

## STEERING COMMITTEE FOR CULTURE, HERITAGE AND LANDSCAPE (CDCPP)

**CDCPP (2013) 16**

Strasbourg, 17 May 2013

**2<sup>nd</sup> meeting**  
**Strasbourg, 27-29 May 2013**

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### **ACTION PLAN FOR THE PROMOTION OF THE FARO FRAMEWORK CONVENTION ON THE VALUE OF CULTURAL HERITAGE FOR SOCIETY**

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#### **DOCUMENT FOR DISCUSSION**

Item 3.5 of the draft agenda

- the Committee is invited to examine the initial proposals for an Action Plan and to discuss any additional ideas for the promotion of the Faro Convention.

The [Framework Convention on the Value of Cultural Heritage for Society](#) (the *Faro Convention*) was drafted between 2003 and 2005 by a select committee of experts. It was adopted by the Committee of Ministers of the Council of Europe on 13 October 2005 and opened for signature to member States in Faro (Portugal) on 27 October of the same year.

The *Faro Convention* entered into force on 1 June 2011. To date, fourteen member States have ratified it: Armenia, Bosnia and Herzegovina, Croatia, Georgia, Hungary, Latvia, Luxembourg, the Republic of Moldova, Montenegro, Norway, Portugal, Serbia, Slovenia and “the former Yugoslav Republic of Macedonia”. In addition, seven States have signed the Convention: Albania, Belgium, Bulgaria, Italy, San Marino, the Slovak Republic and Ukraine. The signing process is underway in a number of other member States of the Council of Europe.

The Secretariat of the Council of Europe is launching a number of initiatives aimed at promoting the *Faro Convention*, with a view to increasing the number of ratifications and ensuring its implementation.

Several texts have been circulated over the last few years to illustrate and present the objectives of the *Faro Convention*. All underline the richness and novelty of its principles. The *Faro Convention* is a “framework convention” which defines issues at stake, general objectives and possible fields of intervention for member States to progress. Each State Party can decide on the most convenient means to implement the convention according to its legal or institutional frameworks, practices and specific experience. Compared to other conventions, the “framework convention” does not create specific obligations for action. It suggests rather than imposes. The “framework convention” is also flexible in terms of follow-up. It considers the follow-up as a dynamic and voluntary best-practice sharing and development process, more than an obligation to produce regular reports. It invites the State Parties to develop cooperation networks for the exchange of experience and launching of new projects.

The role of the Secretariat is to increase the visibility and understanding of the *Faro Convention*, and to generate common references and indicators to appreciate the value of the different initiatives which are taking place. To further launch the process, the Secretariat has published the first brochure in a series, proposing a partial and provisional interpretation of the *Faro Convention* focusing on three priority axes<sup>1</sup> which constitute a coherent explanation of the expected contribution of this convention according to the political objectives of the Council of Europe.

The planned steps for the promotional actions are threefold:

1. The “**Faro Steps**” are inspired by the idea of “balades patrimoniales” (heritage walks) which raise public awareness through direct experience of a place while encouraging people to reflect on the value of heritage. The term “Faro Steps” will be used to designate events to be organised in relation to the specific aspects of the *Faro Convention*.

The first “Faro Steps” will take place in Marseille (France) on 12-13 September 2013 during the “Marseille Forum on the social value of heritage and the value of heritage for society” (see the concept note in Appendix I) which is supported by the Council of Europe and the European Commission.

2. The “**Faro Initiatives**” will be launched at the CDCPP plenary meeting on 27-29 May 2013. The appeal for contributions from member States and observers will aim at gathering as much information as possible on ideas, experiences and projects carried out or in progress which can illustrate and explain the principles and objectives of the *Faro Convention* in relation to the three priority axes. These are projects which have been promoted at national, regional or local level, at the initiative of ministries, local elected representatives, specialised institutions, associations, groups of enterprises or artists and citizens in all member States, even those that have not signed the convention. The collection of examples will allow a definition of the different interpretations proposed for the *Faro Convention*, the situations to which these initiatives respond, and may gradually help in defining indicators to follow up the implementation of the convention in member States.

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<sup>1</sup> 1. Strengthening social cohesion by managing diversity. 2. Improving people's living environment and quality of life. 3. Expanding democratic participation.

These contributions must be prepared by the project leaders by using the template proposed in Appendix II. They should be sent to the Secretariat at the following e-mail address [CDCPP@coe.int](mailto:CDCPP@coe.int).

The Secretariat would like to receive a first batch of replies by 1 August 2013 for presentation at the Marseille Forum. A second batch will be expected by the end of 2013 for publication or an exhibition. This activity will continue in 2014, in order to allow as many project leaders as possible to share their experiences.

3. **The Results** from the “Faro Steps” and the “Faro Initiatives” will systematically be published and disseminated.

## APPENDIX I

### Concept note on the “Marseille Forum on the social value of heritage and the value of heritage for society” Marseille (France), 12-13 September 2013

**With the support of the European Commission and the Council of Europe**

As part of the “Faro walks”, a Council of Europe activity to follow up implementation of the Framework Convention on the Value of Cultural Heritage for Society

#### ***An innovative convention***

The *Framework Convention on the Value of Cultural Heritage for Society* (or *Faro Convention*) was adopted by the Committee of Ministers of the Council of Europe on 13 October 2005 and opened for signature in Faro (Portugal) on 27 October the same year. It came into force on 1 June 2011. To date, 14 states have ratified the convention: Armenia, Bosnia and Herzegovina, Croatia, Georgia, Hungary, Latvia, Luxembourg, the Republic of Moldova, Montenegro, Norway, Portugal, Serbia, Slovenia and “the former Yugoslav Republic of Macedonia”. Seven other states have signed it: Albania, Belgium, Bulgaria, Italy, San Marino, the Slovak Republic and Ukraine. The signature procedure is in progress in a number of other Council of Europe member states.

The signatory states note that European societies are changing under the combined impact of economic and political change, energy transition and dwindling resources. This situation involves challenges which call for the proposal of new social and development models. Europe needs to innovate in order to create the framework for a new society stimulated by more democracy, more direct citizen participation and better governance based on more effective institutions and on dynamic public-private partnerships. Against this background of profound change that is generating anxieties, our common heritage helps bind European societies together: it underpins the identity on which today’s Europe is being built and is a fundamental benchmark and a factor in stability and continuity. The concept of heritage is becoming a lever for sustainable development. Heritage is a resource to be harnessed for and by citizens in action to help transform their environment. As a legacy from the past, it embodies the values, beliefs, skills and traditions which have shaped towns and regions through the constant interaction between individuals, communities and places.

From this angle, the Council of Europe’s framework convention is innovative in several respects. It consolidates the concept of “Europe’s common heritage” and brings it closer to human rights and fundamental freedoms, which are also of relevance to the issues relating to “living together”, quality of life and the environments in which people wish to live and prosper. Three priority areas highlight the framework convention’s contribution to the social challenges currently facing many countries:

- Strengthening social cohesion by managing diversity;
- Improving people’s living environment and quality of life;
- Expanding democratic participation.

#### ***A local project relevant to the whole of Europe***

In the light of the above priorities, the elected representatives of the 2nd, 7th and 8th districts of Marseille and the mayor of Vitrolles symbolically signed up to the framework convention so as to give a European perspective to social and heritage projects implemented locally. These create the conditions to enable the various local players to come together and combat the discrimination and poverty that affect certain neighbourhoods, resulting in deteriorating living conditions and social and psychological suffering among residents.

The stakeholders involved are tenants’ associations, local associations, groups of firms, artists’ collectives and ordinary citizens who all work together in “*heritage communities*” to defend the quality of life in their neighbourhoods, with which they identify to the extent of seeing themselves as part of their environment which is a heritage to be defended and promoted. To this end, they research their histories, publish works

(“*hospitality tales*”), arrange meetings and walks (*heritage walks*, *sound walks*), produce art work and stage artistic events (*Fenêtre augmentée* exhibition, *le Pont* exhibition, *postcards*, *sensory walks*), provide tourist accommodation (*Hôtel du Nord* bed and breakfast co-operative), pool their resources and try out forms of participatory democracy (*heritage committee*). These various activities give rise to a process of dialogue open to everyone, and foster a heightened sense of community. While being encouraged by the public authorities, the activities are carried out by citizens themselves and are seen as a “heritage” initiative designed to trigger citizen action as a pragmatic response to the constant difficulties experienced in the neighbourhoods concerned.

As a confirmation of the value of these various activities, the association comprising the towns and partners of the European Capital of Culture year (*Marseille-Provence 2013 Capitale Européenne de la Culture*) has built on the local citizen resources developed here so as to put in place ambitious structural projects designed to last beyond 2013: the first peri-urban long-distance footpath (GR) in France, extending 365 kilometres across 38 municipalities (GR2013); “Culture Pilots”, a vocational integration programme for residents as tourist and cultural guides; and “*Hôtel du Nord*”, the first residents’ co-operative in Europe, which provides community-based tourist accommodation with around 50 qualified bed and breakfast hosts in the working class districts of Marseille.

The experience in Marseille developed with reference to the framework convention does offer lessons and, by extension, suggests possible responses to the social crisis that is spreading throughout France and Europe as a whole. It could provide input for considering ways of encouraging other schemes in the signatories to the framework convention. The heritage process which it involves is in line with the aims and values of the European Commission and the Council of Europe. In particular, it emphasises an innovative approach to social, political and economic problems, using culture and heritage to reach all stakeholders in society, including the most disadvantaged.

### ***A forum to promote and implement the convention***

As an event initiated by the four mayors from Marseille and the surrounding region, co-ordinated by the “*Hôtel du Nord*” co-operative and supported by Marseille-Provence 2013, the Bouches-du-Rhône Council, the European Commission and the Council of Europe, the Marseille Forum will address issues relating to human rights, cultural diversity and identity, the integration of minorities and disadvantaged groups, the prevention of intolerance and discrimination, inter-faith dialogue and action in disadvantaged urban and peri-urban areas, etc. The main objectives of the forum are to:

- Extract from this grassroots experience an interpretation of the framework convention that underlines its most innovative aspects, in particular concerning the “social values of heritage” and the “values of heritage for society”;
- Provide a common reference framework for ongoing or future activities in European countries which can help implement the principles of the framework convention so as to respond to the social challenges facing Europe;
- Launch a communication activity concerning the principles of the framework convention so as to promote its ratification among states;
- Implement appropriate follow-up to the results of the forum, in particular by identifying pointers for public policies and approaches for developing multi-criteria indicators for assessing the implementation of the framework convention at national level, as well as identifying good examples of projects.

The Marseille Forum will bring local players (public authorities, residents, Marseille-Provence 2013, civil society) together with an international panel of representatives of the 21 Council of Europe member states which have signed the framework convention (ambassadors, national authorities, elected representatives, civil servants), other interested countries and the various directorates of the Council of Europe and the European Commission. During the one-and-a-half-day forum, the panel will first go and meet the *heritage communities* and find out about their activities by taking part in four “urban walks” which bring to life the main themes addressed by the forum. The panel will then place its experience in Marseille in a European context.


## APPENDIX II

### “Faro Initiatives” template

Project leaders (ministries, local elected representatives, specialised institutions, associations, groups of enterprises or artists, ordinary citizens) are invited to present their projects or initiatives by completing the template below, in accordance with its guidelines. The total contribution should not exceed one page. The completed template should be sent to the Council of Europe Secretariat (e-mail: [CDCPP@coe.int](mailto:CDCPP@coe.int) - please indicate “Faro Initiatives” in the subject line) and accompanied by:

- The name(s) of the person(s) who have completed the template (with the date);
- Address of the web site for additional information on the initiative;
- A high-definition photo of the project or initiative, indicating the title, place, all relevant information, and photo credits to be indicated in all publications, as well as authorisation for the Council of Europe to use the photo.

Explanations or references related to the three main objectives can be found in the brochure on the *Faro Convention* published by the Council of Europe.

<b>FARO INITIATIVES</b>		
Framework Convention on the Value of Cultural Heritage for Society	<p><b><i>Heritage dimension of a [to complete]... (for example : social, economic, cultural, urban, planning, etc.) project</i></b></p> <p>Title :...</p>	
	<i>[to complete : Description (facts) 50 words]</i>	 <p><i>[to complete: General conceptualisation; summary or synthesis for publication 150 words]</i></p>
Objective 1 : Strengthening social cohesion by managing diversity	<i>[to complete if relevant: Problems; Issues at stake; Themes 50 words]</i>	
Objective 2 : Improving people's living environment and quality of life	<i>[to complete if relevant: Problems; Issues at stake; Themes 50 words]</i>	
Objective 3 : Expanding democratic participation	<i>[to complete if relevant: Problems; Issues at stake; Themes 50 words]</i>	
	<i>[to complete: Results (or expected); Impacts (foreseen); Effects (targeted) 50 words]</i>	<i>[to complete: Links / recommendations for public policies 50 words]</i>