



PROVINCIA DI FERRARA



EUROPEAN UNION  
EUROPEAN REGIONAL  
DEVELOPMENT FUND

This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.

## **HerMan**

**Mid Term Conference**

**Good Practice Visits**

**3<sup>rd</sup> Work Package Coordination (WP3, WP4, WP5) meeting**

**3<sup>rd</sup> Steering Group meeting**

**8-9 October 2013, Ferrara - Italy**

### **DRAFT AGENDA**

#### **7 October, 2013:**

Arrival of PPs

20<sup>45</sup> Informal dinner in the WOODPECKER Pizzeria – via Saraceno, 14 Ferrara

#### **8 October, 2013:**

##### **Mid Term Conference**

##### **Moving forward from protection to management of cultural heritage**

**Venue:** Sala dei Comuni, Castello Estense – Largo Castello, 1 Ferrara

8<sup>20</sup> - 9<sup>00</sup> Registration.

9<sup>00</sup> - 9<sup>15</sup> Welcome:

Ms Marcella Zappaterra – President of Province of Ferrara  
Mr László Habis, Mayor of Eger, Lead Partner of the HERMAN project

9<sup>15</sup> - 9<sup>30</sup> *Preservation and urban requalification in Emilia-Romagna region*  
Mr Piero Orlandi, IBC Institute for arts, culture and natural resources, Emilia Romagna region

9<sup>30</sup> - 9<sup>55</sup> *Historical Urban landscape (HUL) in making*  
Mr Jukka Jokilehto, University of Nova Gorica and Special Advisor of Director-General of ICCROM

9<sup>55</sup> - 10<sup>20</sup> *The issues related to the application of the HUL recommendation to the World Heritage cities*  
Mr Daniele Pini, University of Ferrara

10<sup>20</sup> - 10<sup>40</sup> *Managing Historical Urban Landscapes: a possible approach*  
Ms Viviana Martini, University of Nova Gorica

10<sup>40</sup> - 11<sup>10</sup> Coffee Break



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**CENTRAL  
EUROPE**  
COOPERATING FOR SUCCESS.



**HERMAN**  
MANAGEMENT OF CULTURAL HERITAGE  
IN THE CENTRAL EUROPE AREA  
**EUROPEAN UNION**  
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- 11<sup>10</sup> - 11<sup>30</sup> *Relevance of the HUL approach for the HERMAN project*  
Mr Gábor Soós, Gyula Forster National Centre for Cultural Heritage  
Management
- 11<sup>30</sup> - 12<sup>00</sup> Questions and Answers
- 12<sup>00</sup> - 13<sup>00</sup> Press Conference
- 13<sup>00</sup> - 14<sup>30</sup> Buffet Lunch
- 14<sup>30</sup> - 14<sup>45</sup> *The results of the SUSTCULT project from the HUL approach point of view*  
Mr Marco Acri, Marco Polo System and University of Nova Gorica
- 14<sup>45</sup> - 15<sup>30</sup> The challenges addressed by the HERNAN pilot projects
- *Adoption of Monumentenwacht system in Hungary*
  - *The monument talking pilot*  
Mr Attila Králl, Forster Centre
  - *The talking walls. A system for the valorization of cultural heritage*  
Mr Luca Lanzoni, Comune di Ravenna

**Good practice visit - Case studies linked to cultural heritage  
management**

- 15<sup>30</sup> - 16<sup>30</sup> Visit of Estense Castle (GPVs theme: Maintaining functionality of the CH sites  
in changing circumstances)
- 16<sup>30</sup> - 18<sup>00</sup> Site visit to the MEIS – National Museum of Italian Judaism and the Shoah, via  
Piangipane, 81 – Ferrara (GPVs theme: Maintaining functionality of the CH  
sites in changing circumstances)
- 18<sup>00</sup> - 19<sup>00</sup> Guided walk through the historic city center
- 20<sup>00</sup> Social dinner in OSTERIA DEL GHETTO restaurant – via vittoria, 26 Ferrara

**9 October, 2013:**

**3<sup>rd</sup> Work Package Coordination (WP2, WP3, WP4, WP5) meeting**

**3<sup>rd</sup> Steering Group meeting**

- Venue:** Sala del Consiglio, Castello Estense – Largo Castello, 1 Ferrara
- 8<sup>15</sup> - 8<sup>30</sup> Registration
- 8<sup>30</sup> - 8<sup>45</sup> *Summary of the WP1 activities, experience of the reporting process and results  
of the mid-term assessment (Ms Emőke Zács, Mr Ferenc Szigeti-Böröcz)*



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*Upcoming tasks in WP2 (Ms Susanne Hauer)*

- *Introduction of Website concept and communication platform (10 mins)*
- *Collecting press releases and reactions (discussion if necessary) (10 mins)*
- *Explaining the exhibition project as recommendation for the joint pilot campaign (10 mins)*
- *Introduction of the Communication Model (15 mins)*

Handouts: Next steps (Newsletter and Leaflet until 31. October), Guidelines for Corporate Design

9<sup>30</sup> - 11<sup>15</sup>

*Upcoming tasks in WP3 and WP4, with a special focus on:*

- *Report on SoPS (IRM) – 10 min.*
- *Report on Pachus (Forster) – 10 min.*
- *Methodology for Cultural Heritage Management Strategy: testing the UNESCO's Historic Urban Landscape approach in the HERMAN project (Lublin, Forster) – 20 min.*
- *Methodology for assessment of pilot results (Lublin) – 10 min.*
- *European Benchmark Study (Eger) – 5 min.*
- *Schedule of the Good Practice Visits (Forster) – 10 min.*
- *Brief summary about the current status of the pilot actions and stakeholder activities (based on previously sent questionnaire) - (by partners, 5 minutes each partner)*

coffee break during the session

11<sup>15</sup> - 12<sup>00</sup>

*Upcoming tasks in WP5, with a special focus on:*

- *Summary of the curricula development and details of the first Management Course (Ravenna and IRM)*
- *Finalisation of the schedule of the staff exchanges (Ravenna)*

12<sup>00</sup> - 13<sup>30</sup>

*Buffet lunch*

### **Good practice visit - Case studies linked to cultural heritage management**

13<sup>30</sup> - 15<sup>00</sup>

Transfer to the coast

15<sup>00</sup> - 17<sup>00</sup>

Boat guided tour in the Po Delta park and the Comacchio lagoons (GPVs theme: Maintaining functionality of the CH sites in changing circumstances)

17<sup>00</sup> - 20<sup>00</sup>

Site visit to the Pickling factory, Corso Mazzini, 200 Comacchio (Fe) and guided city tour (GPVs theme: Maintaining functionality of the CH sites in changing circumstances)

20<sup>00</sup>

Social dinner in AL CANTINON restaurant – via Muratori, Comacchio

22<sup>30</sup>

Return to Ferrara