

HerO

Heritage as Opportunity

Sustainable Management Strategies for Vital Historic Urban Landscapes

The Vienna Memorandum on “World Heritage and Contemporary Architecture – Managing the Historic Urban Landscape” (UNESCO World Heritage Centre, 2005) states that the historic urban landscape cannot be merely seen as an accumulation of significant monuments but rather needs to be considered as a living organism and vital living space for its inhabitants.

However, the rapidly changing basic conditions of modern times pose a big challenge on the management of many historic urban areas, which can no longer be handled by traditional mono-sectoral policies. 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 URBACT II thematic network HerO aims to develop integrated and innovative management strategies and urban development policies to facilitate the right balance between the preservation of built cultural heritage and the sustainable, future-proof socio-economic development of historic urban landscapes and to strengthen the attractiveness and competitiveness of the old town area. Thereby emphasis will be placed on managing conflicting usage interests and capitalising the potential of cultural heritage assets for economic, social and cultural activities.



European Union
European Regional
Development Fund
Investing in Your Future



HerO Partner Cities:



Regensburg, Germany (Lead Partner)

Graz, Austria

Naples, Italy

Vilnius, Lithuania

Sighișoara, Romania

Liverpool, United Kingdom

Lublin, Poland

Poitiers, France

Valencia, Spain

Valletta, Malta

The project will be carried out in close co-operation with EAHTR – The European Association of Historic Towns and Regions.

The European Commission has awarded HerO the “Fast Track Label”, a specific instrument of the Regions for Economic Change initiative which aims to get the cities and the Managing Authorities of the European cohesion policy’s Operational Programme working together to enhance the impact exchange activities have on local policies.

Contact:

Planning and
Building Division,
World Heritage
Management

Division for
Economics and
Finances

hero@regensburg.de
www.urbact.eu/hero

STADT REGENSBURG



Matthias Ripp

World Heritage Co-ordinator

Phone: +49 941 5074611

Email: ripp.matthias@regensburg.de

Barbara Bühler

Phone: +49 941 5071768

Email: buehler.barbara@regensburg.de

Klaus Grepmeier

European Officer

Phone: +49 941 5071858

Email: grepmeier.klaus@regensburg.de

Subscribe for the HerO newsletter
Further information on the project