the city and modernisation through information technologies, to attract tourism.

Modernisation of Lebanese municipal administration to improve its image.

Conclusions of the Seminar



Final considerations

Farouk Tebbal,
International expert on
urban planning



The speeches and discussions that we have attended at each of the sessions have allowed the participants to share and compare their views and experience, leading us to a set of common reflections and to formulation of the conclusions and recommendations of the Seminar. This has also allowed an enrichment of the experience gathered by the different participants through the ideas and propositions that will be, in everyone's opinion, of great value for the future of Mediterranean cities.

The participants have debated issues linked to strategies for promoting economic development, with special attention to activities linked to tourism in historic cities, governance of cultural heritage, co-operation between public and private players, civil society and mitigation of the negative effects of tourism.

At the same time, the participants have debated the quality of life in historic centres, focussing particularly on underprivileged social groups, including their experience in connection with actions concerning employment and the fight against marginalisation, integrated actions for improvement of public spaces and the risk of gentrification of historic city centres, not forgetting the challenges and opportunities presented by innovation in the development and management of historic centres, projects for urban regeneration and supply of public services, such as new technologies (so-called "Smart" historic cities).

Findings

- We live in a globalised world. Tourism is a prime example. Local authorities everywhere, often dazzled by economic

objectives, strive to attract tourist activity in the hope of attaining positive returns. Many cities in the Mediterranean area have set out here their initiatives and plans for urban renewal and cultural development undertaken in their historic centres with the aim of promoting and encouraging tourism, in many cases approving substantial public investments in the rehabilitation of a large number of sites, including public spaces, and the restoration of historic monuments and archaeological sites.

- The success of such promotion of tourism can give rise to detrimental effects for historic centres and, most of all, for their inhabitants. The excessive concentration of commercial, cultural and catering activities have often led to over-crowding, resulting in annoyance for the tourists themselves. At the same time, the local population undergoes loss of quality of life that ultimately leads the natives to migrate away from what was their natural milieu, i.e. the historic city. "Don't make my city into an open-air museum" and "my city must keep its soul, and not give everything for tourism" are statements made by participants here expressing their concerns and disappointment based upon their experience.
- Encouraging inhabitants to stay in their cities and strengthening their will to preserve traditions, rather than thinking of profits from tourism, should be the keystone for all the policies pursued for decades that have all too often targeted the "profitability" of historic centres by attracting mass tourism, while unfortunately neglecting their citizens' quality of

life. “People do not want live like circus animals on display in golden cages”, “when people spruce up their homes and their cities, they do it first of all to live more enjoyably in the cities that they love and not necessarily to attract tourists”, as noted by the participants here who hold that social and economic development must first of all focus on improving citizens’ well-being.

- Sustainable tourism is of course capable of generating substantial local activity, but very often, and paradoxically, the inhabitants of historic centres benefit little from the returns on such activities. The participants have pointed out many instances of loss of know-how and decline of native crafts, replaced by products imported from elsewhere (from Asia or other places).
- Social cohesion is not just a question of taking the underprivileged into account, but also of a society’s capacity to seek well-being for all social categories and to reduce polarisation and inequality. We can no longer think of cities solely in terms of economic development, but we need, as recommended by the participants here, to introduce humanism into our strategies and our political actions in the management of historic cities.
- A number of Mediterranean cities have experienced multi-sectoral urban regeneration programmes including low-income housing, whether through upgrading of run-down neighbourhoods or construction of new housing developments in historic neighbourhoods to address the obsolescence of traditional buildings and adapt them to the requirements of modern life. These could be solutions that would allow us to avoid the phenomenon of expulsion of inhabitants who live in a protected urban milieu and often encounter difficulties caused by strict regulations aimed at preserving the historic city.
- Historic cities around the Mediterranean are gradually advancing in economic promotion and tourism by undertaking innovative projects in respect of energy efficiency, tourist itineraries guided by smartphone applications, interpretation centres using new technologies, creation of WiFi zones, intelligent lighting and parking facilities. The new concept of Smart City applied to historic neigh-

bourhoods facilitates improved management of the city and offers improved services both to inhabitants and to visitors.

Challenges and proposals

- In respect of integration of historic cities in their territories, the participants consider that it is a multi-sectoral space that should be handled through establishment of an comprehensive strategy and a clear legal framework, and following a precise division of responsibilities among the different players involved, including the inhabitants themselves. An action plan should therefore be adopted that will go beyond the management of cultural heritage and must likewise ensure the well-being and quality of life of the inhabitants of historic centres, addressing the social, cultural, economic and environmental challenges. A scientific, interdisciplinary and participative approach must be sought, based first of all upon a thorough knowledge of the local context.
- “We must not demonise tourism in historic cities”, and instead think of it as an industry that, if it is well thought out, offers substantial economic opportunities. In accepting it, we need to find a fair balance between economic development, tourism and inhabitants’ daily lives in keeping with 21st century standards in order to avoid a loss of identity by the places, the people and the city itself. With such a holistic approach, the participation of the inhabitants in decision-making is vital to ensure their unconstrained acceptance of the choices made, within a framework of governance and shared responsibility for management between local authorities, citizens, economic players and all the other players in the city.
- In order to avoid the disruptions caused by mass tourism and attain the necessary balance, we need to undertake prior social and economic studies, clearly analyse the situation and the risks to which the most vulnerable and marginalised population may be exposed, measure city’s suitable capacity to absorb the “tourist load” and establish a strict legal framework that takes into account, in order to moderate, the speculative economic interests that will arise and avoid any consequent upset.

- Historic neighbourhoods are not suitable places for mass tourism. They have fragile fabrics that are more appropriate to family-based quality tourism. In order to ensure that the population can remain in its habitat, we need to implement strategies that can assure them their livelihoods and ensure that the local population benefits from the economic returns from tourism. It is up to the inhabitants and the local players to take hold of the historic city and share it hospitably with visitors within the framework of tourism on a human scale.
- We need to encourage inhabitants to take part in the rehabilitation of buildings and the preservation of the city's soul. Urban regeneration carried out by local and outside investors within the framework of a balanced public/private partnership can help to revive and diversify business activity and employment in a social and co-operative economy if based upon a reasonable exploitation of tangible and intangible cultural heritage. At the same time, we need to encourage local cultural products and business activities that are attractive to tourism and beneficial for the city. This is the case with promotion of local crafts, encouraging artists and small-scale industry to return to historic centres, so that the inhabitants can continue to live in their city and offer tourists genuine products linked to the local culture and traditions. This will likewise help to safeguard the history of historic centres.
- “Always give priority to the citizens”, identify situations of social emergency and ensure that inhabitants who need to re-establish themselves in their environment can do so, as the basis for a social process that must form part of the strategy of any city that wishes to safeguard its historic centre.
- Promotion of cultural heritage must follow a holistic approach, including economic, social and environmental dimensions, and it must be pursued in partnership with all players and with the local community. To that end, we must also now be prepared to take advantage of the digital transition, a challenge that can be turned into an opportunity by elected representatives and decision-makers and that will facilitate attainment of direct democracy for citizens, going from a top-down to a bottom-up approach.
- The experience of a number of cities shows that the urban regeneration process requires strong leadership based upon political will and commitment on the part of decision-makers and elected representatives. In operational terms and as a complement to that leadership, the creation of an interdisciplinary and professional management structure or agency to ensure the successful implementation of the action plan and management plan for preservation and promotion of the historic city is indispensable. One major challenge in that regard is attainment of devolution of decision-making and financing to local administrations, which are closer to citizens and their day-to-day problems, so that the priorities that should prevail in the historic centre of each city may be identified.
- Financing of integrated urban regeneration projects requires the availability of own funding and a public-private partnership. Innovative initiatives have already been carried out successfully, such as the establishment of taxes to finance rehabilitation and taxes on tourism, obtaining subsidies from national or international funds (EU), creation of a heritage fund from levies on private development, definition of local micro-projects, identification of development co-operation funds, etc.
- The exchange of experience is always positive and it encourages us to take advantage of international co-operation between municipalities to learn from the methodologies and experience of other Mediterranean cities, whether or not they have been successful. Membership in networks such as MedCities, Heritage Europe or RehabiMed (each in their own field), among others, can facilitate and enrich exchanges and at the same time contribute technical support for the start-up and continuation of urban regeneration processes, and avoid errors already committed elsewhere.



The image shows a close-up of a dark, weathered metal door. The surface is covered in a dense grid of small, raised, circular rivets. A large, ornate brass handle is mounted on the door, featuring intricate cut-out patterns. Above the handle is a rectangular brass lock plate with a keyhole and a small slot. The overall appearance is that of an old, sturdy, and historically significant door.

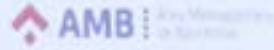
Supplementary activities

Visit to the historic centre of Dubrovnik





MedCities Annual Conference



List of participants

International seminar:

Historic city centres: heritage, innovation and social cohesion

Dubrovnik, 10 November 2015



ABID, Mondher – Deputy Mayor of Sfax

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AL TAYEB AL RAFEI, Amer – Mayor of Tripoli

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HENCHI, Hassen – Mayor of Mahdia

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MOKNI, Mohammed – Mayor of Sousse

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SEFIANI, Mohammed – Mayor of Chefchaouen

SHEHU, Isuf – Mayor of Tirana

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VLAHUSIC, Andro – Mayor Dubrovnik

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YAHYA, Abidi – Secretary General of the city of Nabeul

ZAHWAREH, Mohammed – Director of the Local Development Unit for Zarga

ZANNED, Zyed – Deputy Mayor of Monastir

