

■ ATLAS World Heritage

Heritage in the Atlantic Area
Sustainability of the urban
world heritage sites



Seminário Cooperação e Desenvolvimento Regional Turismo e Património

Agência para o Desenvolvimento e Coesão, I.P. (AD&C)

10 Dezembro 2024 | Porto

Carlos Garea Lodeiro – Secretariado Conjunto Interreg Espaço Atlântico





5 Câmaras Municipais de 5 cidades património mundial:

Porto, Santiago de Compostela, Bordéus, Edimburgo e Florença

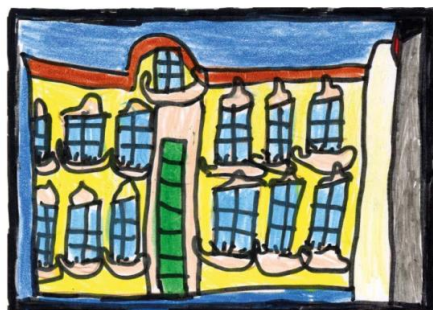
- AtlaS.WH foi um projeto financiado pelo programa Interreg Espaço Atlântico no período 2014-20, contou com um orçamento total de 1,729,165.00 € e um FEDER de 1,296,873.75 € durante os anos de 2018 a 2022.
- 5 parceiros de Espanha, Portugal, França, Reino Unido e Itália.
- AtlaS.WH criou uma rede de Sítios urbanos património mundial que tratou os desafios comuns relacionados com a **proteção da sua identidade, valorizando os seus bens culturais, a fim de estimular um desenvolvimento cultural e económico orientado pelo património**. O principal resultado foram os Planos de Sustentabilidade para cada Sítio, com a implementação de um modelo integrado e participativo de gestão e monitorização, a construção comum de uma metodologia e o intercâmbio de know-how e melhores práticas.

Resultados principais do projeto **AtlaS.WH**

- Pagina web, 13 newsletters, webinars, material para crianças Wish you here were!
- Relatório inicial sobre projetos relacionados com o património
- Estudo de diagnóstico
- Estudo temático sobre os desafios comuns
- Documento “Firenze, Santiago de Compostela, Edinburgh, Porto, Bordeaux: mind the map”
- Planos de Sustentabilidade para cada Sítio (Porto, Santiago de Compostela, Bordéus, Edimburgo e Florença.)

Projeto AtlaS.WH

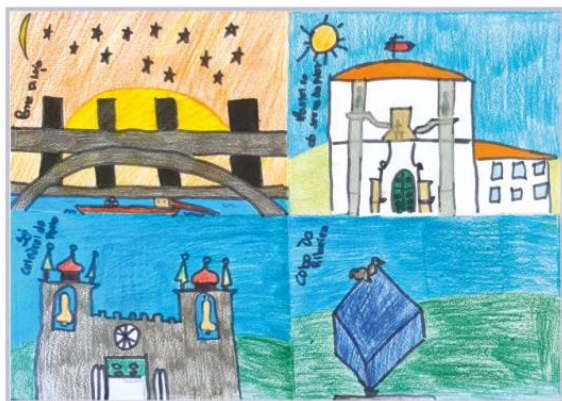
Wish you here were ! . Gostaria que estivesse aqui!



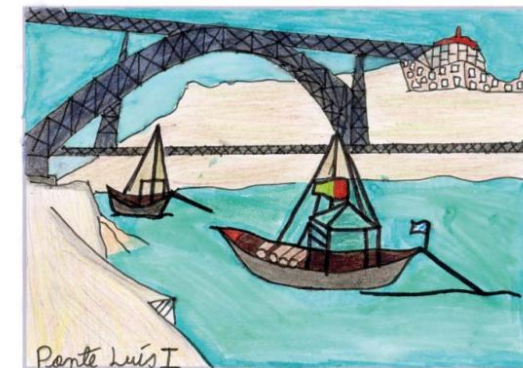
GASPARD • 6º B - Liceu Francês



Leopold - LEIP



MUNO • 5º A - Escola BS Leonardo Colariza, Filho



Ponte Luis I

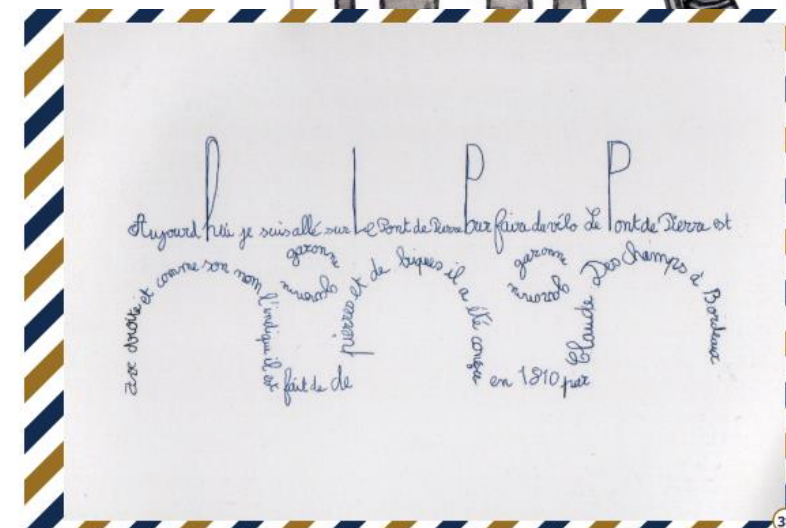
MARVALA • 6º A - Escola Basica Augusto GIL



ALMUDA DO 6º A - Escola Basica Augusto GIL

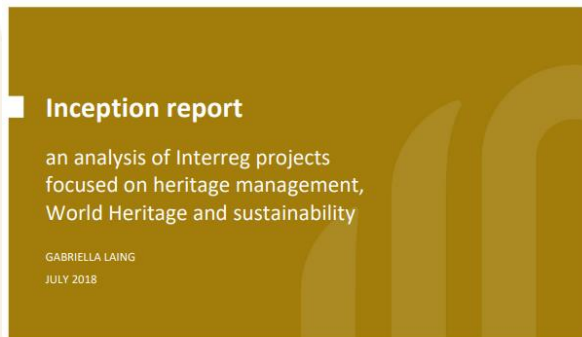


CM1/CM2 > Thiers - Mme Houdusse - Bordeaux 2020.



Projeto AtlaS.WH

Relatório inicial sobre projetos relacionados com o património



2. CASE STUDIES

The most relevant projects to ATLAS-WH are discussed below.

2.1 HERITPROT	Fire Risk Prevention and Improvement of the Fire Extinction Systems of the Historic Town Centres of Cities named Word Heritage [CLOSED]	
Project start date: 31 December 2011 Project end date: 30 December 2014	Total budget/expenditure: EUR 1,646,028.00 <ul style="list-style-type: none"> European Union funding (ERDF): EUR 1,267,670.40 Programme: 2007-2013 Interreg IVC 	Contact: Carlos González Segura Phone: +34-922533487
<p>HERITPROT aimed at bringing fire management knowledge at European level under a single overarching initiative, which pooled together experience, transfer of knowledge, best practices and case studies, to strengthen the management of heritage sites within the European Union and further afield (Norway). This was achieved through a series of onsite meetings and subsequent written reports.</p> <p>Method</p> <ul style="list-style-type: none"> Partners attend study visits, seminars and workshops on a different topic, e.g. fire risk assessment, firefighting and operations, training programmes. Partners identify good practices (GPs) from each seminar. GPs are pooled into one manual of good practice. GPs learnt were demonstrated at a live joint exercise/'pilot experience'. Partners produce implementation plans outlining how the most suitable GPs for their area will be integrated into their local policies. 		
<p>Outcomes</p> <p>57 GPs were identified overall. Key GPs are identified as follows:</p> <ul style="list-style-type: none"> Training programmes identified and were delivered within the project: <ul style="list-style-type: none"> for staff working in historic buildings or buildings housing historic collections to assess their self-protection plans; for children and young people to teach fire safety precautions and evacuation training; for those living in historic buildings to teach home fire safety, basic firefighting skills and first aid; for fire fighters in the handling of moveable assets such as paintings or other objects of historic collections; for city managers on construction materials used in heritage buildings and how they behave in fires. 		

Projeto AtlaS.WH

Estudo de diagnóstico

Diagnosis Study of urban WH sites in the AA

RESPONSIBLE PARTNER: CONSORCIO DE LA CIUDAD DE SANTIAGO DE COMPOSTELA

30th of August, 2018



BORDEAUX



EDINBURGH



FLORENCE



PORTO



SANTIAGO DE COMPOSTELA

PORTO	
WEAKNESSES	THREATS
<ul style="list-style-type: none"> - VERY QUICK MANAGEMENT PLAN (6 MONTHS) in 2010. - LOW PARTICIPATION INTERESTED PARTIES. - DOES NOT DESCRIBE ANY SOCIAL OR ENVIRONMENTAL ACTIONS. - TOURISM COMMITTED TO EXCELLENCE but they do not provide concrete measures. - HERITAGE: focus on specific rehabilitation actions. - WASTE MANAGEMENT: no data. - DECLINE LOCAL POPULATION (extracted from data sheet 01). 	<ul style="list-style-type: none"> - TOURISM. - DISPARITY OF CRITERIA WITH BORDERING MUNICIPALITY OF GAIA. - NO FURTHER CONCRETE THREATS DETECTED (also verified in data sheet 01).
STRENGTHS	OPPORTUNITIES
<ul style="list-style-type: none"> - Among its generic strategic priorities are those aimed at the management of the territory, environment, social, cultural, uses and functionalities of the area, public space, tourism. - Main points: <ul style="list-style-type: none"> - Heritage. - Community (participation, protection, awareness). - Tourism (tourism excellence, etc.) - Creative industry (cluster). - Rio Douro. - Airport. - Atlantic axis. - FISCAL AND MUNICIPAL INCENTIVES TO REHABILITATE. 	<ul style="list-style-type: none"> - BUFFER ZONE WITH GAIA. - SOCIAL: growth in citizen participation according to data sheet 01: <ul style="list-style-type: none"> - mobilize/promote/encourage current and future users in defence of the promotion of heritage value, - 30. creation of citizen participation forums, and - 31. development and social cohesion. - ENVIRONMENT: 23. IMPLEMENTATION TRANSPORT PLAN (extracted from section 04.02).
<p>NOTES ON DATA SHEET 01</p> <ul style="list-style-type: none"> - WASTE MANAGEMENT: no data (could be considered a weakness to not recycle or provide such data). - PARTICIPATION: 50% growth. - POPULATION: 27.7% in red (from 11,775 inhabitants in 1991 to 3,683 in 2017) (in the sheets 03 and 04 it does not mention the decline in population, to consider as a threat if it were). - SOCIO-CULTURAL: 21 museums and cultural sites in the entire WHS area with 51Ha (in the absence of more data could be considered a threat, more if possible in such a small area). - AWARENESS: Project with schools "Meu Porto é Património Mundial" BUILT HERITAGE: empty homes 348/1756 = 19.82% (it is slightly high). - TOURISM SECTOR: 1,536,798 visitors in 2017/1.9 average overnight stay (low overnight stay compared to Bordeaux, Edinburgh, Florence). - COMMERCIAL SECTOR: 50 commercial shops (The Regulation of Historic Shops "Port of Tradition" began only about a year ago). 	

SANTIAGO	
WEAKNESSES	THREATS
<ul style="list-style-type: none"> - It does not have an actual management plan, but it is under development. There are PE (Special Plans), PGOM (Municipal General Town Planning Plans), and later updates. - PGOM in force is oversized and unsustainable. - Low involvement/participation of interested parties. - OCHIR (Office for Historic Sites and Rehabilitation): a certain degree of administrative rigidity. - ENVIRONMENT: <ul style="list-style-type: none"> - lack of energy measures (environment), both in buildings and in public transport, services, etc.; - prevalence use private vehicle; - high maintenance costs in public green areas, and - waste management/WWTP lack of capacity. - Absence of joint management of the metropolitan heritage. - SOCIAL: <ul style="list-style-type: none"> - stagnant population. Negative vegetative growth; - tourism-resident conflicts; - loss prominence of University in the life of the city; - no supralocal coordination, and - low implementation e-administration. 	<ul style="list-style-type: none"> - Uses and activities compatible with heritage and residents. - TOURISM <ul style="list-style-type: none"> - Quality versus quantity. - Quick turnover with regard to travellers on the Camino de Santiago. - Stopover tourism (1.59 nights of overnight stay). - ENVIRONMENT: <ul style="list-style-type: none"> - excessive weight SC-20 as main road and connecting route for private vehicle, - noise and light pollution, and - high shipment of urban waste to landfill. - High energy consumption in infrastructures and facilities and of unsustainable transport means. - Economy dependent on the services sector (public administration and tourism). - SOCIAL: <ul style="list-style-type: none"> - juvenile unemployment/aging population/average size of the household in decline, - decline number university students, - loss of local trade, and - high price of housing in the city.
STRENGTHS	OPPORTUNITIES
<ul style="list-style-type: none"> - Strategic priorities: quality of life of the residents, balance of uses, heritage protection, historic city integration with the rest of the city. - CONCRETE ACTIONS ON THE HERITAGE, FOR ITS MAINTENANCE AND CONSERVATION. Built heritage and citizen awareness concerning its maintenance. - INTERADMINISTRATIVE MANAGEMENT: SANTIAGO CONSORTIUM. - TRANSPORT: <ul style="list-style-type: none"> - important communications node Atlantic Axis, and - well-articulated urban network to support sustainable transport measures. - ENVIRONMENT: Good quality water and air for domestic use. - SOCIAL: <ul style="list-style-type: none"> - High GDP per capita and high income; - strong tourism sector; - Campus Vida (USC), campus of international excellence; - significant presence of associativism; - healthy climate of coexistence and security, and - high capacity for welcoming diversity. - CAPITAL OF GALICIA 	<ul style="list-style-type: none"> - INNOVATION: INVOLVEMENT OF UNIVERSITY AND LEADING COMPANIES. - COMMUNICATION: NEW ROUTES, TRANSPARENCY. - ENVIRONMENT: RECOVERY OF THE TERRITORIAL NETWORK: <ul style="list-style-type: none"> - incorporation of the future intermodal station to the urban framework/improvement of transport in the metropolitan area; - obtaining resources associated with its official status as capital of Galicia, and - possibilities for improving management within the framework of the EU 2020 funds. - NEW ERA OF "SMART TOURISM". - Compostela Accessible for Everyone. Search for "excellence": "Marca Santiago" (Santiago Brand) - Culture. - Municipal Accessibility Plan. Accessibility plan using additional mechanical elements. - Implementation of e-administration. - Peripheral car parks that help reduce vehicles in the centre.
<p>NOTES ON DATA SHEET 01</p> <ul style="list-style-type: none"> - POPULATION: 11.39% population growth (it could be considered a strength to be the only WHS city analysed with positive growth). - BUILT HERITAGE: 49.40% of 2nd homes/empty homes 13.75% (data is slightly high for both cases, so it could be considered a threat). - TOURISM SECTOR: 4,000,000 visitors/1.59 average overnight stay (it is the one with the lowest percentage of overnight stays, which could be considered a threat). - COMMERCIAL SECTOR: 438 commercial shops (The Regulation of Historic Shops "Port of Tradition" began only about a year ago). 	

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Estudo temático sobre os desafios comuns

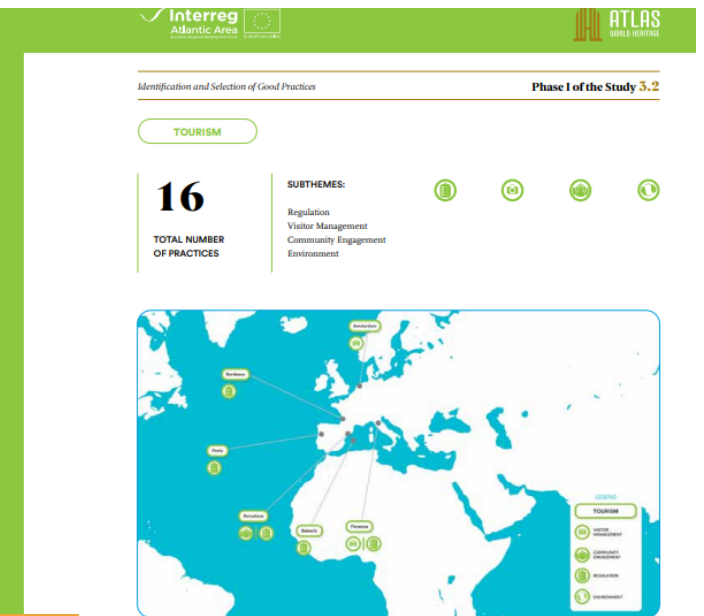


What are the practices analysed?

Tourism

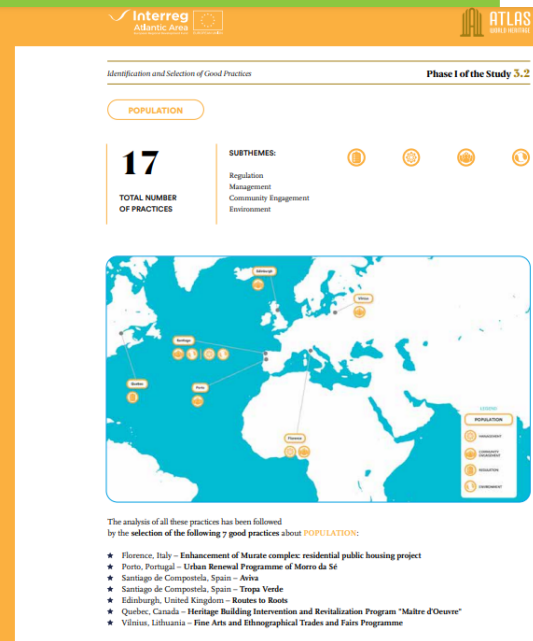
What are the practices analysed?

Population



The analysis of all these practices has been followed by the selection of the following 8 good practices about TOURISM:

- ★ Bordeaux, France – Control of tourism Accommodation
- ★ Florence, Italy – Mobile Analytics
- ★ Florence, Italy – UNESCO Regulation
- ★ Porto, Portugal – Use of Tourism Tax
- ★ Amsterdam, The Netherlands – Visit Amsterdam See Holland
- ★ Barcelona, Spain – PEUAT – Special Urban Development Plan for tourist accommodation and other accommodations for tourism use
- ★ Barcelona, Spain – Coexistence Programme between neighbours and neighbourhoods and housing
- ★ Balearic Islands, Spain – Sustainable Tourist Tax



Projeto AtlaS.WH

Documento “Firenze, Santiago de Compostela, Edinburgh, Porto, Bordeaux: mind the map”

DURABILITÉ DES SITES URBAINS DU PATRIMOINE MONDIAL
SUSTAINABILITY OF THE URBAN WORLD HERITAGE SITES

« Florence, Saint-Jacques-de-Compostelle, Édimbourg, Porto, Bordeaux : cinq sites Unesco à la carte »
« Florence, Santiago de Compostela, Edinburgh, Porto, Bordeaux : mind the map »



ATLAS
WORLD HERITAGE
HERITAGE IN THE ATLANTIC AREA



FLORENCE



SANT-JACQUES-DE-COMPOSTELLE



EDIMBOURG



PORTO



BORDEAUX



ATLAS
WORLD HERITAGE



Interreg
Atlantic Area



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Metodologia para a Estratégia de Gestão e Sustentabilidade

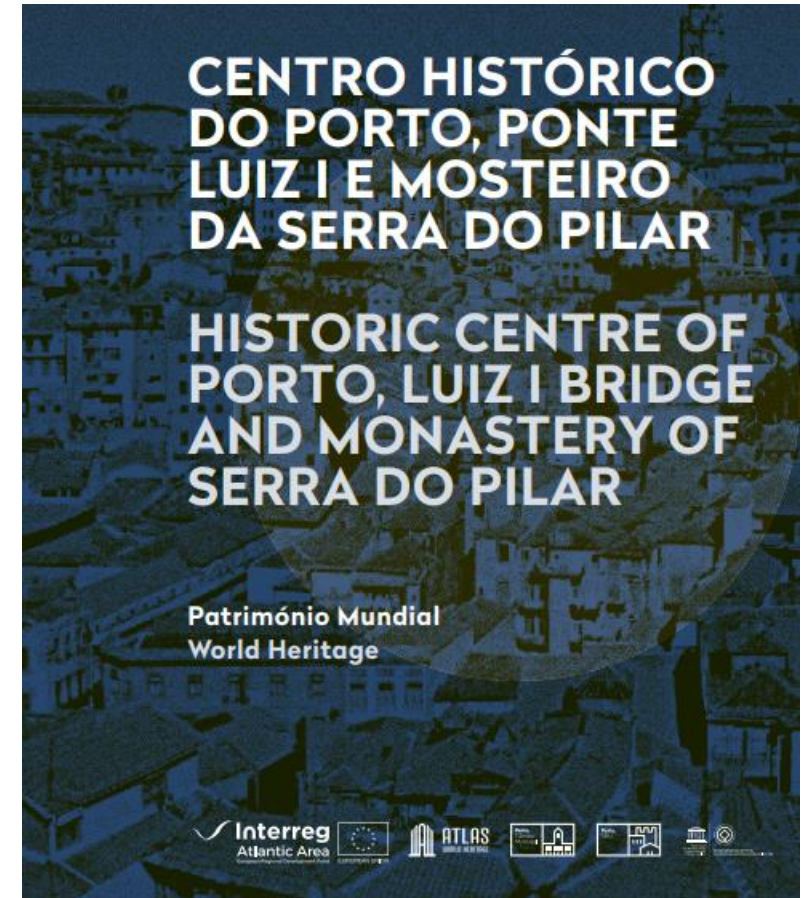
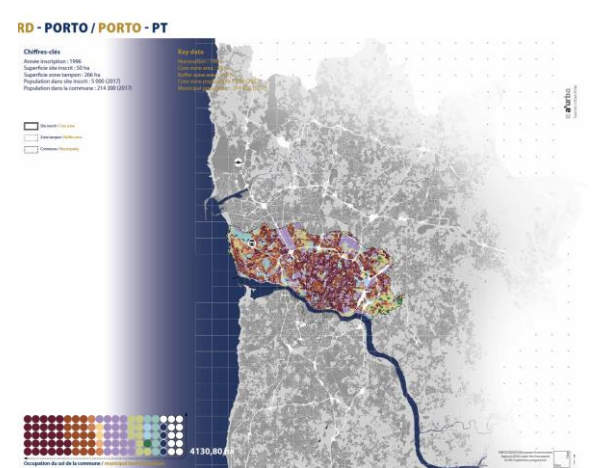
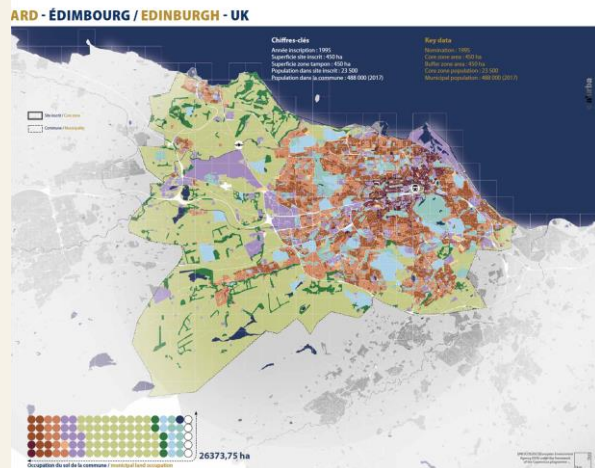
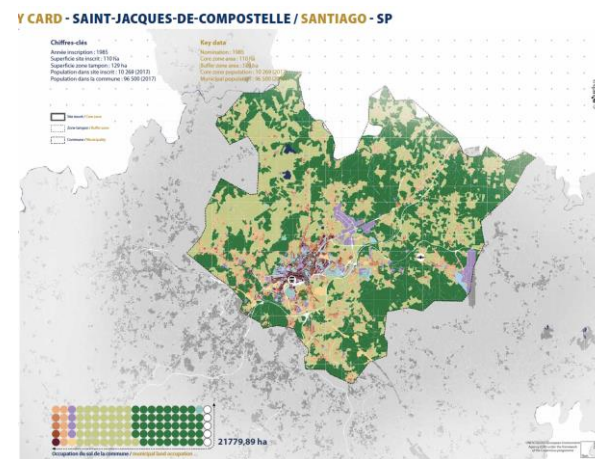
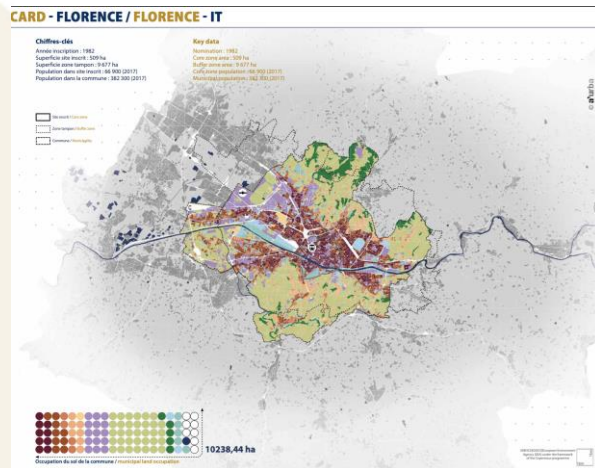


Os principais objetivos da proposta metodológica são o estabelecimento de um conjunto de princípios comuns, opções estratégicas e orientações operacionais que incluem os principais valores e desafios inerentes aos Sítios Urbanos do Património Mundial.



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Planos de Sustentabilidade para cada Sítio (Porto, Santiago de Compostela, Bordéus, Edimburgo e Florença.)



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