



**ADVANCING DEVELOPMENT THROUGH TRANSNATIONAL
COOPERATION IN SOUTH EAST EUROPE**
14-15 OCTOBER 2009
SARAJEVO • BOSNIA AND HERZEGOVINA

Workshop 4

Title: **Promoting the use of cultural values for development**

Background

The purpose of Aol 4.3 is the inclusion of cultural values as an integral part of the programme area in the planning and development processes of urban centres, systems of settlements and surrounding rural areas.

The programme area is rich in cultural values (from prehistoric times and beyond to the ancient Greek civilization, Hellenistic times, the Roman and Byzantine Empires, the Ottoman Empire, Habsburg Monarchy and Communist period) and tourism potential. Urban development cannot take place in a “cultural vacuum” but should respect the cultural landscapes in which it is embedded. Hence the mobilisation of cultural values in the urban development context presents an opportunity for promoting local identities, bridging urban centres and rural periphery and making South East European cities an attractive place to live and work.

Transnational action should support joint conservation and the utilisation of cultural values as a development factor and a resource for sustainable tourism.

Projects should make sure that the action undertaken contributes to developing the endogenous potential and generates directly or indirectly income and jobs.

Objectives

Achieving the better understanding of the objectives and meaning of the Aol 4.3. Presenting the specialities of the SEE Programme and differences from other instruments dealing with culture in the area.

The workshop will focus on the identification of the cultural heritage which interconnects SEE and provides the opportunity to develop quality cooperation and generates economic growth. The specific objective is to understand how to utilize the cultural potential within the frame of transnational cooperation.

Target groups

- National, regional and local authorities;
- National, regional and local development agencies;
- Universities, research centres, scientific institutions;
- Non governmental organisations;
- Cultural actors

Jointly for our common future

Agenda

9:00-9:10	Welcome, Introduction to the Workshop (<i>Kirill Dimanopoulos, SEE JTS</i>)
9:10-9:30	"The Common Southeast European Heritage" – <i>Lejla Hadzic, Cultural Heritage without Borders, Sarajevo, Bosnia and Herzegovina</i>
9:30-9:50	"The Danube and the Balkans: a Historical and Cultural Heritage" – <i>Sanja Radak Lazarević, Institute for Balkan Studies, Belgrade</i>
9:50-10:10	"Cultural Corridors in Southeast Europe" – <i>Prof. Donika Atanasova Georgieva, University of Architecture, Civil Engineering and Geodesy, Sofia</i>
10:10-10:30	"Regional Programme on Cultural and Natural Heritage in South East Europe" – <i>David Johnson, Council of Europe</i>
10:30-11:00	Coffee break
11:00-11:20	How to develop a successful project within the frame of the SEE Transnational Cooperation Programme on the field of Culture - <i>Kirill Dimanopoulos, SEE JTS</i>
11:20-11:50	Panel discussion - <i>Rosanna Semerdjian, MA of ETC Programmes, Greek MC Member and SCP</i>
11:50-12:30	Q&A - <i>Rosanna Semerdjian and Kirill Dimanopoulos</i>

The workshop

The Urban Dimension of the territorial cooperation programmes has been changed radically for the period 2007-2013. The importance of the inclusion the existing cultural heritage to urban planning is enhanced more than ever.

The results of the first call for proposals in terms of applications show that the applicants also consider this field as a key factor of sustainable urban development since 124(!) proposals was submitted to this matters. Unfortunately because of several reasons none of them was selected for funding.

The main objective of the workshop was to steer the potential applicants to the "right direction".

The workshop was structured according to the requirements of the Operational Programme. The first part was dedicated to the thematic overview. Several academic presenters explained in their presentations how to interpret the abstract concept of Southeast European Common Cultural Heritage.

Jointly for our common future

Ms. Lejla Hadzic pointed out and demonstrated that however all the nations of the area have their own cultural identity the common motives can be spotted always. Afterwards Ms. Sanja Radak Lazarević provided a presentation about the Danube as a path of historical and cultural link between the Balkan and Western Europe.

The second part brought the more concrete aspects of promoting the use of the cultural values. By the extremely detailed presentation about the concept of cultural corridors and clusters (Prof. Donika Atanasova Georgieva) the participants got a clear and appropriate example on how to utilize the existing cultural heritage transnationally. Afterwards Mr. David Johnson from the Council of Europe presented the complex aspects of conservation of the built cultural heritage from the architectural point of view.

The final session of the workshop was started by the JTS presentation on how to utilize the issues drawn up by the previous presentations to develop quality project ideas and then how to fit them into the frame of transnational cooperation. The participants had the opportunity to pose questions to the presenters and present their own ideas. After several interesting questions mostly related to the thematic issues four ideas were presented.

Conclusions

The conclusions of the workshop have been the following:

1. The Programme is looking for projects which are aiming the **joint utilization/conservation of the existing cultural heritage or the combination** of the two aspects and in parallel **directly or indirectly creating jobs and generating income**. Therefore the cultural actors have to wide up their activities in projects from sole cultural activities;
2. The **capitalization** of the results of other instruments dealing with culture in the area (Council of Europe, UNESCO) is essential to define innovative and relevant projects. The capitalization should be complemented with the utilization of the existing knowledge of the relevant scientific institutions;
3. Clear and coherent definition of the **transnational character** is also essential. Projects should deal with cultural heritage which links the members of the partnership and has a wider impact on the SEE area by strengthening the common SEE identity;

Jointly for our common future