EFFORTS NEWSLETTER nr. 4, APRIL 2018



A WORD FROM THE PRESIDENT

Dear members and sympathisers,

With the 2018 **European Year of Cultural Heritage 2018** up and running. EFFORTS is engaged in organizing, in its first year of activity, focusing on



adaptive re-use of fortification heritage and the meaning of fortification heritage today. I am proud to announce to you the start, in September 2018, of the yearly 'EFFORTS European Fortress Day', in 2019 joined by an 'EFFORTS Prize'. The Dutch Foundation Liniebreed Ondernemen will manage the communication of this EFFORTS event. Read more about this in this Newsletter.

We also organize with the network Atlantikwall Europe on 28 June a debate in the European Parliament in Brussels and, following in the afternoon on that day, the workshop for our members on how to establish a partnership for EU funding, at our Brussels liaison office. The programs for both events are forthcoming. Registration can be done with our EU office. Efforts will participate in a workshop during the Berlin Heritage conference in June in Berlin and will organize a workshop in October in Brussels, both on adaptive re-use.

Based on present participations in EU consultations, EFFORTS is preparing its **position paper**, emphasizing the challenges ahead in Europe. At the end or the European Year on Cultural Heritage 2018, the EFFORTS General Assembly will be presented the document proposal. In the meanwhile, feel free to use the EFFORTS presentational abstract in your network (see website).

EFFORTS board members Andrea and Karen participated in April the organization of the **Conference on Synergies between heritage, tourism and digital culture**. More on this in this newsletter. We welcomed our Croatian partners as member and are ready to organize our common interest in Europe.



End of November, the EFFORTS Annual General Meeting will be organised in Venice. It is important to stress that we will include a public event in this AGM, touching on important issues that challenge fortification sites in Europe today and tomorrow. More details will be sent in the next weeks.

Forte Marghera, Venice

Finally, this is the opportunity to ask you, if you have not done so, to pay you **membership fee for 2018**, particularly those interested parties who have been keen on the founding of a working EU cooperation that EFFORTS needs to be. I am confident that with your support, we can create this added value that will bring fortification heritage to the attention of the EU culture and innovation agenda.

Frank Petter, President EFFORTS

EFFORTS PRESENTATION

European Federation of Fortified Sites

EFFORTS is the first European network of fortified towns, forts and defensive lines.

EFFORTS defends the interests of private, local and regional authorities, develops and exchanges innovative knowledge to maintain military stronghold heritage and represent this important part of Europe's history towards the EU institutions and beyond. The foundation for Efforts was laid during the final conference of the At Fort Interreg IVC project in Helsinki (FIN 2014). At the conferences in Den Bosch (2016 NL) and Spandau (2017 Berlin – DE) and based on long year cooperation between most of the partners, EFFORTS made sure that right from the start of the European Year of Cultural Heritage 2018, the association is up and running. Working with representatives from all European countries, EFFORTS:

- establishes a permanent European network of fortified heritage sites
- sets up practical partnerships between scientific experts, policy makers, enterprises and practitioners in order to allocate means for innovative development of sites
- provides an international exchange of information and research expertise on innovative use of fortified heritage
- recognizes the tangible and intangible values and social and economic significance of fortified heritage
- supports members in the development of fortification heritage
- understands and promotes the regeneration and redevelopment of fortified sites and their surrounding urban and rural landscape
- promotes accessibility for citizens and meaningful sustainable reuse of fortified heritage
- highlights and raises the profile of fortified heritage, such as walled towns, fortresses and defensive lines.

Synergies between Heritage, Tourism and Digital Culture

Fortified sites, being precious testimony to the collective memory, represent a unique expression of Europe's cultural heritage. They demonstrate the intrinsic need to defend borders in the past, however, today they are symbols of our common European history and unite Europe instead of dividing it. Military heritage represents the strategic awareness of the European countries throughout the ages. Whether a walled town, a fortress, or a defense system, the sites often have an isolated position within spatial context. Nevertheless, fortified heritage is being discovered as a means of improving economic performance, people's lives and living environments. Both governments and citizens use innovative and creative approaches to unlock the possibilities for growth and development that fortified heritage holds across Europe.

Not only fortified heritage but heritage in global, share issues on redevelopment, re-use, maintenance and environment - specific problems.

Solutions can be complex and expensive and cover a large area of interests e.g. archaeology, spatial & urban development, tourism, economy, traffic & public transport, ecology... They often demand creative and innovative solutions.

Creativity and innovation is of all time.

3 examples of an integrated approach and EU-cooperation:

- Integration of fortified heritage, visitor and transport facilities in an urban context: Den Bosch (the Netherlands) and Antwerp (Belgium)
- Balancing between being a historic UNESCO site, tourist destination, place to work and place to live: Suomenlinna, Helsinki (Finland)
- Bringing military heritage sites to life with Augmented Reality. Cooperation the Netherlands, Finland,
 Lithuania and Estonia. (EU-project proposal)

BOARD MEETING and OPENING EFFORTS OFFICE, 12 March in BRUSSELS



EFFORTS was officially welcomed at the new office by Thierry de l'Escaille, Secretary general of and Janez Potočnik, former European Commissioner and president at the European Landowners Organization, members of secretariats of Future of Religious Heritage and Europa Nostra and the house secretariat: the photos show the inauguration of the EFFORTS sign on the outside façade and the ensuing board meeting. On the agenda of the board meeting:

- -Setting EFFORTS' priorities
- -Budget and financial and membership administration
- -Discussion Fortress Day
- -Internal organization EFFORTS
- 'The Legacy of EYCH2018' (can we do a link to the ppt on the website under 'downloads')
- -Preparation Annual General Meeting

The following points reflect the decisions made at the board meeting:

• Priorities :

- Good knowledge transfer (content)
- Create a funding network for actions

Means:

- Strong advocacy action (focus)
- Network constitution and extension
- Specific and measurable actions e.g. Fortress Day : a clear rallying action for network , public and funders
- Membership and budget policy

And also :

- Positioning: with members, in EU, at EU institutions, nationally
- Continuity (membership policy, content ATFORT info)
- Clear profile: walled towns, lines & fortresses
- Communication : website, social media, materials
- Being policy-independent
- Content: science and taking stock of information
- Internal organisation, short communication lines.
- Legal status important for participation in EU projects (underway)

EFFORTS Committees and internal structure (and contacts)

For contact coordinates of the board members: also see website EFFORTS Europe 'contacts'.

- Development and International Relations (Peter R, with Andrea T, Tuija L, Alessio B. for funding, Karen G for national delegations)
 - Identifies and develops relationships with organisations and individuals who support EFFORTS objectives
 - Decides on formal and informal events and conferences
 - Formulates funding opportunities for European or cross-border actions
 - Vision and organization of working and joint actions funding
 - Structures the distinctive national identities and needs (national delegations)
- Science (Tuija L, Karen G, Andrea B)
 - Proposes invitations for events and conferences
 - Develops the themes of action of the association
 - Recommends studies and events
 - Organizes the content input of the meetings, event and conferences, especially AGM
 - Venice Knowledge Center (Andrea)
 - Incorporation ATFORT library to EFFORTS website (Karen).
- Communications (Huib v.O, Raf D, Karen G)
 - Manages a structured communication strategy, ensures names database is kept up to date and content corresponds to EFFORTS principles and is factually verifiable.
 - Bi-monthly Newsletter
 - Website & other communication material

EFFORTS EUROPEAN FORTRESS DAY



EFFORTS has asked the Dutch foundation Liniebreed Ondernemen to assure the marketing and promotion of the first yearly to be held EFFORTS EUROPEAN FORTRESS DAY (EFD) in September 2018. It is no coincidence that this event is organized in the period EU countries plan Open Monuments Day. This way, a firm wish from EFFORTS members at its first Annual

General Meeting in November 2017 has been put on the rails. It is important to stress that EFD is a great opportunity to harness Europe-wide fortification sites' interest, to present these views to the larger public and decision makers, and to present a European platform and network that can run its candidacy for EU and national support. To this effect, in 2019 the EFFORTS PRIZE will be annexed to the EFD. EFFORTS hopes all members will join efforts to participate all in this first, maybe small-scale, but gradually increasing, pan-European event. More info on EUROPEAN FORTRESS DAY soon. The Dutch foundation Liniebreed Ondernemen has been founded with the help of European programs

Collabor8 and Manage+. Today SLO stands on its own two feet and is eager as EFFORTS member to invest, together with the EFFORTS association, in the organization of this great event that is the yearly European Fortress Day, especially in this European Year of Cultural Heritage.



WALLS&PEACE debate in the European Parliament (28 June 2018)

On 28th of June, EFFORTS, together with Atlantikwall Europe, is proud to present a debate in the European Parliament. On the agenda: the meaning of fortification heritage and the role of this heritage in EU funds. The debate is open to all. Registrations open on 1 May. This event is part of the #eych2018 calendar. Following the debate is a member workshop (see below).









WORKSHOP 'How to establish European partnerships for EU funding?' (28 June 2018)

Following the 28 June debate EFFORTS hosts a workshop on EU partnerships. Huibert Crijns, external funding officer of the city of 's Hertogenbosch announced in March that the 15th EU-funding to the Fortifications project has been granted. Huibert will share its year-long experience in an exclusive workshop. Only for EFFORTS members. We have 60 seats. Register at info@efforts-europe.eu

Venue: EFFORTS address, Trierstraat / rue de Trèves 67 in the -1 level meeting room. 28 June 2018, 13h.30 to 16h.30.

EFFORTS part of HERITAGE ALLIANCE 3.3 in promoting EU attention to heritage policy

For more info on the Heritage Alliance 3.3 ('Alliance' underneath), see former Newsletter.

- ➤ All Alliance members who participated in the online survey on the new European Agenda for Culture (deadline 5 March) should send their pdf replies to the Coordinator who will gather them and send them in 1 email to all the Alliance members
- ➤ EFFORTS joined the Civil scape, Future for Religious Heritage & European Historic Houses Association/ELO initiative to prepare a policy briefing paper on future EU budget.
- Alliance members should send their relevant news items to the Coordinator so that they can be added to the Alliance website.
- Alliance members to send information about all the heritage-related awards/prizes that they are organizing to the Coordinator. EFFORTS will, together with EFFORTS Fortress Day contemplate the organization of an EFFORTS Prize.
- ➤ ECTN to study the options for participating in the European Week of Regions and Cities on 8-11 October 2018 and to make a concrete proposal to the Alliance. EFFORTS interested to do a side-event at the Brussels headquarters on adaptive re-use.

If members are interested in one of the actions points, please contact the secretariat.

On common decision by H.A. 3.3, EFFORTS formulated **3 key policy messages** which EFFORTS would like to convey on occasion of the EYCH 2018 as a contribution to the drafting of the "Alliance Manifesto" to be signed in Berlin:

- 1. Important is to influence now the post-2020 European policy challenges. Specific attention must be given to the impact of European legislation on historical fortified sites, particularly what energy, habitat, air quality, water and waste are concerned. These opportunities will render possible an innovative re-use of historical sites.
- 2. This re-use potential of fortified sites is particularly important for opportunities concerning energy transition for SMEs, creative industries and educational projects. They are the result of innovative national, regional and local policies and need careful interventions with reference to monument and landscape policies.
- 3. European historic fortified sites are landmarks of our heritage. The preservation and maintenance objectives and procedures for fortified sites should be discussed at a European level, with reference to the peculiarities of fortifications. This can be used as a base for European restoration and re-use guidelines."

The Heritage Alliance is managed by Europa Nostra: http://europeanheritagealliance.eu/. The next meeting of the Heritage Alliance is after the summer in Brussels.



Conference on 'SHARING THE FUTURE OF CULTURAL HERITAGE - SYNERGIES BETWEEN HERITAGE', TOURISM & DIGITAL CULTURE, April 10 – 11, 2018









EFFORTS executive board members Karen Gysen and Andrea Bonifacio were invited to attend the international conference on cultural heritage issues, "Sharing the Future of Cultural Heritage – Synergies between Heritage, Tourism and Digital Culture", held in the UNESCO city Dubrovnik, Croatia from April 10-11, 2018.



The conference, co-organized by HUPG (Croatian Association of Historical Cities), its member towns (Croatian city governments), the host-city Dubrovnik and the French association Sites & Cites, was supported by EFFORTS, among other foreign non-governmental organizations. HUPG common mission is to improve the quality of life in historical centers, cities and tourist hubs for the joint benefit of local communities and visitors. We strive to provide the prerequisites needed for a quality co-existence of historical heritage and contemporary trends, despite the many challenges.

In line with the European Year of Cultural Heritage 2018, the conference provided examples of good practices and insights into specific activities and measures in response to the contemporary challenges facing local authorities and other relevant agencies.

As collateral events, the EFFORTS delegation met *Jelka Tepšić*, the Deputy Mayor of Dubrovnik, and Zrinka Raguz, head of the Department for EU-funds, discussing about the opportunities of cooperation. EFFORTS also subscribed a partnership agreement with Jakov Vetma, the President of HUPG, as a new EFFORTS member.



EFFORTS, was the first speaker at the conference. Karen Gysen explained the need of an active European network of fortified towns, forts and lines of defense in Europe, EFFORTS' birth, its goals, how it works and some examples of an integrated approach and EU-cooperation by some of its members in the field of Creativity and innovation: the integration of fortified heritage, visitor and transport facilities in Den Bosch (the Netherlands) and Antwerp (Belgium), the Suomenlinna (Helsinki, Finland) experience in balancing between being a historic UNESCO site, tourist destination, place to work and place to live and the cooperation between the Netherlands, Finland, Lithuania and Estonia in a new EU-project proposal on the potentials of Augmented Reality in bringing military heritage sites to life with. Andrea Bonifacio added some information's on the network financial sustainability perspectives. He also pointed out how EFFORTS already provide service like the cooperation project coordination and the knowledge centers.



INNOVATION AND CULTURAL HERITAGE CONFERENCE - 20 MARCH 2018

The high-level Horizon 2020 conference — organized by the European Commission Directorate General for Research and Innovation, in cooperation with Directorates General for Education and Culture and for Communications Networks, Content and Technology — showcased the dialogue between contemporary European society and the most promising innovations in the field of Cultural Heritage that European policies and funds have supported. The conference was part of the program of the European Year of Cultural Heritage All info and presentations on:

https://ec.europa.eu/info/events/innovation-and-cultural-heritage-2018-mar-20 en

MEETING PLACE BRUSSELS

Are you in Brussels anytime? Need an ad-hoc workspace for a few hours or need to make a few copies? We are happy to receive you @ the EFFORTS office in Brussels at Trierstraat 67 rue de Trèves, 1040 Brussels (around the corner from the European Parliament). You can make an appointment at raf.deroo@efforts-europe.eu (EU liaison)

Also: if you need help contacting an EU official, service or a Member of the European Parliament or you need info on finding your way around Brussels, contact the same mail address.

DUTCH FORTRESS DAYS BROUGHT MANY VISITORS TO GRAVE

7 and 8 of April was a crowded weekend for the Dutch walled town of Grave where the annual Dutch Fortress days took place. Thousands of re-enactors played the 'Siege of Grave'. The Fortress days take place every year in a different walled town in The Netherlands.



This year the Efforts member Grave hosted the event. Knights, old vessels, guilds and troubadours brought the town's history to life. For this national event the entire old town was temporarily a car-free zone. Efforts board member Huib van Olden visited Grave and congratulated mayor Lex Roolvink to the occasion.





EFFORTSNAPSHOT

In this space we will present in every newsletter a member or other person active in or for EFFORTS and their activities today. After Rafaël Deroo, EFFORTS EU-liaison in Brussels, we give the floor to Andrea Theissen:



A history and German philology major and expert in historical exhibition projects, she was assigned in 1997 with the directorate of the cultural department of Berlin-Spandau becoming responsible for the historical fortifications and more specifically the renaissance fortress of the Citadel, the Fort Hahneberg with its origins in the 19th century and the reduits of the Spandau bastion fortifications . Until 2017, Andrea established the museums at the Citadel as well as in Spandau and planned

exhibitions of supra-regional significance. For more than twenty years, she has been active in national and international fortification networks as the *Deutsche Gesellschaft für Festungsforschung* and the *IFC (International Fortress Council)* and has participated in EU projects for the preservation and re-use of fortresses. From all of these the Interreg IV C project AT FORT was particularly delighting for her— and this not only because of the outstanding results, but especially because of the close cooperation with the project partners. That is why Andrea is very happy to contribute her services to EFFORTS and the new EFFORTS European Fortress Day, in order to amplify and expand this network.

Next edition will feature Andrea Bonifacio (Fondazione Forte Maghera in Venice and EFFORTS Board member and Treasurer).

MEMBERSHIP: URGENT REQUEST

Since December all prospective members have received a call for paying the membership fee. If you have been active and have not received our request, please send a message to the secretariat. Please pay the fee as soon as possible. On request we can make you an invoice. You will get a confirmation letter after payment.

EU CALLS INFO

- HORIZON 2020 (Research call) Innovative approaches to urban and regional development through cultural tourism:
 http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/transformations-04-2019-2020.html
- CREATIVE EUROPE (Culture call) Small and Large Cooperations (here info on the old call a new call will be presented on this website by September 2018): interesting for EFFORTS' European Fortress Day: https://eacea.ec.europa.eu/creative-europe/funding/support-european-cooperation-projects-2018 en
- Creative Europe proposal from Culemborg (NL): who is interested? Subject: Projectplan
 Creative Europe: Three creative and art projects in a historical context make invisible and
 hidden history alive. Contact Sander Booms of Culemborg municipality
 (s.booms@culemborg.nl)
- Europa Nostra Serbia, Institute for Protection of Cultural Monuments Novi Sad and Faculty of Sport and Tourism Novi Sad, in partnership with Edinburgh World Heritage, Europa Nostra and Global Observatory on Historic Urban Landscapes, invite early career professionals from across Europe to apply to the Open Call for participation in the International Summer Academy "Managing Historic Urban Landscapes", which will take place from 5th-12th August 2018, in Petrovaradin, Novi Sad, Serbia. The International Summer Academy on Management of Historic Urban Landscapes will address challenges, complexities and development paths for managing historic urban landscapes in a multifaceted way, combining theoretical lectures, practical workshops and on site training. From 5-12th of August 2018, young experts will work on site in Petrovaradin with some of the leading practitioners, theoreticians and experts in the field of heritage management coming from across Europe, as well as key local stakeholders. We are looking for 25 professionals and postgraduates up to 40 years old whose work relates to cultural heritage protection, management and interpretation, cultural tourism, architecture, urban planning and urban regeneration, as well as related areas. The participation fee and accommodation are free of charge for selected participants thanks to the support by the Headley Trust and the European Capital of Culture Novi Sad 2021. The Summer Academy is part of the project Case Petrovaradin: Managing Historic Urban Landscapes, and is run within the framework of the Novi Sad 2021 European Capital of Culture and European Year of Cultural Heritage 2018. The deadline for applicants is 15th of May 2018. Contact: Dr Višnja Kisić, Secretary General, Europa Nostra Serbia w: www.europanostraserbia.org e: europa.nostra.serbia@gmail.com m: +381 63 686 647
- !! https://www.interregeurope.eu/projects/apply-for-funding/). Deadline 22 June !!



Awards on 'Cultural Heritage as an Asset for Responsible and Sustainable Tourism' application deadline 1 July

At the 8 March meeting of the European Heritage Alliance 3.3, three of its members - European Cultural Tourism Network (ECTN), European Travel Commission (ETC) and Europa Nostra - have joined forces to make a contribution to the European Year of Cultural Heritage 2018 by addressing one of the 10 European initiatives, namely 'Tourism and Heritage: Responsible and Sustainable Tourism around Cultural Heritage'.

Together, we are launching an awards scheme named 'Cultural Heritage as an Asset for Responsible and Sustainable Tourism'. The Awards will be given for achievements by cultural tourist destinations which have produced significant results related to enhancing visitor experience while respecting traditions and involving local communities. This edition of the Awards is kindly supported by NECSTOUR (Network of European Regions for Sustainable and Competitive Tourism).

We would like to draw your particular attention to the awards scheme as <u>one of the categories for application is 'Industrial and Military'.</u> Therefore, we would like to ask whether who might be interested in applying for it. Contact the EFFORTS secretariat.

If you would like to help in **promoting the Awards on your social media channels**, please use the following hashtags #EuropeForCulture #EYCH2018 #EuropeForTourism and #CulturalDestinations2018, as well as tag @ETC Corporate @europanostra and @ectn_eu

HERITAGE EVENTS TO COME

 18-24 June Sharing Heritage, Sharing Values Conference in Berlin, co-organized with Europa Nostra. EFFORTS will participate in a workshop on Adaptive Re-use of heritage sites.
 Registration from 1 May 2018 on: www.european-cultural-heritage-summit.eu

• 23 and 24 June The Jump and Zuiderwaterlinie Festival

To celebrate the European Year of Cultural Heritage, the Zuiderwaterlinie Events Foundation organizes a major 'peace jump' in June on behalf of its partners. The Zuiderwaterlinie is a 165 kilometers ancient military defense line, running straight through the Dutch province of North-Brabant. It connects eleven historical fortified towns and their beautiful surroundings. The parachute jump takes place on Saturday, June 23. Dozens of parachutists - including a large number of military personnel - will be dropped over the five fortified positions of the Zuiderwaterlinie in Bergen op Zoom, Breda, Den Bosch, Heusden and Grave. Once the parachutists have landed, they receive a warm welcome in the Zuiderwaterlinie cultural festival. Local cultural associations will participate in the two-day festival (23 and 24 June) to bring the Zuiderwaterlinie back alive through storytelling, theatre, dance and other artistic expressions. As a partner of EFFORTS we welcome you to join these special festivities!



- 26 June: Europa Nostra / European Heritage Alliance 3.3 High-live Conference in the European Parliament.
- EFFORTS / Atlantikwall 28 June, Europe debate in the European Parliament. On the agenda: the meaning of fortification heritage and the role of this heritage in EU funds. The debate is open to all. Registrations open on 1 May. This event is part of the #eych2018 calendar. Following the debate is a member workshop (see below).
- EFFORTS 28 June 2018: WORKSHOP 'How to establish European partnerships for EU funding?' Only for EFFORTS members. We have 40 seats. Register at raf.deroo@efforts-europe.eu
- European Week of Regions and Cities 2018 on 8-11 October 2018 (see Committee of the Regions -CoR -website) takes place under the headline 'For a strong EU Cohesion Policy beyond 2020'. A specific focus is on these 3 thematic clusters: Territorial development (regional, urban, rural), Future of cohesion policy, EU budget and Education, culture and youth. It also coincides with the 30th anniversary of cohesion policy. During the European Week, the European Committee of the Regions will adopt an opinion on the Future of Europe and the CoR President will give his address on the State of the Union. Registration opens on 9 July 2018. Efforts plans a side-event on adaptive re-use in that week.
- Week of 8-11 October: Board-meeting in Brussels on finalization of EFFORTS AGM.
- November: EFFORTS Annual General Meeting. Details are forthcoming.
- Other European heritage events, please visit: http://europeanheritagealliance.eu/events/

Members can send the secretariat info on calls and events that are of interest to all EFFORTS members, to be published here in the newsletter or, on request, by urgent mail by the secretariat to all or a group of members. Members of EFFORTS participating in events are kindly invited to share information they gather to the secretariat for further dissemination in the newsletters.

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EFFORTS NEWSLETTER nr. 5: JUNE 2018

For more information and all other newsletters, see the EFFORTS website: www.efforts-europe.eu
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Efforts is member of the European Heritage Alliance 3.3