

**WORK-GROUP 5
GOVERNANCE
CHALLENGES TO
HISTORIC CENTRES
ECO-RESTORATION**



AGENDA

June 2005-october
2007: Creation of the European Label (Interreg)
2007 : Local decision to launch the certification process
2008 : 1st annual certification obtained
2011 on : Permanent progress process



QUALICITIES® EUROPEAN CERTIFICATION

SHORT DESCRIPTION OF THE PROJECT :

THE PROJECT, LEAD BY THE MUNICIPALITY OF ANDERLECHT, ALLOWED THE PARTNERSHIP TO CREATE, EXPERIMENT AND VALIDATE THE PROJECT « QUALICITIES » WITHIN THE EUROPEAN PARTNERSHIP ESTABLISHED BY SOME 15 CITIES - MEMBERS OF THE EUROPEAN CULTURE CITIES' ALLIANCE WITH THE SUPPORT OF THE EUROPEAN UNION INTERREG I I I C PROGRAM.

Qualicities (Quality - Cities) is a European label established by local communities for the local communities. It is a kind of a reward to the historic cities and territories sustainable development' policies in Europe.

Unique in its objectives and its geographical scope, Qualicities' label is a distinguished certified mark in conformity with AFNOR, a French certifying and normalization agency, acknowledged worldwide.

The Qualicities' approach insists mainly on valorization OF the personnel skills, the public services integrated functions and the synergy created within the local community and with the local business, citizens and public services.

Qualicities is a comprehensive project proposed to the European local historic communities in order to help them improve their outputs. It is based on the assessment and optimization of the local community's patrimonial assets and has a wider objective to improve their performance, and to satisfy users.

MAIN OBJECTIVES:

- To better understand the local community services' users' needs and be able to adapt to any changes while ensuring a better quality service..
- To reinforce the public servants's involvement through while valorizing their know-how.

The local community, must set a Local Action Plan targeting one or several activities it considers as unsatisfactory (negative diagnostic, complaints). Bypassing usual endless procedures and legal tools, this Local Action Plan is built in partnership with the tourism and heritage local community personnel. It can be considered a genuine rule of conduct and change.

RESULTS OF THE EXPERIMENTATION/LESSONS LEARNT :

Qualicities' labeling is an efficient structuring local community project. Its objectives target operational results in the framework of the municipality's sustainable development policy.

The Qualicities Label Service enjoys a valuable tool: the Qualicities system of reference based on good practices, which compiles all the criteria necessary for the local community, to reach its objectives.

An authentic management mode, the required constant improvement process is an energy catalyst and a motivation generator.

PARTNERS :

Municipality of Anderlecht , AVEC Network, and European Union

Team for project :

Developer : Municipality of Anderlecht, 14 other cities, Avec Network AFAQ/ AFNOR, Interreg Secretariat

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