



MAKING THE MOST OF HERITAGE IN CITIES: RECOMMENDATIONS TO DECISION AND POLICY MAKERS!

Valorisation of cultural heritage is an important topic for the European Union as related activities generate **cultural-historical values**, **economic impact**, **social cohesion**, and **environmental consciousness** as circular concepts become visible. Many projects linked to cultural heritage valorisation take place in cities, which are the focus of the ROCK partnership. A wide variety of regulations apply, and framework conditions related to procurement and financial schemes are crucial for success. Supportive policies are needed from culture, urban and spatial planning, economic frameworks and taxation settings, as well as environmental protection systems.

Five main challenges should be overcome for sustainable cultural heritage valorisation in cities:

- GOVERNANCE - Challenging international, local and multilevel governance frameworks
- PROTECTION RULES - Rigidity of rules for protection
- CAPACITIES - Lacks in skills, capacities and resources as well as enforcement power
- SIDE-EFFECTS – Missing rules, measures and data to avoid undesired side-effects
- FRAGMENTATION – Fragmented frameworks for professional cross-sectoral cooperation

Eleven recommendations to decision and policy makers:

- DECENTRALISATION – Ensure multilevel governance platforms on local level (e. g. integration of Cultural Heritage valorisation endeavours in Smart City concepts)
- EQUILIBRIUM – Generate a balance of regulations and flexibility (e. g. base decisions on needs assessments and consider flexibility clause in rules)
- ACCESSIBILITY – Guarantee shared Cultural Heritage and fair use of public space (e. g. fair events space management and related provisions)
- INTEGRATIVE APPROACHES – Regulations to reconcile needs of residents and visitors (e. g. international good policy practice exchange)
- TRANSVERSALITY – Support cooperation between cultural heritage and other sectors (e. g. moderation of matching platforms on city level)
- EVIDENCE – Ensure appropriate impact assessments in Cultural Heritage valorisation projects (e. g. further develop and use simple self-assessment tools to avoid negative side-effects)
- PARTICIPATION – Guarantee cultural and civic rights in regulations (e. g. consider city approval of a Charta for cultural rights)
- FINANCE – Address the systemic underfinancing of Cultural Heritage (e. g. involve also new digital forms of private financing and non-financial instruments)
- LEVERAGE – Apply new public procurement instruments (e. g. support city administration to use innovative tools and apply Green Public Procurement)
- TRAINING – Understand that specific skills and qualifications are required (e. g. analyse training needs of staff from the beginning of Cultural Heritage valorisation)
- INTERNATIONAL – Address the international / European dimension of Cultural Heritage valorisation (e. g. engage on EU level for Cultural Heritage valorisation support)

Further reading:

This paper is based on the results of ROCK report D6.4 "[Regulatory Framework, ROCK Procurement and Policy Recommendations](#)" coordinated and co-authored by Sylvia AMANN, TASO expert and elaborated in cooperation with EUROCIITIES.