



# MEDITERRANEAN HERITAGE, A PROJECT FOR THE FUTURE 2008-2012



#### SHORT DESCRIPTION

## What is Euromed Heritage?

The traditions of culture and civilisation throughout the Mediterranean region, dialogue between these cultures and the exchanges at human, scientific and technological level are an essential factor in bringing their peoples closer, promoting understanding between them and improving their perception of each other.

(Barcelona Declaration 1995, Chapter three)

Euromed Heritage is a regional programme financed by the European Union within the European Neighbourhood Policy (ENP). Since 1998, the programme is an important instrument for the safeguard and valorisation of the cultural heritage and a catalyst for mutual understanding between the peoples of the Mediterranean region.

Euromed Heritage develops its action in the European Union and, above all, in the Mediterranean partner countries of the EU: Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestinian Authority, Syria and Tunisia.

Euromed Heritage is a framework for international institutions, governmental bodies, local authorities, civil society entities, professionals in the field of cultural heritage and education, and people and youth from the region, for working together at the development of a better environment for cultural heritage at the national and regional levels: rediscovery and sharing of traditions minding the present, exchange of experience, dissemination of best practices, all that in order to pave the way for a better and sustainable human and economic development in the region.

Euromed Heritage provides its players with **know-how and training in cultural heritage disciplines** (conservation and rehabilitation of historical buildings and areas, implementation of requalification and management plans for historical sites, inventories and archiving of artefacts and objects, etc.), **international legislation and norms applying cultural heritage**, communication and visibility activities for a better **participation of and appropriation by local communities**.

**57 million EUR** have been allocated between **1998 and 2007** to finance and support **32 projects** bringing together entities and professional active in the cultural heritage field throughout the Mediterranean.

The present phase of the programme is **Euromed Heritage 4 2008-2012**, with a budget of **17 million EUR** financing **12** projects. The specific objective of this phase is to facilitate the appropriation by people of their own national and regional cultural legacy through easier access to education and knowledge on cultural heritage. An executive team of key-experts operating from Brussels – the Regional Monitoring and Support Unit (RMSU) – provides managerial and technical support to these projects through training sessions and specialised workshops on cultural heritage issues.

Euromed Heritage 4 pays a special attention to the strengthening of the institutional and legislative framework for cultural heritage, a paramount step for the implementation of good policies for the safeguard of cultural heritage. The programme works closely with officials from Ministries of Culture and Departments of Antiquities in Mediterranean partner countries for a better integration of national legislations to international cultural heritage conventions (UNESCO, ICCROM, UNIDROIT...).

The 12 projects implement awareness-raising, education and participation actions for the agency of local groups in the valorisation and appropriation of their own national cultural heritage. Projects cover a remarkable array of themes bridging both the tangible and intangible manifestations of heritage including ancient theatres, hammam, audiovisual archives, manuscripts, linguistic diversity, water heritage, museums, cultural tourism, and ratification of international conventions...

Reference Documents: <u>Strategy for the Development of Mediterranean cultural heritage</u>: <u>priorities from Mediterranean countries</u> (2007-2013)

For detailed information on EH 4 programme and projects: www.euromedheritage.net

# **Euromed Heritage 4: the projects**



The Projects

#### Athena

## Ancient theatres enhancement for new actualities

**Budget:** € 1.755.068

**Lead Partner**: Department of Antiquities of Jordan, Ministry of Tourism and Antiquities, Jordan

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Countries involved: Algeria, Italy, Jordan, Spain, Tunisia

**Themes:** ancient theatres, cultural tourism, management plans

The interest that **ancient theatres** often raise among the public, has been a key factor for their survival. However, this interest, represented by current uses of theatres, creates a continuous impact on these structures originally designed for needs very different from contemporary ones. Moreover, the lack of awareness among the local population can sometimes play a role in aggravating the situation, whereby little or no cultural value is attached to the asset itself.

Ancient theatres can play a crucial role in the Mediterranean culture and cultural heritage. The enhancement and improvement of sites would in fact determine an increase of their relevance as tourist spots, while the proper management of these sites would help in minimizing negative impacts.

The main objective of the" Athena" project is minimizing the progressive decay of ancient theatres in terms of physical, cultural and socio-economic aspects by endorsing proper management plans; to support the revival of theatres as a part of a wider archaeological site or urban context, and to establish an overall strategy for dealing with tangible and intangible heritage aspects; to increase general knowledge and awareness of theatre's cultural value as material and immaterial heritage, targets different stakeholder groups, notably youth. Capacity building activities are also designed to maximize the project's impact.



#### Elaich

# Educational linkage approach in cultural heritage

**Budget**: € 1.320.623

**Lead Partner:** Technion - Israel Institute of Technology, Israel

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**Countries involved:** Belgium, Greece, Israel, Italy, Malta, Turkey

**Themes:** Archaeology - Research/ Education & Training - Cultural Tourism

During the last decades **conservation of cultural heritage** - including documentation, research and practice - has undergone impressive developments. However, there is still a lack of awareness of it and of the importance of its conservation by the general public. The lack of awareness is causing that cultural heritage and its conservation are not always appreciated and that it does not always get sufficient attention and budgets.

The objective of the ELAICH project is to **increase awareness** of the importance of cultural heritage and its conservation by particular target groups within the general public, such as youth, with a focus on **built heritage**. It will explain the essence of cultural heritage and the necessity to preserve it. It will create an **educational tool** with a multi-modal interface through which a group of high level conservation scientists, with expertise in both research and education of conservation of cultural heritage from various disciplines will expose the general public to the modern principles of the preservation of cultural heritage.

The main expected impact of the project will be that the public, above all youth, visit the cultural sites and participate in activities **promoting tangible and non-tangible heritage** and thereby **appropriate their own heritage**. The project is carried out by four universities of the Mediterranean, specialised in different disciplines in the field of cultural heritage.



# Foundations for a strong future

Youth in Lebanon and Jordan promoting cultural heritage

**Budget**: € 1.127.654

**Lead Partner**: Mercy Corps, Lebanon

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**Countries involved**: Jordan, Lebanon

**Themes:** youth, education & training, museums, community development

Mercy Corps' civil society experience in Lebanon and Jordan has affirmed the need to place Arab young people, both children and youth, at the centre of the process of building a knowledge society: both groups are inheriting countries that are built on diverse histories and traditions of rich cultural heritage that will serve to unify and instill confidence and pride.

This project supports cultural heritage as one aspect of "public wealth" that should be collectively celebrated and protected, by promoting a message of ownership at the local level through multilingual educational resources for schools, multimedia activities with youth and children, public events for the broader public, and capacity building of cultural heritage NGOs and museums to engage young people through developmentally-appropriate tools.

The events and activities of the project engage young people through online resources, field visit and local and national cultural events. Moreover, national museums and heritage sites in Lebanon and Jordan will become hubs for education, celebration of cultural heritage and knowledge dissemination. The target and beneficiaries of the project will be youth, educators, students, NGOs and Museums, parents, and the general public



#### Hammamed

Raising awareness for the hammam as a cultural heritage for the Mediterranean area and beyond

**Budget:** € 1.193.470

**Lead Partner:** Oikodrom - The Vienna Institute for Urban Sustainability, Austria

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Countries involved: Austria, Egypt, Morocco, Syria

Themes: hammam, conservation & rehabilitation, cultural tourism, education & training, research

The whole Mediterranean region shares a common object of cultural value: the hammam, the public Turkish bath. The hammam has very specific features which reflect its importance and call for its promotion among the public: it is an architectural legacy and a living cultural heritage and as such it combines **tangible and intangible heritage**; it is well embedded in urban communities, filling an important role for neighborhoods and, in many cases, for the Medina as a whole, and yet it runs the risk of disappearing.

The main aim of Hammamed project is to raise awareness of the hammam as a common cultural heritage in the Mediterranean area and beyond mostly through public awareness raising activities, conferences and workshops, dissemination activities and specific actions for two selected hammams (Hammam Ammuna in Damascus and Hammam Saffarin in Fez).

Among the expected results, social studies, rehabilitation design on ecological basis, hammam and neighborhood days in Mediterranean cities, an exhibition and a documentary film. The target group will be the scientific community of hammam related disciplines, selected governmental agencies and local population (especially youth, students, and women) and stakeholder representatives (teachers and hammam staff).



#### Manumed II

# Of manuscripts and men

**Budget:** € 1.740.841

**Lead Partner:** Centre de Conservation du Livre, France

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**Countries involved:** Algeria, Belgium, East Jerusalem, Egypt, France

**Themes:** manuscripts, linguistic diversity, handicraft, conservation, education & training

Millions of manuscripts are preserved in Mediterranean countries' libraries and archives, most of which are in a problematical state of conservation as a result of the deterioration of materials, the lack of care, and the absence of preventive conservation strategies. In addition, the illicit traffic of these objects is constantly growing to the benefit of a criminal and prosperous market. The richness and variety of these manuscripts is invaluable, as they represent the written elements of both **vernacular and ancient languages** on which Mediterranean civilisations are founded. Today, this **linguistic diversity** is threatened by the omnipresence of western media, which is unfavourable to the flourishing of vernacular languages and which risk disappearing in the short term, as a result.

The MANUMED II project intends to contribute to the preservation of the diversity of the written heritage, and its corollary, language, as an intangible heritage. It will also give priority to training in the field of cultural heritage and will particularly focus on involving the youth in the development of contemporary solutions, on paying more attention to national and minority languages in the region, and on supporting craftsmen who work in the domain of manuscripts and are still practicing ancestral techniques. A shared Virtual Library of the Mediterranean, multi-lingual, multi-alphabetical, written and acoustic, will also be implemented within this project. The project's partnership is based on previous collaboration between its member institutions.



## Mare Nostrum

A heritage trail along the Phoenician maritime routes and historic port-cities of the Mediterranean Sea

**Budget:** € 1.365.272

**Lead Partner:** DIRES-Dipartimento di Restauro e Conservazione Beni Achitettonici- University of

Florence, Italy

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**Countries involved:** Greece, Italy, Lebanon, Malta, Syria, Tunisia

**Themes:** archaeology, cultural tourism, conservation & rehabilitation, education & training,

research

The Mediterranean port-cities and their correspondent archaeological sites within the Mediterranean Phoenician routes share a lack of awareness by the local population towards the value of their heritage and the importance of their preservation and a lack of valorisation by the local authorities of the tangible and intangible heritage of their areas of competence.

The project intends to contribute to the **promotion** and **awareness-raising** of the heritage value of historic port cities of the Mediterranean Sea, scattered along the Phoenician maritime routes. It aims at providing a **sustainable mechanism for the protection and management of cultural heritage resources** in the targeted countries, leading to an awareness of cultural heritage in the **public conscience**. In order to enhance cultural heritage as part of the sustainable development of Mediterranean cultural heritage, the action will adopt a **holistic approach** which satisfies **economic and social objectives** as well as **high quality cultural tourism needs**. The action will aim the revitalization of the targeted areas, turning them into places of life for the **local people** enhancing **synergies between past and present**.



MEDLIHER:

# Safeguarding MEDiterranean Living HERitage

**Budget:** € 1.338.279

Lead Partner: UNESCO, Section du patrimoine culturel immatériel de l'UNESCO, Paris, France

Contact person: Fleur PERRIER DE LA BATHIE

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**Countries involved:** Egypt, France, Jordan, Lebanon, Syria

**Themes:** institution & legislative building, intangible heritage

In 2003, the UNESCO adopted the text of the **Convention for the Safeguarding of the Intangible Cultural Heritage**, a multilateral binding instrument to safeguard intangible cultural heritage. Amongst the Mediterranean partner countries, seven participated in the Convention: Algeria, Egypt, Jordan, Lebanon, Morocco, Syria and Tunisia.

However, no coordinated information about structures, programmes and experience connected with managing intangible cultural heritage is available to date in Egypt, Jordan, Lebanon and Syria.

For this reason, the Medliher project intends to **reinforce the institutional capacities** of these four partner countries, and facilitate their effective participation in the international mechanisms established by the Convention for the Safeguarding of the Intangible Cultural Heritage.

The envisaged strategy is in three phases: the first phase is devoted to **drawing up surveys** of existing structures and programmes connected with safeguarding of intangible cultural heritage in the countries mentioned above, the second phase will involve developing national projects conceived **on the basis of the needs of each partner country**, the third phase to implementing national projects, and to preparing candidatures for inscription on the UNESCO Convention lists.

The project, addressed to the partner countries' governmental communities and institutions, will lead to the safeguarding of the regional intangible cultural heritage according to the Convention's criteria, as well as with the reinforcement of governmental institutions' capacities.



#### **MEDMEM**

## Sharing our Mediterranean Audio-visual Heritage

**Budget:** € 2.187.938

Lead Partner: INSTITUT NATIONAL DE L'AUDIOVISUEL

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**Countries involved**: Algeria, France, Italy, Jordan, Morocco **Themes:** audiovisual, society & traditions, archives

The audiovisual heritage of the Mediterranean is a resource of exceptional value and has the potential to initiate and promote understanding and intercultural dialogue throughout the region. This resource is mostly inaccessible and is at risk to deteriorate rapidly and therefore be lost forever. The safeguarding of most of available documents is still possible but needs urgent action.

Towards this end, Med-Mem proposes a selection of more than **4000 videos from all around the Mediterranean**, which will be showcased within their historical and cultural contexts and with a commentary in three languages. Search possibilities for these files will be based on cross- referencing their thematic content. The sharing of technical and documentary tools, policies for **safeguarding the audiovisual heritage**, and **good legal practices**, constitute core activities of the project.

MedMem will offer the larger public an online database in three languages (French, English and Arabic), thereby ensuring the promotion and enhancement of this shared heritage, and will promote actions of safeguarding of the visual archives of the Mediterranean.

This three-year project, which targets archivists as much as the populations of Mediterranean countries, includes 18 partners, of which 10 Mediterranean television networks, 3 professional bodies, as well as cultural and scientific specialists of high standing.



## **MONTADA**

# Forum for the Promotion of Traditional Architecture in the Maghreb

**Budget:** € 1.812.376

**Lead Partner**: Collegi d'Aparelladors i Arquitectes Tècnics de Barcelona

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**Countries involved**: Algeria, France, Morocco, Spain, Tunisia

**Themes:** traditional architecture, conservation & rehabilitation, civil society building, participation

governance

Historic city centres and rural Mediterranean areas bear witness to the history and tradition of their inhabitants. Traditional Mediterranean architecture is important for many reasons and above all represents the **living** heritage that houses millions of people.

However, due to a lack of knowledge and awareness, politicians and the population alike often consider traditional architecture more of a hindrance from the past than a potential for future development. Montada sets out to address a comprehensive **preservation of this heritage**.

To this end, it proposes recognition by politicians, governments and the population of the value of **traditional** architecture as an element of cultural identity and a potential source of social, economic and environmental development at local level.

Montada plans to work within a new framework of governance with a wide range of activities to develop recognition of the value of traditional architecture.

The principal features of Montada are the Forums of Citizen Participation set up in each of the cities involved (Salé, Marrakech, Ghardaïa, Dellys, Sousse and Kairouan) and EIDEM, the international multidisciplinary team of experts that provides the necessary support for the Forums and their work. This Project, implemented by a partnership specialized in the field of rehabilitation and conservation in different cities of the Mediterranean, aims at targeting civil society by emphasising the value of traditional architecture, so that its inhabitants can enjoy living and working in it.



#### MUTUAL HERITAGE

## FROM HISTORICAL INTEGRATION TO CONTEMPORARY ACTIVE PARTICIPATION

**Budget:** € 1.609.363

**Lead Partner**: CITERES Centre Interdisciplinaire CItés, TERritoires, Environnement et Sociétés - UMR

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Countries involved: France, Italy, Morocco, Palestinian Authority, Tunisia

**Themes:** architecture, conservation & rehabilitation, education & training, cultural tourism

Within the Mediterranean region, historical studies as well as realities on the ground testify to the presence of a substantial 19th and 20th centuries' heritage, which is the product of **inter-cultural exchanges** and the **sharing of technical know-how** during that period.

The modernisation of the urban fabrics of the south Mediterranean was the outcome of local processes compounded by external inputs from Ottoman and European colonisation. The protection of this heritage is an essential prerequisite for the valorisation of this heritage and its integration to **development planning at both the global and local levels.** 

This project aims at implementing activities that would help train various professionals and heighten **awareness among the populations**; these include training, workshops, targeted activities, and info days. The actors within this project will be responsible for the preparation of technical documents for the authorities of Casablanca which would be used in their application to UNESCO for the title of « Deco » for the city centre.

It also aims to produce a series of publications to heighten awareness of this heritage which is generally unknown. Also, five exhibitions will be organized around the core of the project, its objectives and activities, and these will contribute to make this heritage better known to the larger public.



#### REMEE

## Rediscovering the water heritage in the Mediterranean region

**Budget:** € 1.070.560

Lead Partner: APARE: ASSOCIATION POUR LA PARTICIPATION ET L'ACTION REGIONALE

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**Countries involved:** Algeria, France, Greece, Morocco, Tunisia, Turkey

**Themes:** Youth - water management - environment - education & training - conservation &

rehabilitation - cultural tourism

Water heritage in the Mediterranean region reflects the way rural and urban populations coped with the scarcity of water and how they organised local structures around water management. Today, most of this vernacular heritage is unprotected and recent developments, both societal and economic, including the mechanisation of agriculture, migrations from rural areas, and unruly urban expansion, threaten its survival. Legal protection runs short of meeting current needs and an awareness campaign targeting decision makers as well as the general public is necessary.

This project aims to promote the preservation of vernacular heritage linked to water management in the Euro-Mediterranean region; intensify public awareness, particularly among the youth, of the value of this heritage and the need to protect it; promote water management techniques linked to this heritage; and promote, together with local populations, local development projects based on the principle of valorising this heritage.

This project is based on the **development of a common methodology for the protection and management of water heritage reosurces**. It involves seven partners who are active in the field of mobilising civil society towards heritage preservation. It includes eight interrelated activities where the participation of local populations, particularly youth, is elemental.



The city of Tangier and the oasis of Siwa

## Pilot actions to protect and promote their historical heritage

**Budget:** € 951.463

**Lead Partner:** COSPE – Cooperazione per lo Sviluppo dei Paesi Emergenti

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**Countries involved:** Egypt, Italy, Morocco

**Themes:** Arts & Crafts - Cultural Tourism - Museums, Exhibitions -

Intangible Heritage -Research/ Education & Training

The protection and promotion of tangible and intangible cultural heritage, as an expression of **cultural diversity**, has been recognized by UNESCO Universal Declaration on Cultural Diversity, 2001, as a driving force in **sustainable development**, an asset to contribute to poverty reduction, **mutual understanding** and **peace-building**.

Tangier, with its historical and multicultural Medina, and Siwa, an ancient oasis in the western desert of Egypt, are linked in this proposal through their important cultural heritage and eventually the lack of a **strategic plan** for the preservation and enhancement of their centennial **cultural specificities**.

The overall objective of this project is to preserve and enhance the local cultural heritage in Morocco and Egypt within a sustainable development framework: the challenge of the action is to leverage on the basic principles of sustainability - such as **participation**, **local ownership** and **knowledge dissemination**.

The action aims at promoting better knowledge and understanding of the local cultural asset, thus creating effective management tools for sustainable safeguard of the tangible and intangible heritage of the specific culture in Tangier and Siwa. The final beneficiaries of the action will be the whole population of Siwa and the Medina of Tangier, mostly women and youth.



## What is Euromed Heritage?

On the issue of partnership in social, cultural and human affairs, the Barcelona Declaration states:

The traditions of culture and civilisation throughout the Mediterranean region, dialogue between these cultures and the exchanges at human, scientific and technological level are an essential factor in bringing their peoples closer, promoting understanding between them and improving their perception of each other.

(Barcelona Declaration, Chapter three)

The Euromed Heritage Programme (EH) is firmly embedded in this notion and Euromed Heritage 4 represents a further milestone in the process of recognizing 'culture' as a catalyst for mutual understanding between the peoples of the Mediterranean region.

Euromed Heritage 4 (2008-2012) aims to facilitate the appropriation by people of their own national and regional cultural legacy through easier access to education and knowledge on cultural heritage. The Programme offers to cultural heritage experts, representatives from heritage institutions, local and national authorities, and civil society actors from the Mediterranean region, a framework for exchanges of experience, channels for disseminating best practices, and new perspectives for the development of the cultural institutional environment at national and regional levels.

With a budget of 17 million Euros, Euromed Heritage 4 focuses its actions in the 27 countries of the European Union and, more notably, in the Mediterranean partner countries: Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestinian Authority, Syria and Tunisia.



## What distinguishes EH 4 from previous phases?

- 1. It sets awareness-raising as a primary specific objective and places local populations, particularly youth and women, at the centre of the action and as its ultimate beneficiaries.
- 2. It promotes appropriation by local populations through advancement of the developmental aspects of cultural heritage and the definition of its social and economic repercussions at regional and local levels.
- 3. It bases its focus on the *Strategy for the Development of Mediterranean cultural heritage: priorities from Mediterranean countries (2007-2013),* a document to which ten Mediterranean partner countries have contributed based on experience gained during the previous phases, and to which they have confirmed their commitment.
- 4. It addresses issues related to legislative and institutional strengthening and proposes a process of introducing a common and widely shared methodology, taking into account new ideas and techniques and the specific needs of each partner country.
- 5. It considers intangible heritage an integral component of cultural heritage and indivisible from its tangible and monumental components.
- 6. It anchors cultural heritage in the socio-economic reality of the region while considering the forceful dynamics of globalisation.
- 7. It warrants the continuity of the past into the future by paying attention to tradition and identity while projecting into opportunities of exchange and development.



## **About the Regional Monitoring and Support Unit:**

The Regional Monitoring and Support Unit (RMSU) is a body of consultants that assists partners and beneficiary countries in achieving Euromed Heritage 4 programme's objectives.

In collaboration with the EuropeAid Co-operation Office, it provides support to projects ensuring coherent implementation, ownership and sustainability, exchange of information and results.

RMSU consists of an executive team of key-experts who represent a balanced mix of cultures and nationalities and whose expertise can adequately address the technical, managerial and educational aspects of Euromed Heritage 4.

It is operating from Brussels.

Through its support action, the RMSU proposes a **transversal approach** and a **spirit of guidance** within a **holistic methodology**.

- Its transversal approach will be secured in its capacity as 'facilitator'.
- Its spirit of guidance will be reflected through concrete actions and should guarantee support to projects in administrative and technical matters.
- Its holistic outlook should widen disciplinary approaches to heritage and the processes of civil society involvement as well as gender issues.



# What are the main themes of EH 4 projects?

The geographic distribution of the projects and actions is evenly spread out between the Eastern Mediterranean and the Maghreb (Mediterranean Partner Countries – MPC) and of the twelve awarded projects, two originate from MPC.

There is a remarkable array of themes bridging both the tangible and intangible manifestations of heritage:

- Conservation and rehabilitation
- Ancient theatres
- Audiovisual archives
- Manuscripts
- Water heritage
- Museums
- Cultural tourism
- Ratification of 2003 UNESCO convention on intangible heritage

Detailed information on projects can be found on our website www.euromedheritage.net

In the following pages, you will find the name, abstract and contacts for each project.