



# NEWSLETTER

## Christmas Issue 2010

AN URBACT II PROJECT



Naples, Italy (Photograph: City of Regensburg, Klaus Mock)

+++ Save the date: The HerO Final Conference will take place in the Lead Partner City Regensburg on 13th-14th April 2010. Further information will be available soon +++



Connecting cities  
Building successes





# EXPERT WORKSHOP IN NAPLES

MID NOVEMBER THE HERO PARTNERS MET IN ITALY TO DISCUSS THE MULTIFUNCTIONAL USE OF OLD TOWN AREAS AND RELATED CHALLENGES AND APPROACHES

Naples' historic city centre (Photograph: City of Regensburg, Barbara Bühler)

On 17th-19th November 2010 the HerO partners and representatives of their associated Managing Authorities met in Naples for their last Expert Workshop. The focus of the conference was this time on 'multifunctional old town areas - balancing the needs of different stakeholder groups in historic city centres'.

The colleagues from the City of Naples presented their projects on the ground: Walking tours through Naples' city centre gave participants the opportunity to learn about the local characteristics and challenges and to explore the city's rich cultural heritage. Further, the HerO project partners got the chance to meet local stakeholders and learned - amongst others - about a project on traditional handicraft, about the excavations of an ancient amphitheatre which is partly hidden by recent residential buildings, about an art project in Naples' metro stations and about the planned upgrade of Piazza Mercato - a project carried out in cooperation with the university.

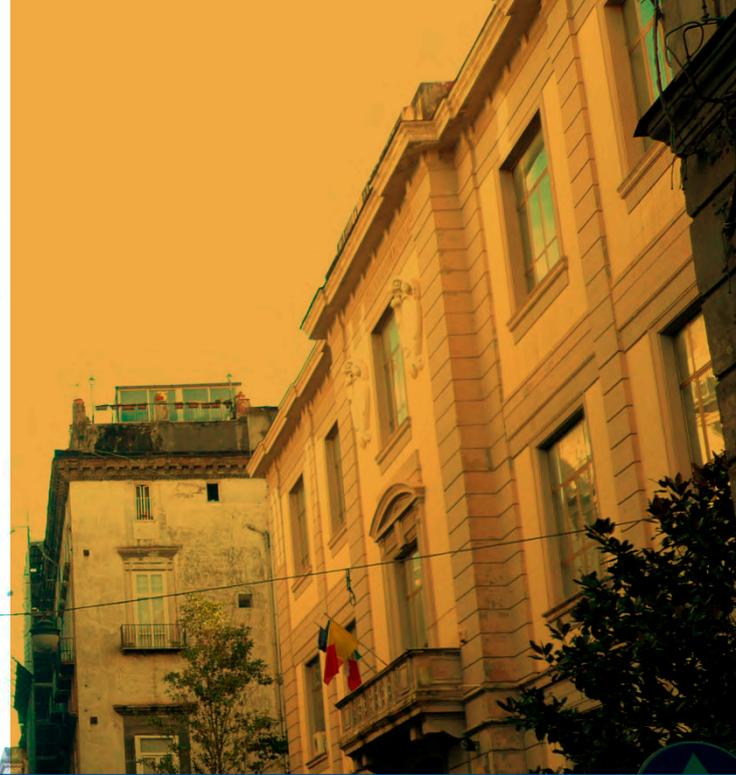


The Piazza Mercato (Photograph: City of Regensburg, Barbara Bühler)

A mix of different functions is essential for a sustainable and future-proof development of old town areas. Hence, to keep historic urban landscapes vital and attractive places, the demands of inhabitants, visitors and retail trade need to be reconciled with the preservation of the (tangible and intangible) cultural heritage assets. Keynote speaker Jean-Pierre Charbonneau from Paris introduced the topic and raised relevant issues before the project partners exchanged about the challenges and approaches in their cities in regards to traffic and infrastructure, noise pollution, retail initiatives and the careful renovation and re-use of buildings.



The amphitheatre (Photograph: City of Regensburg, Barbara Bühler)



# THE HERO PARTNER CITY NAPLES

THE HISTORIC CITY CENTRE OF NAPLES HAS BEEN INSCRIBED ON THE UNESCO WORLD HERITAGE LIST IN 1995 FOR BEARING EXCEPTIONAL TESTIMONY TO THE SUCCESSIVE CULTURES THAT EMERGED IN EUROPE AND THE MEDITERRANEAN BASIN

Naples' historic city centre (Photograph: City of Regensburg, Klaus Mock)

With approximately one million inhabitants Naples is the third largest city in Italy, the main city of Southern Italy and also the capital of the Campania region. The origins of the city dates back to the 6th century B.C., when Greek colonists coming from Cuma founded Partenope. In 470 B.C. Neapolis was founded.

Nowadays the city shows many traces of the successive European and Mediterranean cultures that inhabited it. The old town centre is characterized by the well-preserved Greek-Roman road network and numerous monuments, including the Church of Santa Chiara and the Castel Nuovo. For this reason, the old town of Naples was taken in the UNESCO World Heritage list in 1995.

While Naples in terms of the number of inhabitants is considered a large city, from a geographical point of view it is relatively small. The record density of 8,315 inhabitants per km<sup>2</sup> brings great challenges. Besides, the city faces problems like a high unemployment rate (17.8%), a labour market that is characterized by a lack of private activities, a low level of education, decayed monuments (both publicly and privately owned), low housing standards and serious environmental pollution (noise and air) caused by a high traffic in the city.

The main challenges the City of Naples addresses within the thematic network HerO include the physical, cultural and economic enhancement of the historic city centre (thereby avoiding gentrification and exploiting the potentials of tourism and culture), the requalification of dilapidated monuments and the careful inclusion of contemporary architecture into the historic cityscape.

Further Information: [www.comune.napoli.it](http://www.comune.napoli.it)



The old town of Naples with the port (Photograph: City of Naples)



# EXHIBITION ON THE HERO NETWORK

STATE SECRETARY KATJA HESSEL AND REGENSBURG'S LORD MAYOR HANS SCHAIDINGER INAUGURATED THE EXHIBITION OPENING IN REGENSBURG'S NEW TOWN HALL

(Photograph: City of Regensburg, Peter Ferstl)

In cooperation with its Managing Authority of the ERDF Operational Programme, the Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology, the Lead Partner Regensburg designed an exhibition on the HerO network: twelve panels give information on the HerO network's objectives and activities, the HerO partner cities as well as the Bavarian ERDF programme.

The exhibition has been presented in Regensburg's New Town Hall from 8th-17th December. State Secretary Katja Hessel from the Bavarian Ministry of Economics came to Regensburg for the opening ceremony and inaugurated the exhibition together with Regensburg's Lord Mayor Hans Schaidinger.

Next year, the exhibition will be displayed during the HerO network's Final Conference on 13th and 14th April 2011 in Regensburg's historic Salt Barn and presumably next spring at the Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology in Munich.

As the panels are designed bilingually - English and German - the exhibition could then travel from one HerO partner city to the next in order to promote the partnership on local level in Graz, Naples, Vilnius, Sighisoara, Liverpool, Lublin, Poitiers and Valletta.



State Secretary Katja Hessel from the Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology and Regensburg's Lord Mayor Hans Schaidinger opened the exhibition in Regensburg's New Town Hall (Photograph: City of Regensburg, Peter Ferstl)



# JUGENDBAUHÜTTE - YOUTH MASONS' LODGE

VOLUNTARY YEAR IN MONUMENT PRESERVATION FOR YOUNG PEOPLE BETWEEN 18 AND 26

(Photograph: City of Regensburg, Peter Ferstl)

The 'Jugendbauhütte' (Youth Mason's Lodge) is a project of 'Deutsche Stiftung Denkmalschutz' (German Foundation for Monument Preservation) organized by the International Youth Community Services (ijgd) that offers young people between 18 and 26 to do a voluntary year in monument preservation and care.

The work places are museums and cultural institutions, archaeological institutions, organizations involved in the preservation of historic ground and gardens as well as crafts and building firms (carpentry, masonry, processing of natural stones, etc.), monument preservation authorities, architectural and planning offices and research institutes. There are twelve 'Jugendbauhütten' in Germany, one of them being located in Regensburg, the HerO Lead Partner city.

The voluntary year starts on 1st September each year. The practical work will be accompanied by 35 days of seminars where the young people learn about ancient handicraftsman techniques (like blacksmith, stucco and clay sculpturing), con-



The Stone Mason's Lodge in Regensburg is one of the places where youths work within the frame of their voluntary year (Photograph: City of Regensburg, Peter Ferstl)

# JUGENDBAUHÜTTE - YOUTH MASONS' LODGE

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structing using natural materials, constructions styles, archaeology and the protection of antiques. During the seminars the participants learn, work and live together and thus also have the opportunity to exchange experiences with other volunteers. The ijgd covers pocket money, maintenance costs, extra fund for an apartment, the participation in seven seminars as well as social and medical insurance.

The 'Jugendbauhütten' started as a pilot project in 1999. In the meantime their social value has been acknowledged by numerous awards such as the UNESCO Award for Sustainability in 2007 and the Europa Nostra Award for European Heritage in 2008.

The voluntary year in monument preservation and care applies to young people not only from Germany but also from abroad (basic knowledge of German language is required). If you are interested, please find further information on the websites of ijgd and 'Deutsche Stiftung Denkmalschutz':

<http://www.denkmalschutz.de/jugendbauhuette.html>

<http://www.ijgd.de/In-der-Denkmalpflege-FJD.106.0.html>  
(here you can download the flyer on the voluntary year in monument preservation in German, English, French, Polish, Czech and Russian language)

Youths at work (Photograph: City of Regensburg, Peter Ferstl)





# THE HERO NETWORK

THE URBACT II THEMATIC NETWORK 'HERO - HERITAGE AS OPPORTUNITY': STRENGTHENING THE ATTRACTIVENESS AND COMPETITIVENESS OF HISTORIC URBAN LANDSCAPES

The rapidly changing basic conditions of modern times pose a big challenge on the management of historic towns in Europe. The imbalance of progress and the preservation of the historic urban fabric often result in either economic stagnancy or the loss of cultural heritage values and with it the loss of identity.

In this context, the network HerO aims to develop integrated and innovative management strategies for historic urban landscapes. The main objective is facilitating the right balance between the preservation of built cultural heritage and the sustainable, future-proof socio-economic development of historic towns in order to strengthen their attractiveness and competitiveness. Emphasis is placed on managing conflicting usage interests and capitalizing the potential of cultural heritage assets for economic, social and cultural activities ('Heritage as Opportunity').

## The HerO Partners are:

Regensburg (Germany), Lead Partner  
Graz (Austria)  
Naples (Italy)  
Vilnius (Lithuania)  
Sighisoara (Romania)  
Liverpool (United Kingdom)  
Lublin (Poland)  
Poitiers (France)  
Valletta (Malta)

To capitalize on the experiences of other historic towns in Europe and to widely disseminate the network's results, the HerO network cooperates closely with the 'European Association of Historic Towns and Regions EAHTR', an organization formed by the Council of Europe in 1999 that represents almost one thousand historic towns in Europe. Further information at [www.historic-towns.org](http://www.historic-towns.org).



HerO project meeting in Naples, November 2010  
(Photograph: City of Regensburg, Klaus Mock)



THE HERO TEAM WISHES YOU  
A MERRY CHRISTMAS  
AND ALL THE BEST FOR 2011!

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With a background in historical geography and tourism, Matthias officiates as Regensburg's World Heritage Manager since 2007. As Project Coordinator of the HerO network he accounts for the topics chosen for our exchange activities.



#### Barbara Bühler

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With degrees in architecture and world heritage studies Barbara works for Regensburg's world heritage office. Being the HerO Project Manager, Barbara is responsible for our network's overall management, for communication activities and financial reporting.



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Klaus graduated in mechanical engineering and has got 12 years of experience in managing EU-funded projects. Since 2006 Klaus is European Officer of the City of Regensburg. He initiated Regensburg's Lead Partnership for the HerO network and provides advice on project management issues.

### The HerO Lead Expert



#### Nils Scheffler

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With a degree in spatial planning Nils works independently as an urban planner in Berlin. Nils is skilled in integrated management processes and he has worked as consultant for several EU-funded projects. Nils is the Lead Expert of the HerO network.

AN URBACT II PROJECT

URBACT is a European exchange and learning programme promoting sustainable urban development.

It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 181 cities, 29 countries, and 5,000 active participants.

URBACT is co-financed by the ERDF Funds and the Member States.

[www.urbact.eu/hero](http://www.urbact.eu/hero)



EUROPEAN  
PROGRAMME  
FOR  
SUSTAINABLE  
URBAN  
DEVELOPMENT

