#### EFFORTS NEWSLETTER nr. 12 JANUARY 2020





#### A WORD FROM THE PRESIDENT



Dear members and sympathisers,

EFFORTS new activity year announces itself. 2019 was a fruitful one, presenting two workshops, one congress and four co-organised conferences to our members and the European heritage community.

Let me thank first of all the City of Antwerp, its Mayor and its Heritage Department and the EFFORTS Brussels Secretariat for an excellent organization of our third EFFORTS annual congress, in November. You can find all presentations, information and photos on the website. Mayors and aldermen and women from our 40 members participated in this two-day discussion on Water and Fortifications and EU cooperation.

In total, 100 congress participants (250 % more than 2017) enjoyed six workshops on EU cooperation in culture, environment and socio-economic aspects of fortification heritage, and networking and 3 site visits in Antwerp. We were happy to receive the support of the European institutions for our congress. The results of the congress, I am happy to announce, and building on the EFFORTS 2018 Declaration of Venice, will be presented as the Statement of Antwerp, underlining the importance of EU cooperation and policy in fortification heritage. In January we will present the Statement to the newly elected European Commissioner, Mariya Gabriel. We will communicate soon more on this.

The Province of Antwerp and the Fortengordels volunteers won this year's EFFORT AWARD. This because of their ever growing participation in the European Fortress Day, in their aspirations for development and in their volunteer work in the local communities.

Next year, the EFFORTS annual general meeting and congress will be on 18-20 November in SIBENIK, Croatia. This thanks to our partner, the FORTRESS OF CULTURE OF SIBENIK. Also, EFFORTS will organize in 2020 its European Fortress Day in the weekend of 25-26 April.

I am also happy to present to you a renewed EFFORTS board. We stay on course with the elected board members and welcome in our midst professionals that will bring new expertise into the organization ! Together will our members, we continue to strive to the enlargement and the deepening of the EFFORTS membership, reaching out to all European countries and to help create in each country national fortification organizations that can spearhead our common heritage into the 21<sup>st</sup> century.

Finally, starting a new and even more active year of our new organization, I wish you and yours a very Happy and Successful New Year 2020 !

Frank Petter Mayor of Bergen-op-Zoom, Netherlands President of EFFORTS



# and your NEW YEAR'S RESOLUTION $\Box$ an EFFORTS MEMBERSHIP in 2020 !

-If you are a 2019 EFFORTS member, you will receive an invoice via email, with a fee proposal.

-If you want to become EFFORTS member in 2020, apply via the website : <u>http://www.efforts-</u> <u>europe.eu/membership/</u> and pay your fee,

or contact the EFFORTS secretariat (see below).



#### EFFORTS ANNUAL CONFERENCE IN ANTWERP



EFFORTS ANNUAL CONFERENCE 2019 "FORTIFIED HERITAGE and WATER - the EUROPEAN DIMENSION" Thuraday 28 - Friday 29 November 2019 Venue : Felix Archive, Oudeleeuwennui 29, Antwerp, Belgium





Please find all on the Antwerp congress, programme and speakers, presentations and the decisions of the Annual General Meeting online on <u>www.efforts-europe.eu</u>. Underneath we communicate the decisions on the next EFFORTS congresses, on reinforcing the EFFORTS membership policy, and the results of the AGM election of the new board and its competences. We also include a few photo impressions.

- NEXT EFFORTS ANNUAL GENERAL MEETINGS AND CONGRESSES, with congress subjects



2020: SIBENIK (HR) : External funding of fortification heritage (18/11 AGM, 19+20/11 Congress)



2021 : CORK COUNTY (IE) : Fortifications, energy and climate measures



2022 : KAUNAS with KAUNAS EUROPEAN CAPITAL OF CULTURE 2022 (LT) : fortifications and communities



2023 : OOST GELRE (Groenlo, NL) : Fortification heritage, tourism and cultural routes



2024 GRAVE (NL) : (to be decided)

#### - REINFORCING MEMBERSHIP POLICY

-The EFFORTS board on 27 November decided the following on membership policy in order to increase the membership to all European countries : o grow EFFORTS membership and thus diversify membership; o couple this with an adapted partnership structure;

- o membership work should be done nationally or regionally and by and in structured national umbrella organisations;
- o each board member is responsible for his national network;
- o European Fortress Day and the annual Congress play a central role in membership policy.

#### - THE NEW EFFORTS BOARD

(with new members on coloured background)

Board Members o Frank Petter (NL, Bergen op Zoom Mayor): president, EFFORTS secretariat organisation, operations (MS : NL)

- Huib van Olden (NL, for 's Hertogenbosch): communication (i.e. website), EFD and Efforts AWARD, Governance and Nominations committee, EFFORTS EU Liaison coordination (MS : NL with Frank Petter)
- o Stefano Mondini (IT, for Fondazione Forte Marghera, Venice) : treasurer (MS : IT, in coordination with Daniele Sferra)
- o Peter Ros (NL) : vice-president (MS : in coordination with Dirk Röder, and national contacts)
- o Tuija Lind (IT, for Suomenlinna): head of the science committee (+ scientists, EFFORT study, link ICOMOS) (MS : FIN, FR)
- Valdas Rakutis (LT, for Kaunas Fortresses): congress 2022 (MS : regional cooperation Baltic States) o Daniele Sferra (IT, for ISAM): international relations, science (MS :
- IT, MA, westMediterranean)
- o Luc Olyslager (BE, for Simon Stevin Stichting VVC) : EFFORTS strategic development

(MS : BE)

- o Darragh O'Suilleabhain (IE, for Fort Meagher, Cork County): congress 2021, EU funding development (MS : IE)
- o Dirk Röder (DE, for Eccofort): general EFFORTS membership coordination and international positioning (MS : Forte Cultura, Central Europe)
- Durda Vrjevic Saric (HR, for Fortress of Culture Sibenik) : congress 2020, EU funding, European Funding Professionals Network (EFPN- workshops) (MS : South-Balkan)

Associate board members :

- Annette Bronsvoort (NL, Oost Gelre Mayor) : congress 2023 (MS : 'Spanish Route': east of FR, west of DE, ES, IT, parts of BE and NL + link to partners in International 'Battle for Grolle' Conference)
- o Lex Roolvink (NL, Grave Mayor): Congress 2024 (MS : NL with Frank Petter)
- o Juke van Niekerk (NL, for Stiching Liniebreed Ondernemen) : European Fortress Day
- o Karen Gysen (BE, Simon Stevin Stichting) : communication support

+ Eva Roels (BE, Oudenaarde) : board meeting Oudenaarde 2020, link ICOMOS/ICOFORT + Mathieu de Meyer (BE, Atlantikwall Europe, Raversyde Museum) is asked to ensure, with the secretariat, the informal organisation of future partners in defence lines for collaboration in knowledge, best practises exchange, for urban planners, nature development, art on site, ethical discussions, focus on military defence structures, bunkers, ...

-We say goodbye to associate board member Erika Farkas (HU).

#### PHOTO IMPRESSIONS



The EFFORTS board convened on 27 November at the Antwerp Provincial Government seat, and EFFORTS EU Liaison participated in the start meeting of the Recapture the Fortress Interreg project, where it participates in, as part of the stakeholders for 'Regionale Landschappen', the Belgian member. Check for this the presentation on RFC at the congress (see the website).

Photos with, among many other EFFORTS member representatives, Antwerp Mayor Bart De Wever provincial deputy Luk Lemmens and the Antwerp Province fortresses representatives, winning the 2020 EFFORTS AWARD. Also Koen Palinckx, District Mayor of Ekeren (Antwerp) and president of the Belgian War Heritage Institute, and Margit Bal, director of the Flemish Heritage Institute HERITA were at the EFFORTS Congress in Antwerp. More photos are published on the EFFORTS website.



Antwerp congress photo impressions













#### 2020 EFFORTS EUROPEAN FORTRESS DAY : September APRIL !

The 3<sup>nd</sup> EUROPEAN FORTRESS DAY will be organised in the weekend of 25-26 April 2020. More information will be available soon on <u>www.europeanfortressday.eu</u> and the EFFORTS website. Contact the EFFORTS secretariat if you want to participate !



https://www.liniebreed.nl/nieuws/european-fortress-day www.europeanfortressday.eu www.efforts-europe.eu w

www.forten.nl

#### THE NEW EFFORTS AWARD CUP

The EFFORTS AWARD is being presented to the best / most innovative participant of European Fortress Day. This was the Antwerp Fortress Belts system ('Fortengordels'), who with a lot of volunteers succeeded in more then doubling its participation. EFFORTS also supports its Fortenevent (part of European Fortress Day) and its fortengordels.be website management.



Fort 5, Edegem (Antwerp Fortress Belt system), also seat of EFFORTS member Simon Stevin Stichting VVC and a known co-working space (BLWRK).

For the first time, a new design for the Award was presented :

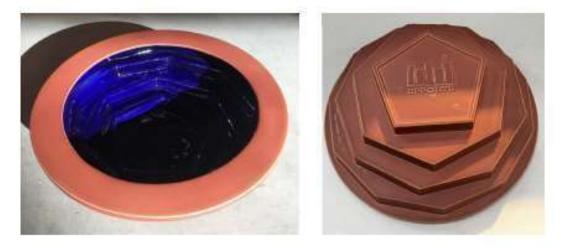
#### EFFORTS AWARD 2019

Polygons are characteristic for defence structures, such as strongholds. The design of the EFFORTS award is inspired upon these mathematical shapes. The polygons pentagon, heptagon, hexagon are randomly stacked, culminating in a circle that symbolizes unity. Not only the shapes refer to defence architecture;



the terra coloured glaze on the outside of the scale calls to mind the masonry and bricks, that were used to build these strongholds with.

The inside of the scale has a deep blue glaze, referring to the European flag. Just like many defensive structures, the EFFORTS scale is not only a piece of art to enjoy, it is also a utensil: in this case not to keep hungry enemies at bay, but to keep your fruits from roving through your kitchen or to serve a salad to friends and foes alike.



The EFFORTS award is a Dutch design, made at the city 's-Hertogenbosch by Cor Unum Ceramics. Cor Unum has its roots in social employment, in which responsible entrepreneurship, combined with traditional craftsmanship, secured a traditional craft. But it also looks at the potential and talents, on inclusiveness for all, from the trainee who is deaf to the promising student: they have potential as designers, moulders and painters. The finished product that they jointly present is unique, with Cor Unum serving as an example for the entrepreneurship of tomorrow: a world in which commercial entrepreneurship is combined with idealistic objectives. Sustainable business in optima forma

The EFFORTS award is designed by Eelco Veenman, a well-known conceptual silversmith from The Netherlands. Besides designing silverware Eelco Veenman occasionally designs art in ceramics and larger designs for the public space.

www.eelcoveenman.nl | www.cor-unum.com



#### EFFORTSnapshot : Dirk RÖDER



is profiled in marketing, management, consulting, financing, funding projects and cultural route development. He grew up in East Berlin, and, trained as a banker from 1992, he started in 2002 to work in the Röder company for revitalization, conversion (transformation of former military used resources in civil used areas). With Dr. Hans-Rudolf Neumann, the Röders started the 2003 EU funded Baltic Fort Route project. In 2011 they founded the European Cooperation Centre of Fortified Heritage (ECCOFORT) and started the Interreg CENTRAL EUROPE project Forte Cultura, from which comes out the European Fortress Tourism and Fortress Marketing Network e.V. with members from currently 8 European countries and the European Cultural Route of Fortified Monuments – FORTE CULTURA®. ECCOFORT is also a founding member of EFFORTS in 2017. For Dirk, managing director of FORTE CULTURA® as well as board member and head of network office of the European Fortress Tourism and Fortress Marketing Network e.V. in Berlin, and newly elected EFFORTS board member, the next logical step is to organise more fortification cooperation and bring parallel fortress networks closer for common benefits. The fortified heritage of Europe has to be strong for the big challenges of preservation, profitable utilisation and the change to modern experience places.

In the month of October, EFFORTS organised, co-organised or participated in the following conferences:

#### • EFFORTS KAUNAS CONFERENCE (4-5 October)

On this conference, presenting fortified heritage in Lithuania and Latvia to EFFORTS and preparing the 2022 EFFORTS/Kaunas Fortresses bid for support for a joint 2022-European Capital of Culture project, EFFORTS witnessed the set-up of an (informal for the time being) Lithuanian organisation of fortified sites, led by Kaunas Fortresses. EFFORTS was presented to the Kaunas city deputy Mayor and to the Kaunas European Capital of Culture 2022 coordination.



# KAUNO TVIRTOVĖS

### parkas







## • EFFORTS EFPN WORKSHOP ON FORTIFICATIONS, TARGET GROUPS AND STORYTELLING (10 October)

EFFORTS organised as an official side-event of the EU Week of Regions and Cities its second 2019 EFFORTS European Funding Professionals Network Workshop on Fortification heritage and storytelling, with the support of the city of Oost Gelre, the Saxion School, HOWEST, the Simon Stevin Stichting, Atlantikwall Museum Raversyde and Alden Biesen and its EU project on storytelling. All presentations are on the website.



Present were : Huibert Crijns, programme management fortifications, 's Hertogenbosch Wim Debaene, Regionale Landschappen Mathieu de Meyer, Atlantikwall Museum, Provincie West-Vlaanderen Rafaël Deroo, EFFORTS Therese Dona, Saxion Hogeschool Julian Huls, Fonds européens, Province de Liège Fien Leerman, Atlantikwall Museum, Provincie West-Vlaanderen Maria Messner, Europaregion, programme manager Atlo Adige Trentino Dennis van Nieuwenhuijzen, Simon Stevin Stichting VVC Luc Olyslager, Simon Stevin Stichting VVC Toplina Puttemans, Regionaal Landschap De Voorkempen Guy Tilkin, Landcommanderij Alden Biesen Tom Vandevelde, Herita Fauve Van Overschelde, HOWEST Bernou Wagenaar, Internationale Relaties, Marketing en Toerisme Oost Gelre

The workshop presentations and discussions (on www.efforts-europe.eu) learned that 'storytelling' is double-faceted :

- 1. Storytelling as the art of interpreting a history with a public on a particular site and in a particular time. European projects exit that support this, Delphi, Spirit, Chess, Athena... Also research done on European basis : Scan4Stories.

- 2. Storytelling as a part of institutionally defining and communicating a branding policy (for a city for instance), defining also the identity of a venue, and of its people, its core values. Destination branding, inspiration of target audiences. Regional development through storytelling ?

1 can help 2. For instance, when you develop a site brand, and you envisage an app : use a storyteller to feed in.

- Storytelling is about interaction, heritage and interpretation, triggering the imagination This triggering is also on identity-discussion; visitors are creating the / their story (as in the Voorkempen Adopt-a-Bunker project).
- Each person's or group' s heritage is their story. It is about appropriation of heritage through stories, each one's story. Storytelling and (fortified) heritage: it gives the site to the people. For instance : Fort Napoleon (Oostende) : it is an environmental story, a history story, an economic story, a migration story, a cultural story. On this site : project 'Let the walls speak'. Often there is a gap between the story and the info needed to support it.
- Extended reality : AV, MR, VR, ... and AE (Augmented Experience : liberating from the static information flow of heritage). Examples : Waterloo Battle Museum, Fort Vechten (off-sites experiences)
- Does one relate only to one or to more target groups, audience ?
- If we target large : do we seek the common denominator or develop different stories for each target group?
- One should embrace the disruption of ITC in the heritage sector, but should reflect on whether technology is used as a gimmick or is part of the targeting of different groups. Systems like 'Leefstijl' are being developed to frame, structure the search for target groups.
- Not all cultural players are the target, they sometimes use the common denominator (apps)



#### • EUROPEAN WEEK OF REGIONS AND CITIES (7 – 10 October)

In the European Week of Cities and Regions on 7-10 October, Huibert Crijns ('s Hertogenbosch, NL) participated for EFFORTS in four fortification policy relevant presentations.

- Zintis Hermansons, Understanding the economic impact of cultural heritage in European regions:

<u>https://ec.europa.eu/regional\_policy/rest/cms/upload/18102019\_123821\_espon\_heritage.pdf</u> - Christine Vanhoutte, Measuring the economic impact of cultural heritage:

- <u>https://ec.europa.eu/regional\_policy/rest/cms/upload/18102019\_124639\_flanders\_heritage.pdf</u> -Ermenia Sciacchitano, European framework for cultural heritage and latest on research:
- https://ec.europa.eu/regional\_policy/rest/cms/upload/18102019\_124436\_dg\_eac\_cultural\_heri tage.pdf
- Christin Krohn, Heritage and socioeconomic analyses as tools for development: <u>https://ec.europa.eu/regional\_policy/rest/cms/upload/18102019\_125143\_norway\_heritage.pdf</u>

EFFORTS members and sympathisers would also be interested in the Cultural and creative Cities Monitor, 2019, launched at the European Week : <u>https://ec.europa.eu/jrc/en/publication/eurscientific-and-technical-research-reports/cultural-and-creative-cities-monitor-2019-edition</u> with an overview per country.

• GROLLE INTERNATIONAL CONFERENCE (18-19 October)

At the international conference (18 to 20 October in Groenlo / Grolle), Oost Gelre (NL), EFFORTS presented itself to Finnish, Scottish, Czech, German and Dutch partners (among which was the Mayor of Oost Gelre and the Mayor of Brielle). Also the 'Spanish Route cooperation agreement' was signed between Oost Gelre, EFFORTS and the international partners present. This agreement will start off the set-up of cooperation with EFFORTS in the field of a fortification and history tourism European project along the routes of the Spanish armies in the 17<sup>th</sup> century.



#### • EUROPA NOSTRA PARIS CONFERENCE



Rafaël Deroo represented EFFORTS at the Europa Nostra Cultural Heritage Summit and its European Policy Debate on 30 October. In the photo he is seen with Janos Adàm Karàcsony, Hungarian member of the EU Committee of the Regions, and one of the speakers in 2018 at the Venice Efforts Congress.



The Paris debate presentations can be consulted on : <u>https://www.europanostra.org/european-policy-debate-in-paris-addresses-key-and-pressing-issuesrelated-to-cultural-heritage/</u>

The Paris Manifesto is consultable on :

https://www.europanostra.org/europa-nostra-with-key-heritage-stakeholders-release-parismanifesto-relancons-leurope-par-la-culture-et-le-patrimoine-culturel/

Together with the other European Heritage organisation, EFFORTS signed the Open Letter on 'Culture is our Future'



Read the Open Letter on : <u>http://composeralliance.org/wp-content/uploads/2019/11/Open-Letter-to-</u> <u>EU-Leaders-on-CreativeEurope-Culture-is-our-Future.pdf</u>

Athe Paris Conference, Europa Nostra also announced a new Newsletter on European Heritage: the Heritage Tribune. The newsletter collects and shares the latest news and best practices on cultural heritage from all European countries and organisations. By doing so, the newsletter informs and inspires cultural heritage professionals. The newsletter is free and independent, and a legacy of the European Year of Cultural Heritage 2018. Register here :

https://heritagetribune.eu/newsletter/

#### GRAVE (NL) CITY ARCHIVE ONLINE (Dutch)

The Dutch City of Grave recently put its archives online. You can consult them (in Dutch) via the link underneath.



Archief stad Grave nu online (225.000 scans)

https://www.bhic.nl/nieuws/het-archief-van-de-stad-grave-nu-online-ruim-225-000scans?utm\_medium=email&utm\_campaign=Nieuwsbrief+BHIC+-+oktober+2019&utm\_source=YMLP MEETING PLACE BRUSSELS

Are you planning coming to Brussels ? 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 <u>rafael.deroo@efforts-europe.eu</u> (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.

#### EFFORTS AGENDA

- The <u>next EFFORTS European Funding Professionals Network meeting</u>, only for the member's European officials, will be organised in Sibenik, most likely in March 2020. On the agenda : fleshing out the concrete EU EFFORTS project(s) and south-Balkan membership action (with participation in a separate meeting of the FORTITUDE project, with Sibenik partner and southBalkan sites).
- The <u>next board meeting</u> (for regular and associate board members) will be organised in and with the new 2020 EFFORTS member, the city of Oudenaarde (Belgium) on Wednesday 22 April 2020 (evening programme on 21 April).
- <u>European Fortress</u> Day: 25–26 April 2020. DO YOU PARTICIPATE ? <u>www.europeanfortressday.eu</u>
- <u>Second 2020 EFPN workshop</u> : in European Week of Regions and Cities, 12 to 15 October 2020. Date and subject to be decided.
- The <u>EFFORTS AGM and congress</u> will be organised in <u>Sibenik</u> on 19 and 20 November 2020 (with board meeting and AGM on 18 November and informal dinner on the evening of 17 November).
- Interreg Cities Forum 2020 'Together we shape a sustainable urban future', Porto, on 22
  January <a href="https://www.interregeurope.eu/news-and-events/event/3036/cities-forum-2020/?utm\_source=Interreg+Europe+newsletter&utm\_campaign=c5c141d685newsletter\_nove\_mber&utm\_medium=email&utm\_term=0\_af7b6b7130-c5c141d685239602501</a>
- EFFORTS is member of the European Heritage Alliance 3.3 check out the calendar : <u>http://europeanheritagealliance.eu/events/</u>
- EFFORTS is a partner of the International Fortress Council (IFC) : <u>http://www.internationalfortresscouncil.org/calendar.html</u>. See above on the joint meeting in January. Check there on the upcoming Wellington Line conference in Belgium.
- EFFORTS partners with the Interreg Central Europe project Forte Cultura : <u>https://www.fortecultura.eu/de/</u>
- The UN International Council on Monuments and Sites
   (ICOMOS): <u>https://www.icomos.org/en/about-icomos/committees/regional-activities-</u>
   <u>europe/39374upcoming-events-save-the-date</u>

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. This information may become the object of a separate Newsflash. Members of EFFORTS participating in events are kindly invited to share information and send the photos they gather to the secretariat for further dissemination in the EFFORTS Newsletters.

NEXT EFFORTS NEWSLETTER nr. 13: MARCH 2020. Send in your information by 19 FEBRUARY. For more information and all other newsletters, see the EFFORTS website : <u>www.efforts-europe.eu</u>

Follow, like, contribute and share #EFFORTSEUROPE on facebook, Instagram and twitter.

#### PRIVACY POLICY

EFFORTS collects, use sand stores the personal data transmitted to us in accordance with legislation, and, in particular, Reg. 2016/679 of 27 April 2016 on the protection of individuals with regard to the processing of personal data and the free movement of such data (GDPR). If you have questions about or objections to the use of your data, please contact us by e-mail at:

 $EFFORTS \ contact \ secretariat \ at \ Trierstraat \ / \ rue \ de \ Trèves \ 67 \ in \ 1000 \ Brussels \ : \ info@efforts-europe.com \ / \ rafael.deroo@efforts-europe.eu \ - \ T \ : \ + 32.(0)477.623.792$ 

