



EFFORTS

Annual Congress

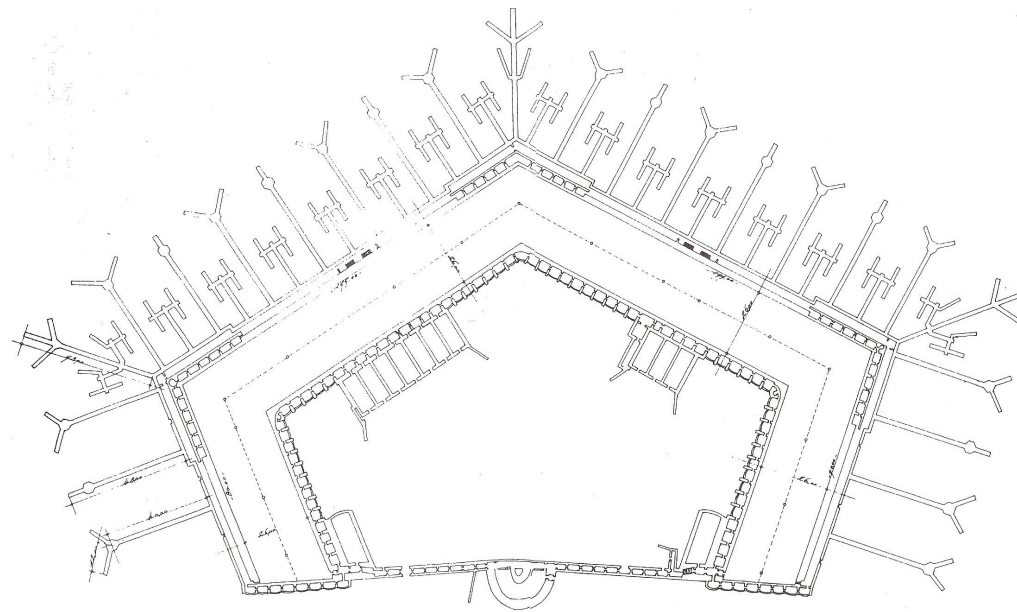
PROGRAM

19th November 2020
9:00 - 13:00

The socio-economic
impact and added value
of European fortified
heritage sites

Live in and livestreamed from
Oudenaarde (BE)





INVITATION

Welcome to the annual EFFORTS congress on “*the socio-economic impact and added value of European fortified heritage sites*”. This event takes place on the 19th of November 2020 from 9 to 13 h and will be livestreamed from Oudenaarde.

The 2020 EFFORTS annual congress is free of charge. Registration is mandatory by filling in the online EFFORTS survey “*the socio-economic impact of fortified heritage: crisis resilience, present and future*” via the website www.efforts-europe.eu.

THE CONGRESS PREMISE

Fortified heritage post-COVID-19 potentialities and opportunities of valorization

The Covid-19 crisis highlighted how the size of the space and interposition between people determine deep changes in the personal, social and economic spheres, and therefore in lifestyle. Space, nature, but also work are now more than ever seen as primary necessities. Fortified heritage, with its spatial qualities and its architectural and environmental features, can offer visitors both spaces of cultural interest and enable them to carry out outdoor activities and entrepreneurship close to home. The 2020 crisis also showed that fortified heritage sites are in need to reinvent their development vision in offering a transaction with a wide range of services of social and economic interest. The question should not be how much cultural heritage sites need in subsidies, but how a fortified heritage site offers, in relation to its geographical, social and natural environment, added value for local and regional development, offering a venue where cultural and creative industries can ensure innovation and high-quality services and employment.

Following up on the EFFORTS Venice Declaration of 2019 and the EFFORTS Statement in Antwerp of 2020, EFFORTS states that fortified heritage has a set of defined strengths in times of crisis:

1 A COLLECTIVE AND ARTICULATED PLACE

Fortifications are enclosed spaces, but they are also capable to welcome and house people with respect for today's needs, and respecting crowd limitations. These collective sites' powerful structures and extensive green areas can easily support a continuous flux of people and activities both indoors and outdoors.



2 AN ENVIRONMENTAL CONTEXT

In many cities and regions fortifications, next to their historic and cultural value, offer ecologic development, sport, tourism and quality of life opportunities, in accordance with nature development and climate requirements. Fortifications are largely located in usually open contexts whose dimensions relate to their location in different places:

- In the city they are often part of a square, a garden or a park;
- In the peripheral area, they are often a green space in a densely urbanized area or are connected to urban parks or located on the edge of the countryside;
- In a wider territorial context, they are located in woods, hills and mountains, along rivers, lakes and seas areas.

3 A CHANCE FOR LOCAL AND REGIONAL DEVELOPMENT

Fortified heritage is an integral tool for European cohesion. This Europe-wide shared heritage has the potential to build bridges between cities and region, between traditions, innovation and education. Its repair, maintenance, development and re-use offer opportunities for a large range of local businesses and larger companies. Fortified heritage sites trigger a spill-over effect into other industrial sectors, such as tourism, retail, digital technologies and communication. Setting up opportunities of improvement of cultural, professional and work skills, in particular for youth. In this context, the hard-hit services, catering, leisure and socio-cultural sectors can find new opportunities.

In these difficult times, EFFORTS, with its survey, congress and follow-up study inside a knowledge network, wants to show that local and regional fortified sites' development is not solely centered around subsidies. It is about innovative public-private cooperation and often cross-border investment in heritage, culture and nature, contributing to providing cities, regions and their citizens with new entrepreneurship, quality of life, environmental opportunities and socio-cultural cohesion and economic prospects.

(with Arch. Fiorenzo Meneghelli - Study Center responsible for the exploitation of Architecture Military and Defensive Systems, Forte Marghera, Venice, IT)



EFFORTS

ANNUAL CONGRESS 2020

PROGRAM

WELCOME

9:40 - 10:00 'Coffee time': people are invited to connect, take place in the room
Congress moderation: Raf Deroo, *EFFORTS Secretary*, 1 min.

FIRST PART-SESSION (10:00 - 11:20)

10:00 - 10:10 Welcome words

- EFFORTS: Frank Petter, president, 3 min.
- Congress Venue: Marnic De Meulemeester, mayor of the City of Oudenaarde (BE), 3 min
- Congress Partner: Gorana Barišić-Bacelic, director of Fortress of Culture Šibenik, 3 min.
- Presentation of the online participants chat room: Eva Roels, Tourism Officer, City of Oudenaarde, 1 min.

PART 1

The socio-economic impact of fortified heritage

10:10 - 10:25 Presentation of the EFFORTS survey, by Djudja V. Saric, FC Šibenik,

This Report is the basis, the 'call' document, for a future Fortification Heritage socio-economic Impact Study' (FHIS), to be done in 2021.

10:25 - 10:40 The impact of Vauban's citadel of Lille on its immediate surroundings in the Early Modern Period, by Victoria Sanger, Ph.D, Graduate School of Architecture, Planning and Preservation (GSAPP), Columbia University (USA)

10:40 - 11:40 Panel on Fortified Heritage Socio-Economic Impact and Added Value (moderation by Daniele Sferra, *Fondazione Forte Marghera / ISAM (IT)*, *EFFORTS Board member*)

Panel of 3: (10 minutes presentations and discussion with the public through sent-in questions during the panel)

- Cultural heritage and sustainability, which impact?, by Koen Van Balen, Director Raymond Lemaire International Centre for Conservation, PRECOMOS UNESCO chair, KU Leuven (BE)
 - Preservation through development, by Julie Hervé, Senior Policy Advisor, Cultural Heritage in Action (Eurocities)
 - The impact of the European Cultural Routes, by Stefano Dominioni, Executive Secretary, Enlarged Partial Agreement on Cultural Routes, Council of Europe and the Director of the European Institute of Cultural Routes.
- + Discussion in chatroom on the basis of written questions during the debate.

COFFEE BREAK

11:40 - 11:50 Look at new EFFORTS Members 2020, moderated by Dirk Röder, Forte Cultura and EFFORTS Board member

Introduction and new members' presentations (3 min. video per partner): Forte Cultura, Vauban Major sites network (FR), Hamina (FIN), Erfurt (DE), Herzeg Novi (MNE).



SECOND PART-SESSION (11:50 - 13:00)

PART 2
The EFFORTS actions and events

- 11:50 - 12:00** Results of the 28 October 2020 's Hertogenbosch Conference on Digital Heritage, in cooperation with TIME MACHINE Europe and EFFORTS.
- 12:00 - 12:10** Multifunctional socio-cultural reuse of Forte Marghera and Development of the Study Centre for the Valorization of the Military Architectures and of the Defence Systems: a potential crossroad for knowledge exchange, R&D and international cooperation on fortified heritage. By Stefano Mondini, President Fondazione Forte Marghera (IT) and EFFORTS Board Member
- 12:10- 12:20** The state of EU Funding possibilities for fortified heritage cooperation, by Darragh O'Suilleabhain, Fort Meagher project manager at Cork County Council (IRL), EFFORTS Board member (EFFORTS European Funding Professionals Network)
- 12:20- 12:30** Entrepreneurial network for financial and social support of large-scale fortress renovation. The success story of a private dedicated foundation acquiring finances for fortification renovation, by Huibert Crijns, 's-Hertogenbosch Heritage Department (NL)
- 12:30- 13:10** EUROPEAN FORTRESS DAY 2020 presentation, with online vote for the EFFORTS AWARD, by Juke van Niekerk, Stichting Liniebreed Ondernemen (NL) and EFFORTS Board member
 - Presentation of the European Fortress Day participations
 - EFFORTS Award 2020
- 13:10 - 13:15** Presentation of the 2021 EFFORTS Annual Congress and conclusion of the Congress, by Frank Petter, President of EFFORTS.

EFFORTS AND PARTNERS



EFFORTS is a European network organisation established in 2017 to share knowledge and practical expertise on military heritage, such as walled towns, forts and defence lines. The basis for EFFORTS was laid during the final conference of the At Fort Interreg IVC project in Suomenlinna, Helsinki (Finland 2014) and international conferences on military heritage in 's-Hertogenbosch (Netherlands 2016) and Berlin-Spandau Zitadelle (Germany 2017).

Today EFFORTS unites more than 100 European fortified sites and networks and is growing. Since 2018 EFFORTS has been a European professional representation of fortified sites. It is member of the Europa Nostra managed European Heritage Alliance 3.3. Today EFFORTS' main mission is the structuring of European cooperation and keeping military fortified heritage on the European policy agenda.

EFFORTS believes that European cooperation is the key to achieving its goals. Any local or regional authority and any person actively engaged in the protection and re-use of military heritage at European, national, regional or local level is welcome to join EFFORTS. The EFFORTS' aim is to enhance structural European cooperation and coordination, to share expertise, to promote personal cooperation and to put fortified heritage on the agenda as a permanent link with our common European history. This in order to make a sustainable contribution to Europe's economic, energy, spatial development and social challenges.

More information: www.efforts-europe.eu