



# COPPEM

Comitato Permanente per il Partenariato Euromediterraneo  
delle Autorità Locali e delle Regioni

## Intangible cultural heritage, urban regeneration and social innovation in the processes of sustainable development in the Mediterranean area

The contribution of COPPEM  
Med-Dev Agenda 2015/17

Medneta Project Palermo, Museo Riso 20° March 2015

Natale Giordano - IV COPPEM Commission



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The preservation and development of cultural needs are increasingly compelling actuality, all the more so in an area that boasts a heritage of exceptional richness which the Mediterranean Basin. However, even in the face of a growing debate on the issue, remains a strong need to understand the many aspects related to the concept of cultural heritage in an overall view, that a holistic approach can on the one hand to understand the various manifestations, and the other to develop the most effective means of protection, management, and promotion

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In this sense, this year presents itself as offering significant opportunities to further develop the reflection on the subject, in a perspective which combines the theoretical aspects with the definition of instruments and measures to respond to the specific needs of administrators, civil society, and industry professionals. In this perspective COPPEM started, through the IV Commission, the realization of the Agenda 2015/17 called Med-Dev.

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Med-Dev is based on the principles of the European Year for Development in 2015 and is a continuation of the Initiative for Inclusive Cities Dialogue (IC4D) and with the results of the projects Unimed Cultural Heritage (on the valorization of the Mediterranean Cultural Heritage), Medins (on the valorization fo Intagible Cultural Heritage) and Ecomemaq (Network of Ecomuseum of Mediterranean Maquis). The objective of Med-Dev is to implement local development processes that can be sustainable, participatory and shared with local communities through the enhancement of cultural heritage, tangible and intangible assets of the Mediterranean Basin.

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To achieve the objectives of the Med-Dev, IV Commission COPPEM uses to network and to value the results of the activities of which is partner, pursuing two main lines:

1. The enhancement of cultural and touristic attractions in the Mediterranean
2. The launch of local development processes through the ecomuseum dynamics

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## **The network of the Intangible Cultural Heritage IntHeriNet**

The intangible cultural heritage because of its social value is a crucial element of virtuous socioeconomic development towards which must tend the Mediterranean society. In addition, the cultural heritage contributes to development through its economic potential direct and indirect, including the ability to support our cultural and creative industries and to inspire creators and thinkers in the processes of social and economic innovation

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## **The network of the Intangible Cultural Heritage IntHeriNet**

Cooperation and mutual understanding of the intangible heritage, in addition, is an engine of intercultural dialogue and therefore a powerful tool for the pursuit of peace, stability and shared prosperity in the Med area, goals towards which must be utmost to by all the social and economic, institutional and civil society stakerholders.

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## **The network of the Intangible Cultural Heritage IntHeriNet**

COPPEM is partner since 2009 of ICCN, Network of Local Authorities for the Protection and Promotion of the Intangible Cultural Heritage of UNESCO, whose General Secretariat is based in Gangneung, South Korea, which includes influential Cities of Five continents.

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## **The network of the Intangible Cultural Heritage IntHeriNet**

During the last ICCN General Assembly held in Isfahan, Iran, October 2014 it was ratified, on a proposal from the Sicilian delegation led by COPPEM, the launch of the euromediterranean network of the Intangible Cultural Heritage, called IntHeriNet, the realization of the third Festival of the Intangible Heritage of UNESCO in 2016 (South Korea in 2012, Iran in 2014, Sicily 2016) and the start for the realization of the UNESCO Centre Level II on the Intangible Cultural Heritage. Adhere to the process the Coordination of UNESCO Municipalities of Sicily, the towns of Monreale, Catania, Palermo, Noto and Modica, Sicily UNESCO Heritage Foundation and the Association NED.

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## **The network of Mediterranean Ecomuseums**

The term eco-museum (or widespread museum), indicates a region characterized by traditional living environments, natural and historical-artistic particularly relevant and worthy of protection, restoration and enhancement. An eco-museum, unlike a regular museum, is not surrounded by walls or limited in any other way, but it is proposed as an opportunity to discover and promote an area of particular interest at the naturalistic and cultural level, using of the personal involvement of the population, the associations and cultural institutions.

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## **The network of Mediterranean Ecomuseums**

The Ecomuseum is a dynamic socioeconomic process founded on an agreement in which a local community is committed to taking care of a territory.

- Agreement: not a set of rules which require or prohibit something, but an unwritten agreement and generally shared.
- Community: the protagonists are not only institutions as their driving force, most important, it must be accompanied by a wider involvement of citizens and local society.
- Carie: preserve but also know how to use, for today and for the future, their cultural heritage, in order to increase the value instead of consuming it.
- Territory: understood not only in the physical sense, but also as a story of the people who live there and the signs and tangible assets left by those who have lived in the past.

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## **The network of Mediterranean Ecomuseums**

The cultural heritage sites become public spaces that produce social and environmental capital, cities and regions that host them become engines of economic activity, knowledge centers, in focal points of creativity and culture, in places of interaction community and social integration; in short, they generate innovation and contribute to smart, sustainable and inclusive.

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Much of this process will be activated by COPPEM as partner of the Ladder Project. Ladder running under the Programme **“Non-State Actors and Local Authorities in Development: Raising public awareness of development issues and promoting development education in the EU”**, LOT 5: " Global Learning projects within and outside of the formal education system, and campaigning and advocacy projects led by a Local Authority or Association of Local Authorities from EU member states and acceding countries). The project "LADDER - Local Authorities as Drivers for Development Education and Awareness Raising" has just started in February 2015 and will be running until December 2017 (36-month duration).

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Funded by EuropeAid, LADDER has 1 global objective and four specific ones. For the next 36 months, it will seek to enhance and increase the action of Local Authorities in EU DEAR policies, with special reference to the EU Neighboring area. To do so, the following specific objectives has been identified:

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1. Strengthen the capacity of associations of local authorities (LAs) and civil society organizations (CSOs) to act in a sustainable way as drivers for development, fostering their role of multipliers within their countries, communities and networks

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2. Inform, raise awareness and engage citizens  
in global issues, global interdependency and  
development education

3. Reinforce & develop the cooperation between  
LAs and CSOs, to lead to winning synergies

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4. Improve DEAR methods in non-formal education system, through the development of new and innovative methods and tools addressed to a wide range of stakeholders (including educators, civil servants, NGOs, youth leaders etc).

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The strong commitment of the 26 Partners and the active involvement of the 20 Associates (including their respective networks) will ensure the timely implementation of the project and the fulfillment of its objective. A series of capacity building seminars & trainings, exchange meetings, conferences and events are to take place foreseen at international, national and local level, while a re-granting scheme will be implemented at all 28 EU Member States. Acting as an EU & Neighborhood-wide project on DEAR policies, in particular attention will be given to the European Year for Development in 2015 and its follow-up.

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Ladder will implement 3 Regional Committees: East, Balkan and Mediterranean. Coppem has the role, together with the Tunisian Association Lam Echaml, to coordinate the Med Committee, which will also associate organizations other than those present in the partnership, in order to amplify the achievements and multiply its effects.

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## Thank you

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