

# HerMan Project Press release



## Cultural Heritage must be managed, not conserved

Moving from conservation to management is indeed the main purpose of the new EU project called HerMan. HerMan? What does it mean? It is the acronym for “Management of Cultural Heritage in the Central Europe Area”. This project takes place then in the centre of Europe, involving nine cities, regions and knowledge institutions from four different countries. It is part of the Central Europe Programme ([www.central2013.eu](http://www.central2013.eu)), which partly funds it with the European Regional Development Fund. The total budget reaches circa 2 million euros. The project partners are working together during two years and a half, from July 2012 until December 2014.

The Central Europe reveals a rich and diverse cultural heritage. For a better enhancement, HerMan intends to improve its management towards a sustainable way. This practice will contribute to intensify the attractiveness and the competitiveness of these cities, regions and institutions. That will allow also to better exploit the economic potential of the cultural heritage.

Who are the actors of HerMan? To complete successfully the Project, the Lead Partner, represented by the Municipality of Eger (Hungary), is assisted by the Municipalities of Lublin (Poland), Ravenna (Italy) and Regensburg (Germany); by the Provinces of Ferrara and Treviso (Italy); and by the organisations of Gyula Forster National Centre for Cultural Heritage Management in Budapest (Hungary), IRM Institute of Urban Development in Cracow (Poland) and Marco Polo System EEIG in Venice (Italy).

The project partners have set themselves the main objective of increasing knowledge and expertise in the field of cultural heritage management within the Central Europe area. Coinciding with this intention, three activities were defined

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and will be carried out. Firstly, the project partners will jointly develop and test management strategies and models. The identification, adaptation and creation of innovative services refer to the second activity. Finally, the third activity intends to strengthen management capacities of the partner organisations.

The outputs and the experience of the HerMan Project concern in the first place the project partners. Nevertheless, HerMan intends also to provide solutions to other European cities.

The partners will gather together at the beginning of October in Ferrara for the Mid-Term Conference of the project.

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