

## EFFORTS NEWSLETTER nr. 15 AUGUST 2020



### A WORD FROM THE PRESIDENT



Dear EFFORTS Members,  
Dear members of the EFFORTS community,

In these summer months we see that the current health crisis is has a profound impact on the cultural sector. We see that the European Union and the Member States are trying to offset its consequences. EFFORTS only hopes that support will not decrease for the cultural sector. We should be very aware that the reconstruction of the European economy is to be based on its cultural diversity and her core values.

It is now a time for reflection, to see what the **added value is of the fortified heritage sector in Europe.**

Looking also at our upcoming annual congress, we have enlarged the scope of the discussion from 'external funding opportunities' to the socio-economic impact of fortified heritage. Through this work, crowned by a future study report, we seek to show what the social and economic downfall is for the entire sector. We believe that it is through this that we can demonstrate the importance of the sector to our present and future budgetary partners.

In the meanwhile, the EFFORTS Board has convened in June. This happened through a video-conference call. I am very happy that the EFFORTS Action plan 2020-2021, accepted in January, has now been officially accepted. The most important elements of the EFFORTS Action Plan are :

- the work on a **Fortification Heritage (socio-economic) Impact Study (FHIS)**. We will do this work together with the European Heritage Alliance.
- the set-up of a **Smart Membership Structure (SMS)**, involving all stakeholders across the European fortified heritage spectrum and ensuring EFFORTS of active partners, ensuring an

optimal defense of fortified sites in the Member States and on a European level. I am proud to say that we can, since this month, the **FORTE CULTURA** members among EFFORTS community.

I also thank my board colleagues who have been active on the weekly online '**Place d'Armes**' meetings, working hard to organize our events :

-The **European Fortress Day 2020**, this year still a September event, will be adapted to the present situation. **All EFFORTS members are invited to send to the secretariat their photos and film of the actions done over the summer months and Open Monuments Days In September.** EFFORTS will put everything together, showing that fortress sites are working hard to overcome this crisis.

-We are proud that the EFFORTS congress will be organised on **19 November**. This will be done in a partnership with **OUDENAARDE, Belgium**, and **SIBENIK, Croatia**. The congress preparations include the set-up of the **EFFORTS socio-economic impact SURVEY**. Please fill in this survey, through which we can chart a first overview of the impact of our sector, leading up to the congress.

- EFFORTS will also organise as an event of the EU Week of Regions and Cities in Brussels, with EFFORTS members, its **annual fall workshop on the subject of digital heritage, presenting the European project 'Time Machine'**.

I wish you all an inspiring summer !

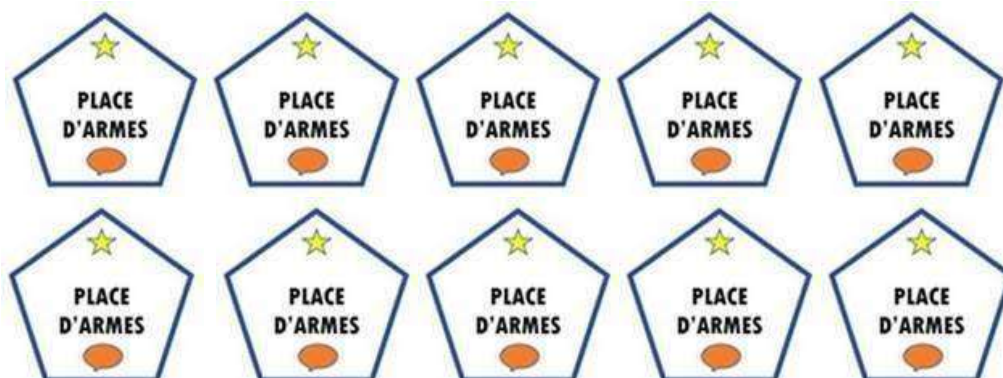
Good luck and good health to you and yours,

*Frank Petter*

*Mayor of Bergen-op-Zoom, Netherlands*

*President of EFFORTS*

10 Weekly PLACE D'ARMES meetings have been organised Board members in April-July



→ and your **EFFORTS MEMBERSHIP!**

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

or contact the EFFORTS secretariat (see below).

#### **2020 EFFORTS EUROPEAN FORTRESS DAY : SEPTEMBER 2020 !**

Due to the COVID19 measures in force in Europe, the 3<sup>rd</sup> EUROPEAN FORTRESS DAY will be again organised in SEPTEMBER 2020 (the Open Monument Days month) and, exceptionally this year, along the lines of a special concept. All sites and organisations are invited to show, to present their summer actions coping with the Covid-19 crisis, that affects their programming and employment to its core.

→ Please register for the EFFORTS EFD community on : <https://www.efforts-europe.eu/european-fortress-day/participation-form-european-fortress-day/> and send your info and photos of your summer / September events to [info@efforts-europe.eu](mailto:info@efforts-europe.eu).

By 30 September, after the European Monument Days, EFFORTS will show all these examples of summer and OMD 'European Fortress Day' events and select the most innovative action for the **2020 EFFORTS AWARD**.



### IN COVID19 TIMES:

**SHOW** how your fortress site organised its '**SUMMER of 2020**' and send your photos or videos by 30/09/20 to [info@efforts-europe.eu](mailto:info@efforts-europe.eu) and win the **2020 EFFORTS AWARD** for most innovative participation!

All European fortification sites are invited to participate.  
**#StrongEfforts** **WWW.EFFORTS-EUROPE.EU**



[www.efforts-europe.eu](http://www.efforts-europe.eu) [www.forten.nl](http://www.forten.nl) <https://www.forte-cultura.eu/en/fortress-summer>

Get inspired by the ICOMOS guide on actions to organize virtual monument days :  
<https://www.icomos.org/en/focus/18-april-international-day-for-monuments-and-sites>

## FORTITUDE Interreg and EFFORTS

EFFORTS Member Fortress of Culture Šibenik (Croatia), partnering with EFFORTS member Herceg Novi (Montenegro), the City of Banja Luka (Bosnia-Herzegovina), the City of Karlovac (Croatia) and the Municipality of Bar (Montenegro) presents the EU project **FORTITUDE (Historical Fortresses Intensifying cross-border Tourism Development - Interreg IPA Cross border cooperation)** This 1.618.438,72 EUR project runs from March 1st 2020 to February 28th 2022. It's aim is tourism offer development and the improvement of the attraction of fortified sites by creating and promoting a new tourism offer and products through:

- organization of 1 joint event (The Night of Fortresses) which will be held annually on all partner locations
- design of visitor centers
- development of tourist routes that promote cultural heritage
- **in cooperation with EFFORTS**, organization of workshops that pass on the knowledge and experience in cultural management and discuss best practices in the programme area
- education for visitor centers workers (foreign language courses, tourist guide courses).



## CULTURAL HERITAGE IN ACTION



EFFORTS is proud to present the selection of Fortress of Culture Šibenik (HR) and the City of 's Hertogenbosch (NL) as **Cultural Heritage in Action laureats**. As one of the 30 selected cities, both EFFORTS members now have the opportunity to be one of the 12 cities to host an online or in-person peer-learning visit, as a vehicle to bolster their international reputation, create lasting ties with other cities, and get fresh ideas and feedback. The new online option will have the added benefit of giving your city some permanent promotional tools, such as videos, as well as support and capacity-building from our online events team.





## ILUCIDARE award for EFFORTS Member 's Hertogenbosch bulwark

On 28 May, the European Commission and the ILUCIDARE Consortium, including Europa Nostra announced the shortlisted projects for the **first ILUCIDARE Special Prizes**, selected within the European Heritage Awards / Europa Nostra Awards 2020. The European projects that are selected are outstanding examples of heritage-led innovation and international relations. One of the shortlisted projects is the **St. Johns Bulwark (Sint-Jansbolwerk) in 's Hertogenbosch**.

Do you want to apply for the 2021 Ilucidare prize : go to the Ilucidare website



<https://issuu.com/europanostra/docs/2020-awards-magazine> (see pages 70-71 for the Bulwark presentation)

<https://ilucidare.eu/activities/events/apply-2021-ilucidare-special-prizes>

## EFFORTS 2020 WORKSHOP

In October, in the framework of the EU Week of Cities and Regions, together with EFFORTS member 's Hertogenbosch and the EU digital research project Time Machine, EFFORTS presents its annual European Funding Professionals Network workshop. See the flyer hereby :

**EFFORTS EUROPE**

**Workshop**

# UNLOCKING THE PAST FOR SUSTAINABLE URBAN DEVELOPMENT

*prov. date/time :*

**Wednesday 14 October**

**2020**

**9h30-11h30**

(doors / registering online : 8h30)

Trierstraat/rue de Trèves 67, Brussels

(Metrostation 'Maalbeek')

**Making big data of the past accessible : new perspectives in urban planning, land management and developing smart cities**

Full digitalisation of geographical, museum and library archives is within reach.

Open access to innumerable sources and ongoing research will boost research and education, businesses and tourism, also creating new jobs. Artificial intelligence and ICT will lead us to a new level of understanding, with revolutionary interpretative models.

'Time Machines' are a game changer: citizens will be able to access fortification heritage and other historical data and actively engage by contributing with their interpretations.

The biggest innovation is that we can better understand our shared past, offering perspectives in urban planning, land management and developing smart cities, developing the link with spatial planning challenges.

Together with the EU research project 'Time Machine Europe', supported by EFFORTS member

's-Hertogenbosch, EFFORTS presents this Brussels workshop in the frame of the European Week of Regions and Cities,



**EFFORTS is the European Federation of Fortified Sites**

Please register for the free vc / live workshop at [info@efforts-europe.eu](mailto:info@efforts-europe.eu) by sending your name, title and name of your organisation.



's-Hertogenbosch



**18<sup>th</sup> EUROPEAN WEEK of  
REGIONS and CITIES**



Time  
Machine



**SIMON STEVIN**



This EFFORTS-EFPN workshop is a side event of the 2020 European Week of Regions and Cities

## SURVEY ON ONLINE ACCESSIBILITY OF CULTURAL HERITAGE

In line with the EFFORTS workshop, the EU Heritage News announces that the European Commission is evaluating the **Recommendation of 27 October 2011 on the digitisation and online accessibility of cultural material and digital preservation** to make sure it still fits the needs of the cultural heritage sector. Moreover, the COVID-19 pandemic has made the digital transformation of cultural heritage organisations more relevant than ever. The Commission is seeking your view on the importance of digitisation in the cultural heritage sector. The [online consultation](https://ec.europa.eu/eusurvey/runner/DIGCULT2020) takes place between 22 June and 14 September. **Go to the survey :** <https://ec.europa.eu/eusurvey/runner/DIGCULT2020>

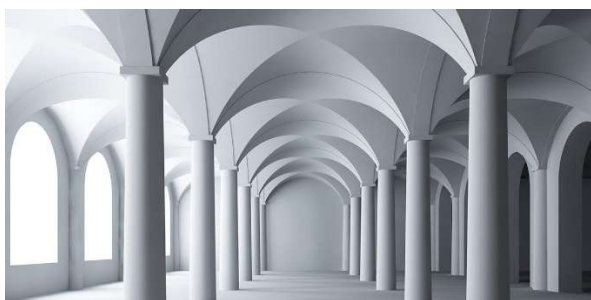


Image: University of York

## EFFORTS MEMBER COMMUNITY

After 2 years of presenting board members and important actors in EFFORTS, we are now changing this section into the presentation of our community members.

Through our work in the Balkan region and the Interreg Europe FORTITUDE project, we are happy to welcome in 2020 **Herceg Novi (Montenegro)** in the EFFORTS community !

### Herceg Novi

#### "KANLI KULA FORTRESS

*Kanli Kula (Bloody Tower) is a monumental fortress in the Old Town, located in its northernmost part, constituting its complex fortification system. The Tower was built on a limestone rock, 85 m above sea level and, with its size and position, it dominates the town.*

*The first mention of the Tower in written documents goes back to 1664, namely in a travelogue of Evliya Celebi. It was built on foundations of another fortress. Its present form is a work of Ottoman builders and it has managed to preserve architectural originality of this period. However, when other cultures gained control over the town, they left their recognizable impact on the Tower. Therefore, today we can see traces of the Venetian and Austro-Hungarian architecture in it. The irony of this tower lies in a possibility that it was built on the foundations of another structure which was humanitarian in its nature, since it has an inscription "PRO PACE" which translates into for peace and thus differs greatly from the harrowing name of "Bloody Tower".*

*After suffering severe damage, the Venetians conducted architectural interventions, particularly after 1687, when they took over the city from the Ottomans, whose rule lasted 200 years.*

*There is a well-preserved cistern within the Tower, which, in time, lost its primary function and became a prison cell. Even today, its walls show carved decorations, such as different types of galleys, fish, crosses, dates and emblems.*

*The Tower's interior was first reconstructed in 1960, when it was transformed into a summer stage, one of the most beautiful open-air stages of the entire Adriatic coast, with a capacity of over 1500 seats and an amphitheatre of rare beauty and functionality. The reconstruction was carried out in the Venetian style. The fortress was restored once again after the earthquake of 1979, when it gained its present-day appearance.*

*The fortress, which in its turbulent past witnessed intertwining of various cultures, today is a true oasis of culture and pride of citizens of Herceg Novi and a generator of numerous cultural and artistic events. These include: festivals (Montenegro Film Festival, Jazz Festival, Operosa Montenegro Opera Festival), regional concerts, theatre plays, cultural and artistic programmes and many other events. A good*



*example of synergy of cultural historical monuments, arts and innovative approach to presenting historical events through digital contents, Kanli Kula Fortress is today a place where history is told through technology of augmented reality.*

#### SPANJOLA FORTRESS

*Spanjola Fortress was built by the Spanish in 1539, although there remains a doubt around the fact that the fortress could have been built in less than a year. After they took the power from the Ottomans, in their short one-year-long rule, the Spanish mainly reconstructed the town's fortresses and towers. This includes also Spanjola Fortress, as the local population called it, although another name was found in written sources (maps and engravings) – "Upper Town". There was an underground route from the fortress to the town. Today's appearance of the fortress comes from the period of the second Ottoman's rule (from 1548), when the Ottomans destroyed a smaller fortress and built a new one. Oriental architecture and Arabic inscription above the entrance to the fortress bear testimony to these events. The fortress is located on the Bayer hill, at the northwestern part of the town, at about 170m above sea level. The fortress provides a magnificent view of the entrance to the Boka Bay. Despite having changed its rulers, the fortress has managed to preserve its original appearance.*

#### FORTE MARE FORTRESS

*Forte Mare Fortress (Sea Fortress) is located on the mere coast and is one of the most beautiful examples of fortification architecture, and there exist rather realistic indicators suggesting it was once a nucleus of the Old Town.*

*It was built in the period between 14<sup>th</sup> and 17<sup>th</sup> century, reconstructed in 1833 and since 1952, adapted for a summer cinema. The fortress was built on solid rock, and the walls contain a passage leading to the sea coast from the top of the fortress.*

*The upper side has the "SEA GATE" (Porta di mare), with preserved construction elements from the period of Bosnian rule.*

*The legend says there is a secret gate of the town of Herceg Novi. Gate at the sea coast opens only to friends of the town. Who isn't welcome there, won't be able to pass through it. The enemy, according to the legend, has never been able to open it. Now, the sea waves break over this gate. It keeps a story of the town and its beauty, gates, people, beautiful girls who were taken away by ships to faraway lands. It's a long and endless story and every citizen of Herceg Novi can tell you something about it, their version of the town's beginnings, of its beauty beneath the sun."*



Forte Mare (photo Herceg Novi)



<http://hercegfest.me/>

## INVESTING IN EUROPE'S NEXT GENERATION BY INVESTING IN CULTURE

As the EU has started discussing the proposed recovery plan, 99 organisations from across Europe's cultural and creative sectors are uniting their voices to alert EU leaders. EFFORTS co-signed the open letter to the European Council, Commission and Parliament. The European cultural sector needs strong and systemic support measures to recover from this crisis. Hereby the central points of this call. With the subject of its annual 2020 congress, EFFORST wants to research on the socio-economic impact and importance of the (fortified) heritage sector, arguing for possible financial support in the frame of its importance for local, regional, national economies.

-According to the Commission's own estimates, some parts of our sector – which **accounts for €509bn in value added to GDP and over 12 million full-time jobs** - are expected to **lose up to 80% of their turnover** in the 2nd quarter of 2020.

-We have a higher than average percentage of self-employed workers, freelancers, micro-businesses and youth employment, which makes us **particularly vulnerable in times of crisis**.

As the European economy is slowly restarting, it is far from business as usual. Cultural actors **are**

-Despite being identified as one of **14 of the hardest hit ecosystems**, **there is neither a sector specific instrument for culture, nor a clear indication on whether or how we can benefit from different instruments**.

The section on REACT-EU in the Commission's Communication<sup>1</sup> refers to culture, but there is **no guarantee that we will receive appropriate support**.

-Bring the EU's support for our sector to a level that is commensurate with its contribution to the EU's economy and its citizens' wellbeing, we call on Member States and the European Parliament:

-Push for a substantial increase of the Creative Europe budget, fully supporting the European Parliament's proposal for a budget of **€2.8bn**.



## EFFORTS ANNUAL CONGRESS 2020



### EFFORTS Annual Congress

**Socio Economic Impact of Fortified Heritage**  
**What is the added value of European fortified heritage sites ?**

Thursday 19th November 2020  
Oudenaarde, Belgium and Šibenik, Croatia  
Live on-site and livestreamed

Check our last 2019 congress information : <https://www.efforts-europe.eu/annual-congress/>

## NEWS FROM OUR MEMBERS AND PARTNERS

### SEND US YOUR NEWS

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.

### EFFORTS AGENDA

- **European Fortress Day** : due to COVID-29 measures, EFD will not take place in April, but again in September 2020 : participate with showing how you cope with the crisis, check the article in this newsletter and on [www.efforteurope.eu](http://www.efforteurope.eu) and [www.europeanfortressday.eu](http://www.europeanfortressday.eu).
- **2020 EFPN workshop** : on **October** 2020 at the EFFORTS Brussels office, part of the European Week of Regions and Cities in **October 2020**. The subject is 'Time Machine' (digital heritage).



Element of the 's Hertogenbosch Time Machine display.

- The **EFFORTS AGM and congress** will be organised in **Oudenaarde, Belgium** on **19 November 2020**, in cooperation with **Fortress of Culture in Šibenik, Croatia**.
- The date for the European biannual **BATTLE FOR GROLLE** event on heritage and fortification history, organised by EFFORTS Member OOST GELRE (NL) is known :





## 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 [rafael.deroo@efforts-europe.eu](mailto:rafael.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.

## OTHER EVENTS AND PARTNERSHIPS

- **EFFORTS and FORTE CULTURA :**

In July, EFFORTS and FORTE CUTURA signed a **cooperation agreement, establishing a full partnership**. All EFFORTS members are now Forte Cultura associated members. Check out <https://www.forte-cultura.eu/en/>

The screenshot displays the Forte Cultura website. At the top, there are several logos including the European Union flag and the Forte Cultura logo. Below the logos is a navigation bar with the following links: FORTE CULTURA, FESTUNGSERBE, ERLEBNISWELT, REISEWELT, FESTUNGSSOMMER, and NETZWERK. The main content area is titled 'NETZWERKAKTIVITÄTEN' and features a sidebar on the left with a menu: 'Aktivitäten' (expanded), 'Netzwerkaktivitäten', 'Netzwerkinitiativen', 'Netzwerkinformationen', 'Organisation', 'Partner', 'Gästeführer', 'Publikationen', 'Kontakt', and 'Download'. The main content area shows a list of activities for the years 2019, 2018, 2017, 2016, and 2014-15. The first activity is 'Srebrna Góra (PL): Festung Silberberg wird neues Netzwerkmitglied'. The text describes the fortress and its historical significance. Below this, there is a section for 'Berlin (DE): Kooperationsvereinbarung mit EFFORTS vergrößert Netzwerkbasis und verschafft FORTE CULTURA Mitgliedern eine Stimme in Brüssel'. This section includes the EFFORTS logo and a description of the cooperation agreement. On the right side of the website, there is a search bar, a 'Drucken' button, and a 'Veranstaltungs-kalender' (Event Calendar) icon.

- **Forte Cultura Fortress Summer (since 2020, part of the EFFORTS European Fortress Day) :** <https://www.forte-cultura.eu/en/fortress-summer>
- Check out the **Cultural Heritage in Action** project (contact: [Julie.herve@eurocities.eu](mailto:Julie.herve@eurocities.eu)): <http://www.culturalheritageinaction.eu/> EUROCITIES, in partnership with KEA, ERRIN, Europa Nostra and the Architects Council of Europe, has been selected by the European Commission to implement Cultural heritage in action, a peer-learning scheme financed by the European



Union on cultural heritage to support exchanges between large numbers of cities, regions and stakeholders, thus building a broad learning community.

- is member of the **European Heritage Alliance 3.3** - check out the calendar : <http://europeanheritagealliance.eu/events/>
- EFFORTS is a partner of the **International Fortress Council (IFC)** : <http://www.internationalfortresscouncil.org/calendar.html>. Organisation of a joint meeting on EU FORT KNOW and Europeana is suspended until after COVID-19 measures.
- With IFC, EFFORTS will inform on the upcoming **Wellington Line conferences** in Belgium (October or November 2020 in Oostende) and the Netherlands. See the IFC website for confirmation of the events mentioned underneath, some co-organised with EFFORTS members
- The international Mediterranean fortification conference FORTMED in Granada (ES) has been postponed to 1 October 2020 <https://fortmed2020.es/node/192>
- EFFORTS supports the **UN International Council on Monuments and Sites (ICOMOS)**: <https://www.icomos.org/en/about-icomos/committees/regional-activities-europe/39374-upcoming-events-save-the-date>
- Due to COVID-19, the **ICOFORT** Marseille international conference will be postponed to the fall: <https://www.icofort.org/post/icofortmarseille>
- A new Interreg project is Support Interreg Europe: Check <https://www.interregeurope.eu/support/>



- For more European news on cultural heritage : <https://heritagetribune.eu/>



**NEXT EFFORTS NEWSLETTER nr. 15: OCTOBER 2020. Send in your information by 15 September.**

For more information and all other newsletters, see the EFFORTS website : [www.efforts-europe.eu](http://www.efforts-europe.eu)



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#### PRIVACY POLICY

EFFORTS collects, use and 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](mailto:info@efforts-europe.com) / [rafael.deroo@efforts-europe.eu](mailto:rafael.deroo@efforts-europe.eu)  
- T : +32.(0)477.623.792

