

Declaration of the Euro-Mediterranean Meeting of Ministers for Culture

Bologna, 22 and 23 April 1996

The Ministers for Culture of the Euro-Mediterranean Partnership (as per the Barcelona Declaration), as well as the European Commissioner for Culture, participating in the Euro-Mediterranean meeting on the cultural heritage in Bologna on 22 and 23 April 1996:

- recognized that, in accordance with the Barcelona Declaration, the traditions of culture and civilization on either side of the Mediterranean, the dialogue between these cultures and human, scientific and technological exchanges are essential ingredients for bringing about reconciliation and mutual understanding between these peoples;
- reaffirmed that dialogue and mutual respect for other cultures and religions are a prerequisite for bringing peoples closer together;
- expressed their desire to promote cultural exchanges which respect the identity of each partner and to implement lasting cooperation in the cultural field;
- took the view that their reflection, initially devoted to the cultural heritage, should be accompanied in the future by work in other cultural fields;
- emphasized that the Mediterranean cultural heritage in all its components is a resource of great value recognized throughout the world;
- stated that all joint action in the cultural domain would have the following priorities: the development of human resources, the transfer of know-how, training in culture-related skills, the establishment of joint systems of information and communication, the use of new technologies, the promotion of sustainable economic development.

With this in mind the participants:

- undertook to translate the Euro-Mediterranean cultural partnership into action;
- proposed that joint cultural actions, in particular to concern the cultural heritage, be promoted either bilaterally, through the integration of actions into indicative national programmes, or multilaterally, through the implementation of a Euro-Mediterranean work programme, or through participation in certain internal European Union programmes, as stated in these programmes, by those Mediterranean partners which have an association agreement with the European Union incorporating a cultural cooperation clause ;
- recommended that actions should be designed in compliance with the MEDA Regulation and should take into account the overall framework of the Community programmes for the Mediterranean;
- noted with approval the outcome of the preparatory work organized by the Italian Presidency to enhance and conserve the Mediterranean cultural heritage and the resulting action proposals which are summarized in the document attached;
- expressed the view that the projects for conserving and enhancing the cultural heritage should be based on the following broad guidelines, particularly:
 - Highlighting the heritage by establishing an inventory of, and promoting networking between museums, galleries and other cultural institutions and by promoting high-quality cultural tourism;
 - Exchanging experience in the areas of institutional support, legislation and the protection and movement of cultural assets, and through transfers of know-how and technical assistance, especially in the field of restoration;
 - Promoting knowledge of the heritage through the dissemination of information, the use of multimedia techniques, awareness programmes with the public and decision-makers, reviewing and making an inventory of the Mediterranean heritage, know-how, methodology and techniques;
 - Training in skills and professions related to the heritage and to cultural activities.

In conclusion, the Ministers for Culture expressed the wish that the European Commission, in close cooperation with the competent authorities of the Partners represented at the meeting, promote projects for conserving and enhancing the Mediterranean cultural heritage on the basis of the guidelines set out above. The Ministers for culture have also recommended that a mechanism be set

up for the follow-up of this Declaration, within the general framework of follow-up to the Barcelona Conference.

SUMMARY OF THE RESULTS OF THE PREPARATORY WORKSHOPS

The Barcelona Declaration adopted by 27 Ministers from the European Union and the Mediterranean Partners acknowledges for the first time the importance of culture in the development of the Euro-Mediterranean Partnership.

In preparation for the Euro-Mediterranean Conference on Maximizing the Potential of the Cultural Heritage, which will be attended by Euro-Mediterranean Culture Ministers in Bologna on 22 and 23 April 1996, the Italian Presidency, with the assistance of the University of the Mediterranean (UNIMED), organized three preparatory workshops which were held in:

- Aries, on the Identity and Conservation of the Cultural Heritage in the Euro-Mediterranean context (9 and 10 February 1996);
- Berlin, on Access to the Cultural Heritage (23 and 24 February 1996);
- Amman, on the Cultural Heritage as a Factor in Sustainable Development (22 and 23 March 1996).

This paper deals with the discussions and conclusions of the three workshops, which were attended by experts from around the Mediterranean.

It does not aim to give an exhaustive list of the problems, needs and proposals identified at the meetings. Rather it seeks to present the results of all the workshops in accordance with the guidelines set out in the draft conclusions of the Bologna Conference, including:

- Knowledge of the heritage
- Heritage policy
- Training
- Highlighting the heritage.

All the guidelines identified at the workshops provide a basis for formulating and developing policies to highlight the Euro-Mediterranean Heritage.

Identity and Conservation of the Cultural Heritage in the Euro-Mediterranean context (Aries)

The experts stressed the role of heritage protection as a vehicle to promote understanding between cultures, a custodian of the collective memory, an instrument for a policy of peace, a guarantor of diversity and a generator of employment.

They acknowledged the urgency of measures concerning training and the integration of protection into planning and regional development.

The following proposals were made:

- Knowledge of the heritage: dissemination to local authorities of information on inventories and restoration techniques; survey of European interaction with the Mediterranean partners in matters of heritage; survey of curricula and the various training schemes around the Mediterranean; publication of school and university textbooks; educational exchanges; promoting awareness amongst the mass media.
- Heritage policy: comparative studies on national heritage policies.
- Training: training of instructors in the protection of cultural assets.
- Highlighting the heritage: development programmes integrating the built heritage and the natural landscape.

Access to the Cultural Heritage (Berlin)

The experts recognized the importance of access to the cultural heritage as a factor in economic development requiring the involvement of both the public and the private sector. They emphasized its role in education and in the development and protection of skills and craft traditions.

After the discussions the following proposals were made:

- Knowledge of the heritage: television coverage of the heritage; study of the development of the use of new technologies as applied to the heritage; creation of a network of institutions using such technologies; setting up a body to encourage audiovisual productions and press

- coverage of the heritage; establishment of a technical database for those working in the media; links between the media and those professionally concerned with the heritage.
- Heritage policy: introduction of Euro-Mediterranean Heritage Days; inclusion of the heritage among school subjects.
- Training: in-service training in heritage-linked occupations, such as legal, technical and financial administration and middle management.
- Highlighting the heritage: study of traditional skills, crafts and their potential markets; organization of an event to promote creation and dissemination of traditional skills and crafts relating to the heritage.

Cultural Heritage as a Factor in Sustainable Development (Amman)

The experts discussed at length the problems raised by the use of the symbolic value and the economic use of the cultural heritage, and also the conflicts between conservation and exploitation of the heritage. They stressed the need to engender a new culture that would regard the cultural heritage as having a potential for sustainable development and see the development of the heritage as an investment for collective development.

They concluded with the following recommendations:

- Knowledge of the heritage: study of the capacity of historic sites (number of visitors consistent with the safety and preservation of the site) and the cost-benefit ratio prior to any investment.
- Heritage policy: creation of a Mediterranean cultural tourism exchange; setting up a centre for information on possible funding programmes; innovative ways of distributing cultural productions; partnership between the public sector, the private sector and NGOs; creation and use of a quality label for Mediterranean cultural tourism; coordination and implementation of tour programmes on national and transnational topics.
- Training: networking of training centres; training of senior staff in the planning and management of cultural resources for tourism; training of interpreter-guides at sites; training of specialists in risk assessment and in the analysis of site-deterioration rates.
- Highlighting the heritage: creation of pilot reception centres for visitors; use of heritage-highlighting operations to develop local micro-economic projects of benefit to local people; promotion and enhancement of historic sites by using them as locations for contemporary artistic creation in keeping with their character and structure.