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Centro Ricerche e Studi Direzionali

Euromed Heritage 4 التراث الأوروبي المتوسطي

EUROMED HERITAGE 4 Regional Conference

Civil society and cultural heritage in the Mediterranean

PALERMO - February 24 & 25, 2010

Conference Agenda

Place : CERISDI - Centro Ricerche e Studi Direzionali, Castello Utveggio, Via P. Ennio Pintacuda n.1-90142
Palermo - Italy

This Conference focuses on the theme of **mobilising civil society around cultural heritage actions**, which is central to the Euromed Heritage 4 programme that aims at raising people's awareness of their cultural heritage and their appropriation of it through active participation.

It will focus on specific avenues where civil society plays (or could play) a key role in the preservation of cultural heritage and the state-of-the-art, particularly where it concerns Mediterranean Partner countries, and provide practical examples from the region of good practice and movements in mobilising civil society.

Tuesday 23 February

Arrival of participants

17.00 - 18.30 *Participants will receive their folders and badges upon registration at their hotel.*

Wednesday 24 February

08.30 - 09.15 *Registration*

Opening Session

09.30 **Welcome address**

Adelfio Elio CARDINALE, President, CERISDI - Centro Ricerche e Studi Direzionali

09.45 **Special address**

Gaetano ARMAO, Assessore dei Beni Culturali e dell'Identità Siciliana

- 09.55 Opening word
Jean-Louis VILLE, Head of Unit, European Commission
- 10.10 Keynote I: 'Civil society, culture, and cultural heritage'
Prof. Tom SELWYN, School of Oriental and African Studies, UK
- 10.40 Euromed Heritage 4 Programme: an assessment account
Presentation of RMSU Team
Christiane DABDOUB-NASSER, Team Leader, RMSU
- 11.00 Communicating with civil society groups: applications from RMSU's training in
Communication without Mega Budgets
John BELL, Communication Expert, UK
- 11.10 - 11.30 Coffee Break

Session II Civil society and cultural heritage: a compatible partnership

Euromed Heritage considers cultural heritage as an increasingly important lever for **sustainable development** when the various custodians of the “common good” – governments, decision makers, and local and international NGOs – work together in order to guarantee imperatives of sustainability at the social, economic and environmental levels. This session introduces **two practical approaches to civil society participation: museums** as spaces for discussions, debates and dissemination of cultural and other related ideas; the **tourism** sector at the juncture of culture as both an input in development as well as an output.

Chair person: Chedlia ANNABI, ICOM Arabe

- 11.30 Keynote II: Museums as hubs of social involvement
Hassan ARERO, Curator, British Museum
- 12.00 An illustration from Euromed Heritage 4:
FOUNDATIONS FOR A STRONG FUTURE, Turning museums into centres of public
action among youth
Dalia KHOURY SADER, Mercy Corps, Lebanon
- 12.10 Keynote III: Urban Rehabilitation in the Midst of Agencies, Actors and Activists:
Amman, an Unconventional Urban Heritage Tourism Destination
Rami Farouk DAHER, Turath, Jordan
- 12.40 Illustrations from Euromed Heritage 4:
ATHENA, integrating ancient theatres into local community life
Roberto ALBERGONI, Italy
- 13.00 Questions and Answers
Animated by John BELL
- 13.15 - 14.30 Lunch

Session III Civil society and cultural programmes

This session reflects upon the relationships between **civil society and cultural programmes**; it provides **examples of the contribution of civil society** in motoring the processes they generate.

Chair person: Azzedine BESCHAOUCH, ICCROM

- 14:40 Mobilising civil society for the promotion of cultural heritage: ICOMOS: at the
intersection of mobilising civil society and institution building
*Prof. Mina EL MGHARI, ICOMOS Executive Committee, Vice President of ICOMOS
Morocco*
- 15.00 Creating a sense of place and the specific identity of destinations in tourism education
Drs. Philippa COLLIN, INHolland University

- 15.20 **ACTION JEUNESSE Maroc: Regard croisés sur le patrimoine culturel marocain**
Ghassan Wail ELKARMOUNI, Action jeunesse Maroc, Morocco
- 15.40-16.00 *Break*
- 16.00 **Palermo opens its doors: schools adopt their city**
Donatella PARISI, Department of Education, Municipality of Palermo
- 16.20 **Illustrations from Euromed Heritage 4:**
REMEE, youth involvement in cultural heritage actions
Matthieu GUARY, Apace, France
MUTUAL HERITAGE, re-appropriation of the Slaughter Houses in Casablanca
Abderrahim KASSOU, Casamémoire, Morocco
- 17.00 **Questions and Answers**
Animated by John BELL
- 18.30-20.30 *Reception*

Thursday 25 February

Session IV **Two parallel workshops:**

- 09.00 ***Civil society and cultural heritage: convergences and divergences***
This workshop will try to provide a clearer understanding of the relationships that engage public sector/policies/ education/civil society and that operate at various levels with complex interests at stake. It is what constitutes 'social capital' (social cohesion and social interaction and networks, that affect the productivity of individuals and groups and contribute to the improvement of living conditions within the community) and is the thematic core of the conference.
Moderator: Jean-Louis LUXEN, RMSU
- Illustrations from Euromed Heritage 4:**
HAMMAMED
Naima LAHBIL, ADER-Fez, Morocco
MUTUAL HERITAGE
Fida CARLOS TOUMA, Riwaq NGO, Palestine
- Cultural heritage in development: community based tourism***
Mobilising local groups in community based tourism: are integrated development programmes centred on cultural heritage assets just a wishful thinking and rather misleading or can cultural heritage contribute to integrated development (without being the centre of such a process)? The record of tourism in this area is mixed, because it is improperly understood and poorly implemented. Definition of 'integrated development' is therefore necessary.
Moderator: Georges ZOUAIN, RMSU
- Illustrations from Euromed Heritage 4:**
MARE NOSTRUM
Elena DI FEDERICO, Paral-Ieli, Italy
HAMMAMED
Roula ABOUKHATER, IFPO Damascus, Syria
- 11.00-11.15 *Break*

Session V **Two parallel workshops:**

- 11.15 ***Mobilising civil society at community/neighbourhood level***
There is precious value in involving local communities in the preservation of cultural heritage, with significant socio-economic impacts. This process is rendered possible with the right vision, the right approach and an appropriate measure of dedication.

Moderator: Heidi DUMREICHER, Hammamed

Illustrations from Euromed Heritage 4:

MONTADA

Leila MARZOUKI, ASM Kairouan, Tunisia

MEDLIHER

Fleur PERRIER de la BATHIE, UNESCO

Cultural heritage in development: women in enterprise

Women could be a potentially crucial group in promoting cultural heritage and transforming it into a lucrative exercise, and several credit schemes have been established through informal or semi-formal credit supply. How effective these schemes have been? How could micro-credit be considered one of the keys to cultural heritage development? How do EH 4 projects tackle the issue of women?

Moderator: Michael CRACKNELL, RWEL (Role of Women in Economic Life)

Illustrations from Euromed Heritage 4:

SIWA-TANGIER

Debora ANGELI, COSPE

13.00-14.30

Lunch

Session VI

Two parallel workshops:

14.30

Youth: an investment in the future

As a valuable target group that projects into the future and guarantees sustainability, working with youth is essential to forward the cultural heritage cause among local communities and within our EH 4 Programme. Several projects focus on activities with youth and will share lessons learnt in engaging youth.

Moderator: Dalia KHOURY SADER, Foundations for a Strong Future

Illustrations from Euromed Heritage 4:

MANUMED

Carol GIORDANO, CICL, France

ELAICH

Roberta DE ANGELIS, Malta University, Malta

Museums as hubs of social involvement

Museums can play a role in **promoting ownership** of diverse elements of tangible and non-tangible heritage, encouraging increased local ownership of cultural heritage, and contributing to **stimulating pride and civic responsibilities**. How can museums contribute to make cultural heritage more accessible and thereby contribute to educate children and youth?

Moderator: Hassan ARERO, British Museum

Illustrations from Euromed Heritage 4:

REMEE

Rida MANKAI, AERE Hammamet, Tunisia

MEDLIHER

Hani HAYAJNEH, Jordan

16.00

Closing Session

Leonardo CHIESI, University of Florence, Italy

17.30

End of the Conference

17.30 -18.30

Optional: administrative session for project coordinators

Free evening