

FORTE CULTURA

Capitalising of fortified cultural heritage for sustainable development and competitiveness of cities and regions



REPORT TO PROJECT OUTPUT

PROJECT PARTNERS:

	<i>Output</i>	5.6.1
<i>Activity</i>	Transnational Forte Cultura expansion and implementation conference	
<i>Location</i>	Palazzo della Gran Guardia, Verona, Italy	
<i>Qualitative description</i>	Open CE-implementation conference to organise the expansion, participation and integration of Central European fortress monuments and responsible bodies at the culture route Forte Cultura and at the Central European Network of fortified heritage.	<i>Date</i> 08/10/2014
<i>Quantitative description</i>	<i>No. Participants</i>	65
	<i>No. Nations</i>	7
<i>Is the output finalised ?(y/n)</i>	YES	

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Austrian State Archives
Salzburg's Palaces and Castles Management
Jaromer Municipality
Humboldt-University at Berlin
City of Kronach
TIAW-Thuringian Institute for Academic Studies and Education reg.ass
ECCOFORT – European Cooperation Centre of Fortified Heritage reg.ass.
Fort Monostor Military Cultural Centre Komarom
Province of Verona
Institute for Protection of Cultural Heritage of Slovenia
Lviv Regional State Administration
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PROJECT MANAGEMENT

GKU Standortentwicklung GmbH, Berlin

Agenda

Wednesday, October 8 th 2014		
(Output 5.6.1) Implementing the fortified heritage Culture Route FORTE CULTURA in central Europe <i>International Conference</i> Location: Palazzo della Gran Guardia - Piazza Brà		
<i>Time</i>	<i>Programme</i>	<i>Speakers/moderator</i>
09:00	Registration	
09:15	Introduction and presentation of At Fort project	Peter Ros <i>Moderator and speaker</i> Project manager Interreg IVC project AT FORT and Project manager New Dutch Waterlinie
09:30	Institutional Welcome speeches	Ms Antonia Pavesi Councillor, City of Verona Mr Marco Ambrosini Assessor of Culture, Province of Verona Mr Alberto D'Alessandro Director, Council of Europe Office in Venice
10:00	Relevant tourism-cultural policies for the Development of Veneto Region and International Networking	Mr. Marino Finozzi Assessor of Tourism and Foreign Trade, Veneto Region
10:20	The European Culture Route of fortified Heritage "FORTE CULTURA" - contribution to the capitalising of fortifications in transnational cooperation	Mr Dirk Röder European Cooperation Centre of Fortified Heritage - ECCOFORT
11:00	The European Culture Routes supports Europe as the world's most important region for cultural tourism	Mr Ivo Tartaglia European Institute of Cultural Routes Luxembourg
11:30	coffee-break and press talk	
12:00	The economic perspectives of the fortified heritage tourism: bottle-necks, sustainability and potentialities	Mr Jan Van der Borg University Ca' Foscari Venice, Italy University of Leuven, Belgium

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12:40	Venice and Forte Marghera – International Crossroad of Fortified Heritage - Present and future international networking The international Centre for valorisation of fortified heritage in Forte Marghera: a lighthouse also for tourism development of fortified heritage sites	Mr Pietrangelo Pettenò Marco Polo System geie
13:00	light -lunch	
	During the lunch <ul style="list-style-type: none"> • travelling exhibition, Central European Fortified Heritage • poster exhibition: North Italian Cultural Heritage Fortification • contact meeting, representatives of fortifications with tour operators, marketing agencies and medias 	
15:00	excursion with bus to fortified heritage sites in the province (Rivoli, Ardietti and Peschiera sul Garda)	
19:00	buffet dinner in Peschiera del Garda	
21:30	return to Verona by bus	

Minutes

The International Conference **Implementing the fortified heritage Culture Route FORTE CULTURA in central Europe** took place at the *Palazzo della Gran Guardia* in Verona on 8 October 2014, from 9.00 until 15.00

Mr Peter Ros (*invited speaker and moderator*, New Dutch Waterline, NL), project manager of the Interreg IVC project AT FORT - *Atelier European Fortresses / Powering Local Sustainable Development*, was invited as chairman of the session. He opened the works of the International Conference for the Province of Verona, welcoming the authorities, the project partners and the audience. He introduced the topic of the European military heritage presenting the results of the AT FORT project that is grounded in an approach of “preservation through development”. The project involved eleven partners representing ten important European fortified heritage sites. During the last three years ten atelier meetings were organised in different sites, and promoted the exchange of knowledge between experts about the topics considered relevant and challenging for all the fortresses: conservation and restoration; governance, accessibility and safety; multifunctional adaptive reuse; funding and financing; vegetation, landscaping and spatial planning; communication, marketing and branding; alternative labour force; management plans; sustainability and energy efficiency. Three main themes guided the work of the partners searching for best practices to enhance their heritage: identification of enabling conditions; identification of different redevelopment scenarios; identification of governance models. Mr Ros concluded highlighting the main results of AT FORT that succeeded in transferring good practices among partners and improving policies on adaptive re-use of military heritage. Moreover, the partners agreed on common policy recommendations to pursue at European level and on a forthcoming signing of a declaration of intent for future cooperation and for the establishment of an international research Centre on fortified heritage in Venice.



Ms Antonia Pavesi, (Councillor, Municipality of Verona, IT) started the institutional welcome, highlighting the specific and unique features of Verona that represents a continuity and an anthology of fortified heritage starting from the Roman Age, passing through the Medieval times, Austrian and Italian periods that enabled Verona to be enlisted in the UNESCO World Heritage List. She presented also the incoming local documentation Centre that will be settled in 2015 in the renovated Bastion of Maddalena in the context of a new competitive cultural-touristic offer of the city.

The following speaker was Mr Marco Ambrosini, Assessor for Culture of the Province of Verona. He pointed out the relevance of the project FORTE CULTURA in the Verona context as tool for promotion of cultural and research activities on the fortified heritage sites, combined with their different utilization with specific functionalities of tourism attractor. In this perspective, the fortified heritage becomes a new resource for the needs and the priorities of the territory. The challenge of the public bodies is to find new best practices of utilization of the fortified sites.



The last institutional speech was done by Mr Alberto d'Alessandro, director of the Council of Europe Office in Venice. Fortified heritage in the past was a component of the European dimension of the conflicts, nowadays with their new functions and utilization are the holders of the European values of peace, of the democracies. Fortified sites are now citizens' participated places and they are the evidence of the human and social dimension of the cultural heritage according to the recent Faro Framework Convention on the value of cultural heritage for society that sets

the "heritage community" as pivot of the widespread alive utilization of cultural sites. The site of Forte Marghera in Venice represents an extraordinary evidence and best practice in this perspective, enhancing the intrinsic tangible and intangible cultural, social, environmental, historical, architectonic values that are rediscovered through this spontaneous bottom-up process. Fortified sites are not only places of culture *tout court*, but they represent a potential unexploited cultural tourist-economic resource both for local, national and international communities. The Council of Europe so far has certified 29 Thematic Cultural Routes - according to the Resolution CM/Res(2007)12 of the Committee of Ministers - of cultural training and meditation as well as place of collective memory. Fortified heritage is an intrinsic and widespread element of the landscape. The Council of Europe has finalized in 2000 the so called "Florence Convention", the European Landscape Convention that came into force on 1 March 2004 and that fosters and promotes the protection the management and planning of European landscapes.

The lecture of Mr Finozzi of the Veneto Region did not take place due to urgent institutional obligations.

The works of the Conference entered deeply into the FORTE CULTURA activities with the lecture of Mr Dirk Roder (PP8-ECCOFORT, DE). He highlighted the key-achievements of the project focusing on the enhanced competences in the framework of the capitalization of the fortified cultural heritage with fortress tourism and fortress marketing. New competitive skills and

capacity-building with significant economic benefits in the following sectors are carried out: transnational cooperation and development of funding projects, fortress tourism, fortress marketing, fortress networking, fortress consulting and fortress research. Starting from 450 identified fortified monuments in Central Europe, Mr Roder, went through the different typologies of fortified heritage sites involved in Forte Cultura cultural tourism routes: UNESCO-World Heritage sites, single fortresses, fortified ideal cities, fortified cities, fortified castle and palaces, fortified sacral monuments, fortified systems, bunkers. The project's leit-motiv "fortified cultural heritage – full of life" was highlighted with the multi-functional utilization of the fortified sites for cultural-tourism purposes. The audience attention was drawn on the importance of the established FORTE CULTURA tourism brand of fortified monuments with the specific procedures of labelling. One of the pillars of FORTE CULTURA is the development of travel programmes within the European Cultural Route of Fortified Heritage: so far 35 journeys within 87 fortified sites have been finalized. A specific attention and priority is given to the marketing instruments and public relations activities with the printing of products, journey catalogues and tourism guide-book, project's gadgets like pens, usb-cards, blocknotes, etc. A state of art e-marketing strategy is performed through the tourism marketing portal of the Culture Route FORTE CULTURA as well as with the Digital Marketing Platform of fortified monuments and the real estate platform. Already at the preliminary stage of preparation of the project, FORTE CULTURA was conceived with a specific long term strategy for activities and networking after the end of the Central Europe funding period in December 2014. The tool to achieve a long-lasting durability of the project results will be guaranteed by the establishment of a registered association "European Fortress Tourism and Fortress Marketing Network" with the adhesion of public/private institutions and bodies directly or indirectly appointed or in charge of management and preservation of fortified heritage sites. This association will have a member assembly, a board, a network office in Berlin and national coordination centres. The establishment of the future association made a first step with the "Declaration of Josefov" - Declaration of unique cultural heritage fortified ideal cities for european cooperation and partnership in the frame of the european culture route FORTE CULTURA: on 10 April 2014, 11 fortified ideal cities and 13 fortified monuments signed the declaration. The conclusion of the lecture was the presentation of the European Contact and Implementation Tour that took place during August-September 2014 starting from Kostrzyn Nad Odra, visiting 12 fortified sites and ending in Konigstein. The tour was documented with a film that has witnessed the meetings, press conferences and the signing of the Declarations of interest.

The following lecture was done by Mr Ivo Tartaglia of the European Institute of Cultural Routes of Luxembourg, that illustrated the mission and the tasks of its institution. A detailed illustration was given on the procedures of the Cultural Route certification through the finalization of route projects based on themes and multidisciplinary networks involving priority fields of action. An overview of the Cultural Routes themes were presented focusing the audience attention to the support of tourism products development in partnership with tourist agencies and operators, that is also the wavelength *leit-*



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motiv of the project FORTE CULTURA. The best practice of the Interreg IVC project CERTESS was presented: a European project aiming at transferring experience and sharing solutions for cultural route promotion, whose key-achievement has been the finalization of a tool kit for designing, planning and implementing a Cultural Route.

Mr Jan Van der Borg of the University Ca' Foscari of Venice and University of Leuven in Belgium was absent for illness.

The last lecture of the session was of Mr Pietrangelo Pettenò, administrator of Marco Polo System EEIG. He illustrated the forthcoming establishment of the International Centre for the Valorisation of Military Architectures and of Defence Systems, as a result of the fifteen years of activities of the organization: Marco Polo System has worked with parallel action at local level with the fortified site of Forte Marghera and the Entrenched Camp of Mestre, and at international level through the implementation of 45 European and Veneto Region funding projects. The multi-functional utilization of Forte Marghera was presented as well as the future activities of the Centre.

Finally, Mr Peter Ros commented the works of the morning session pointing out the relevance of a multi-faceted dimension of the cultural and touristic exploitation and management of fortified sites, that are a key-source for the community for its economic, social, cultural, touristic, historic, architectonic and environmental valence as well an essential and unique element of the urban and rural landscapes.

The lunch time was a profitable occasion of meeting of the public/private bodies representatives of the fortification sites with the tour operators, local and regional marketing agencies and media officials. At the same time it was the occasion to admire the first part of the travelling exhibition (output 5.3.6) developed and produced by the Province of Verona as one of the main marketing instrument of the Culture Route Forte Cultura.



In the afternoon the guests were invited to take part to an excursion to the fortified heritage in the Province of Verona, including fort Rivoli, fort Ardietti and Peschiera sul Garda.

