



Local Development Pilot Project: Island of Cres

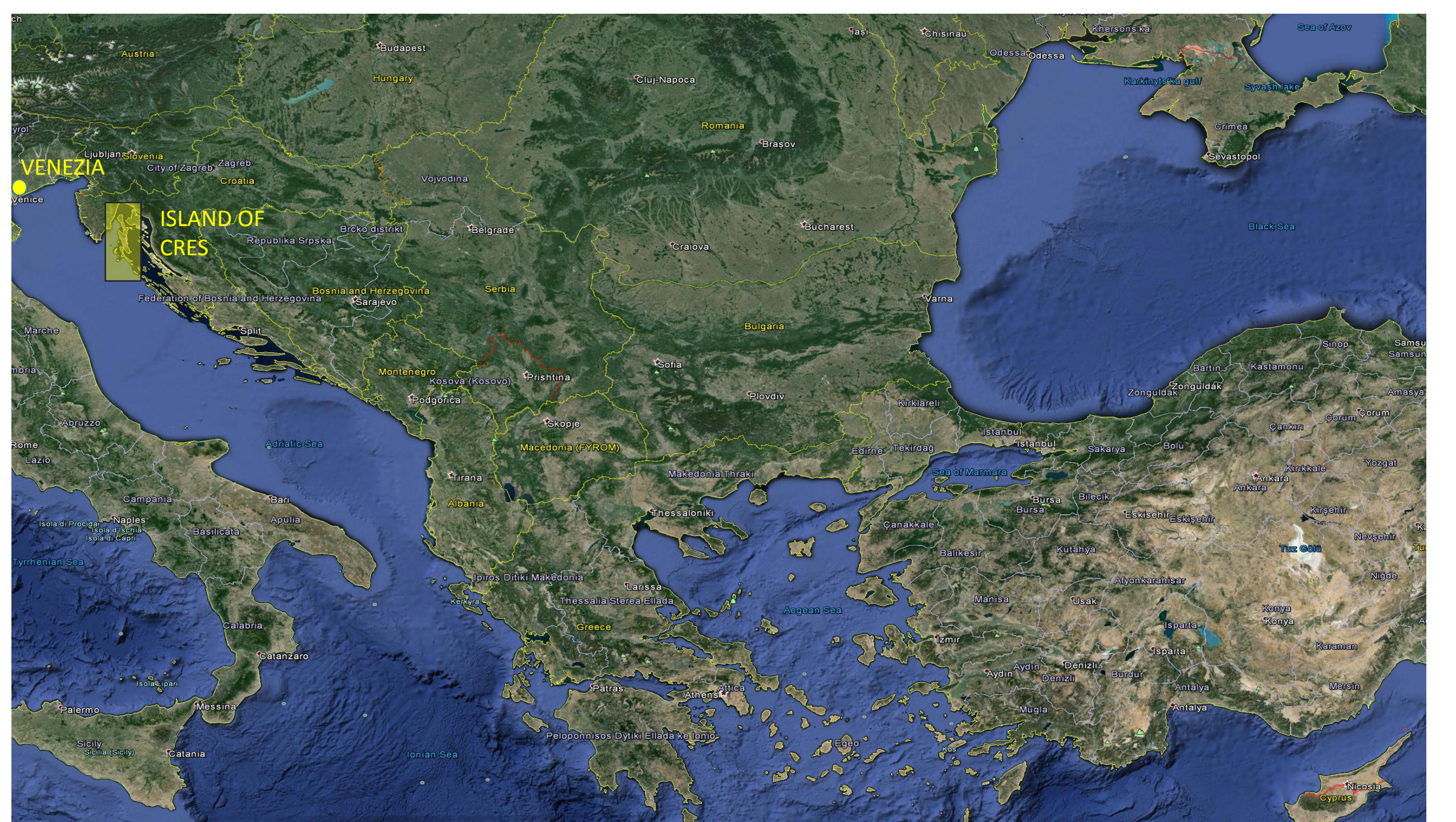
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BACKGROUND, RATIFICATION OF THE FARO CONVENTION BY REPUBLIC OF CROATIA

- The Framework Convention on the Value of Cultural Heritage for Society – FARO Convention was adopted in 2005 in Faro, and Croatia ratified it in 2007.
- At the same time, Croatia participated in the Council of Europe's Regional programme on Cultural and Natural Heritage in South East Europe, the part of which is the Local Development Pilot Project – Island of Cres, as the last C-component.

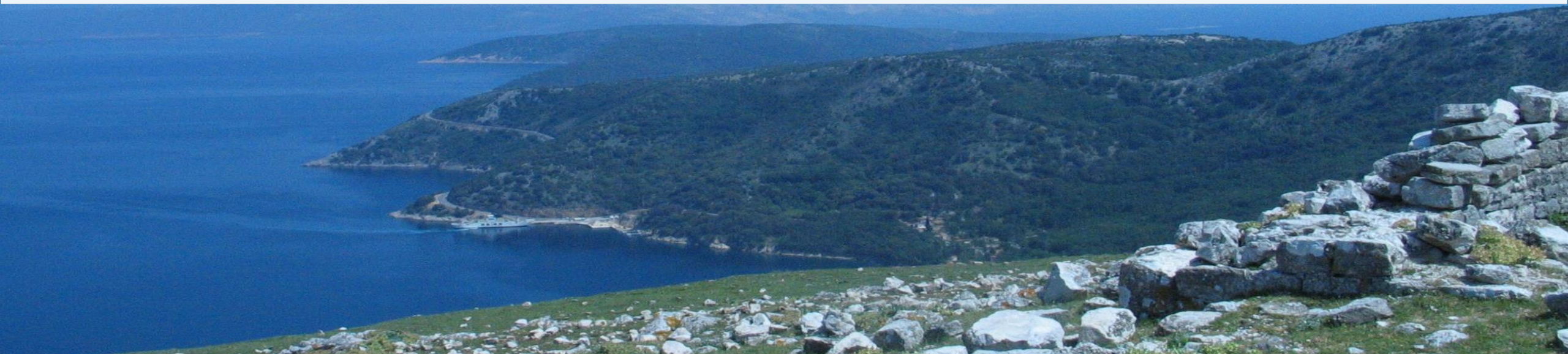
OBJECTIVES OF THE *PILOT PROJECT*

- This Project was launched in 2008 on the national level. The aim of the Project was to determine a long-term development strategy for the island of Cres, based on sustainable development as well as participation of all interested parties in the process of proposition and definition of development guidelines.
- It was a highly innovative development process for us. It was based on multisectorial approach and active participation of all stakeholders involved in territory development. By adopting strategies, this project will take into account the establishment of connections between economic efficiency, cultural diversity, social cohesion and ecological balance.



THE PILOT TERRITORY, 405,7 km², 2 municipalities, 3.055 inhabitants

- With the approval of Council of Europe, the Republic of Croatia chose the island of Cres in 2008 as the pilot territory rich in cultural and natural heritage, inhabited with a relatively small island community that has been searching for new economic activities compatible with the principles of sustainable development. The particular value of the island is its unique landscape, which is a direct result of the interaction between nature and human activities.





TOWN AND THE VILLAGES

The historical core of the Town of Cres shows urban structure with renaissance features, whereas other towns on the island are of more rural character.

Numerous settlements and shepherds' dwellings have preserved their original architectural qualities, intact historic matrix and spatial composition.



CHALLENGES ON NATIONAL LEVEL:



- Difficulties to preserve vernacular heritage; depopulation of rural area, abandonment of traditional agriculture, property rights issues
- Typical rural Mediterranean architecture illustrates villages and over 50 abandoned complexes of the shepherd's facilities forming a specific feature within the social economic structure of the island.

CHALLENGES ON THE NATIONAL LEVEL:

- Development of a model to preserve the Mediterranean type of architecture without the need to register the single goods (type protection)
- More than hundreds of abandoned Romanesque and Gothic chapels are situated throughout these uninhabited expanses, places of historical gatherings, shelters and prayers far from the populated areas



CHALLENGES ON NATIONAL LEVEL

- Protection of landscape is regulated by 2 different laws (culture and nature)
- A particular value of the island is its unique landscape which represents a direct result of the interaction between nature and human activities. The interaction between geological substrate, pedological cover, island morphology and two climatological zones (Sub-Mediterranean and Eu-Mediterranean) have created the specific conditions for the development of one of the highest biodiversity rates among all islands in the Mediterranean region. There are more than 1300 plant species that grow on the island. Beside the griffon vulture, which is a protected on national and wider level, there are numerous species of other birds, mammals, amphibian and insects.



CHALLENGES ON NATIONAL LEVEL:

- Job creation, to stop depopulation trends on Croatian islands
- Agriculture is still an important activity, even though it is only spare-time. Sheep farming is carried out exclusively for meat production, which is partly intended for local consumption, while the rest is sold on the mainland. The number of sheep is in constant decline, partly due to the aging of shepherds and the abandonment of production, and partly due to the presence of wild boar that cause large damage (killing lambs, destroying dry stone walls).
- Olive groves are situated mostly around the Town of Cres, and they are cultivated in a traditional way. The problem is that they are planted in karst terrains and stone terraces which are unsuitable for machine cultivation and irrigation.



APPROACH, Participative approach carried out by LDPP team:



- This entire Pilot Project follows the principles of the Framework Convention on the value of cultural heritage for society and principles of the European Landscape Convention. People are in the focus of development objectives. The Project's conceptual framework creates synergies between local stakeholders, public administrations, private enterprises and national and international partners, joined together in a debate and implementation of global pilot project.
- Several working groups were established, each for its own field of interest. They analysed local situation and identified problems, and then defined strategic vision and development objectives. This created a basis for making operational plan. Around 20 workshops were held, with over 100 participants, 17 coordination meetings, 10 interministerial meetings and 3 roundtables on the theme of regional development

MANAGEMENT STRUCTURE, THE DOCUMENTS SIGNED

The specific quality of local development pilot project is that high number of partners participate during the implementation. Therefore, coordination and efficient activities of the administrative and technical bodies of the project should be taken care of the Project implementation.

As mentioned before, the multidisciplinary approach and the inclusion of local community in all project activities contribute to its specificity.

Local development pilot project consists of several phases. There have been 7 fundamental documents issued during its realisation.

After the first phase of the project implementation and establishment of partnerships, all national and local partners signed the Terms of Reference. It defined the role and responsibilities of each project partner as well as their political statement on taking responsibilities for project implementation.

- POLITICAL STATEMENT
- TERMS OF REFERENCE
- THE STRATEGIC NOTES
- THE STRATEGIC STATEMENT
- THE DIAGNOSIS OF THE TERRITORY
- STRATEGY
- TERRITORY CHARTER

TERRIOTRIAL DIAGNOSES

- With the document, the ***Territorial diagnosis*** completed the first phase of the island of Cres project. Its main objective was to test on the particular territory, the island of Cres, new integrated and sustainable development models based on the social and economic values of the heritage. The objectives of these development models focused on people, their well-being and a better quality of life.
- Particular working groups have identified and explored four main themes: cultural and natural heritage, economy, social environment and local administration.

TERRITORIAL DIAGNOSIS

Local
Development
Pilot Project



ISLAND OF CRES IN NUMBERS

Geography

Area: 405.7 km²
Length: 66 km
Width: 12 km
Highest elevation: 648 m (Gorice)
Coastline length: 247.7 km

Population

Number of statistical settlements: 30
Number of inhabited settlements: 28
Number of inhabitants (2011 Census): 3,055
Population density: 7.53/km²



Italian minority living in Cres, people who safeguard the Venetian dialect.

Therefore, there is a real risk of **losing the historical knowledge and skills** if they are not recorded or transmitted to the new generations. In that respect the NGO sector is active through folklore groups and several associations which promote local traditions and collect and systematize a significant amount of ethnographic objects and written or video material. Part of that material is occasionally or permanently displayed. However, the capacity of the NGO sector is limited compared to the great richness of the immaterial heritage.

Conclusion

The development deficit has contributed to the preservation of the cultural heritage but today it represents a risk

The decline of the population and the abandonment of the rural area on one hand, and lack of development, particularly in the tourist sector on the other, contributed to the preservation of the cultural heritage and the unique atmosphere of the island. However, the long-term maintenance of such conditions will put the built heritage at risk of rapid deterioration and in the worst-case scenario even permanent devastation. In that case some of the movable heritage can also be lost.

A significant part of the built heritage, especially the shepherds' dwellings and some religious buildings, is already damaged, collapsing, or ruined and its further deterioration does not represent only a loss for the local heritage but also a loss of development opportunities. If they are not put to use again, the future development process will inevitably have to go through new construction, which involves a real risk to the degradation of the ambience and the particular island atmosphere.

The local identity is in danger

In the same way that deterioration and alteration of the tangible heritage increase the risk that the authenticity of the whole territory will be lost, and with it one of its development advantages, the loss of the intangible heritage can lead to the loss of identity of its inhabitants. Due to demographic trends, the proportion of indigenous inhabitants is constantly being reduced and there is a real risk of the permanent loss of the local intangible heritage (dialects, customs, recipes ...) which is additionally increased by the modern way of life and the adoption of global trends. The local



The final tangible result expected after the completion of the LDPP is the Territory Charter – which is a document that sets out the main strands of work agreed by the partners and guides the measures to be taken in the territory by the various public and private players over the middle and long-term. The Charter will have to be adopted and signed by various LDPP partners at the national, regional and local levels, which will represent their explicit commitment to realise the vision it sets out. The elaboration of the Charter passes through three main phases of the LDPP process that allow the drawing up of:

- the Territorial Diagnosis,
- the Development Strategy,
- the Action Plan.

The Diagnosis, completed in 2013, offers a descriptive interpretation of the situation on the island of Cres and identifies strengths and problems. The main goal of the Diagnosis process was to allow all stakeholders to understand and update all data about **assets and possibilities in the territory, and about factors that hamper the progress and development of the local community**. It is an interpretation of the existing data, situations and trends made by local, regional and national stakeholders in such a way as to create a consensus amongst all subjects involved or concerned in the territorial development.

Four main topics were identified and developed by devoted working groups: the cultural and natural heritage, the economy, the social environment and local governance. This was carried out by means of comprehensive collective analysis and consultations through a series of workshops that tried to arrive at a joint view of the local state of affairs, to identify the advantages and weaknesses of the territory, the opportunities and the threats. More than 100 different stakeholders from national, regional

Diagnosis Phase

Introduction

TERRITORIAL DIAGNOSIS

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The Cultural Heritage

TERRITORIAL DIAGNOSIS

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Island of Cres

Territorial Diagnosis





improvement of the farming practices. The small plots the ownership of which is divided up among many owners (some of them living abroad or already dead) and which are scattered around, make cultivation difficult and together with the unstable production demotivate people from becoming professional full-time farmers.

The tourism has a significant impact also on the activities of small artisans that base their main business (services, trade and fishery) on the high volume of work in the summer period.

Conclusion

The island economy is typical but fragile

The dominance of the seasonal tourist activities, together with the traditional type agriculture defines the fragility of the island's economy. There is no poverty on the island; the inhabitants live in comfortable conditions, and take advantage of the pleasant environment. Many inhabitants improve their living standard through side activities (renting of rooms and apartments to tourism, seasonal food production to sell to tourists, etc.). However, such additional income can be secured only by people possessing land and houses while possible newcomers or young professionals find it difficult to make a living on the island.

THE NATURAL HERITAGE

Description

The island has a rich flora and fauna and a high biodiversity rate

The entire territory of the island is part of the Natura 2000 ecological network. The interaction between geological substrate, pedological cover, island morphology and the two climatological zones (*Sub-Mediterranean and Eu-Mediterranean*) of the island of Cres created the specific conditions for the development of one of the highest biodiversity rates among all the islands in the Mediterranean region.

Flora: More than 1,300 plant species grow on the island, among which many are endemic and relict species. The most important plant communities are deciduous forests in the Tramtutana (northern part of the island) and stands of evergreen holm oak in the southern part of the island (around Punta Križa). The current spatial plans propose the protection of these two forests (at the level of protection of special reserves, or significant landscape). Forest covers around one third of the island.

Fauna: The griffon vulture has become the emblematic species of Cres and is well-known at national and wider levels. The griffon vulture is on the list of endangered species and its colonies on the island are the most

Exceptional biodiversity

- 1,350 plant species
- 43 orchid species
- 6 oak species
- 24 reptile species
- 7 amphibian species
- 35 mammal species
- 87 butterfly species
- 200 bird species (99 nesting)

THE ECONOMY

Description

Tourism activities dominate the economy

The tourist sector employs around 40 % of the active population, in mainly seasonal and unskilled jobs. Most of the accommodation capacities, and therefore the main tourist services and activities, are concentrated in the town of Cres.

The tourism sector is mainly controlled by big companies (Jadranka d.d., Cresanka d.d.) which own almost all the accommodation capacities in hotels (440 beds) and camps (7,500 accommodation units). The additional 4,000 beds available are mainly family owned rooms and apartments. The existing accommodation structure is primarily suitable for individuals and benefits from the proximity of Slovenia, Italy and Central Europe from which Cres can be reached by car in a relatively short time. Organized groups travelling by bus are generally looking for hotel accommodation.

Tourism activity is concentrated during the summer period because of the specificity of the accommodation (mainly camping sites and private rooms) and because there are no supporting facilities (such as congress rooms, swimming pools, gyms, or wellness) which could diversify the leisure activities. The only two hotels on the island are open only during the summer season.

Innovations can encourage young people to stay and migrants to come

The development of all-year-round tourism necessitates investments in hotels that offer some accompanying facilities (swimming pool, conference hall). A new category of tourism has been, attracted by the construction of the marina. Nautical tourism, involving people with greater financial resources, offers activities over the classical summer season. International regattas have been organized for more than ten consecutive years, which represents an opportunity for further development of nautical tourism, especially in spring or autumn.

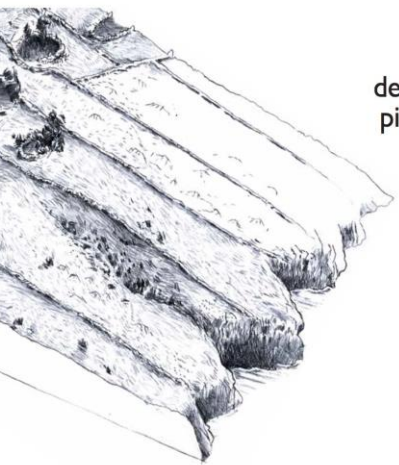
The cooperative approach could be further developed in order to organize the production of other agricultural products and take the leading role in the development of the island's agriculture. The island has a good potential for honey production, but, for now, the number of beekeepers is quite low, especially those who work full time. The specificity of the olive oil and lamb meat should be better used for their promotion as typical island products. For the time being promotion is done only by the local



LANDSCAPE SURVEY

- Landscape study of the island of Cres gave an insight to the characteristics, condition and value of particular landscape areas. Furthermore, the study researched the **perception and preferences of the local community**, visitors and experts about landscapes, with the focus on advantages and disadvantages of the present management of those landscapes. (Florentine Convention).
- It was pointed out that the island has numerous comparative advantages which have not been adequately used or recognized. It was determined that public promotion of Cres included only a small part of its landscape, only through narrow "tourist perception" and reduced to its representative elements. Moreover, it was determined that a larger part of the territory was exposed to dynamics and changes caused by abandonment of agricultural lands and rural settlements.

LANDSCAPE SURVEY

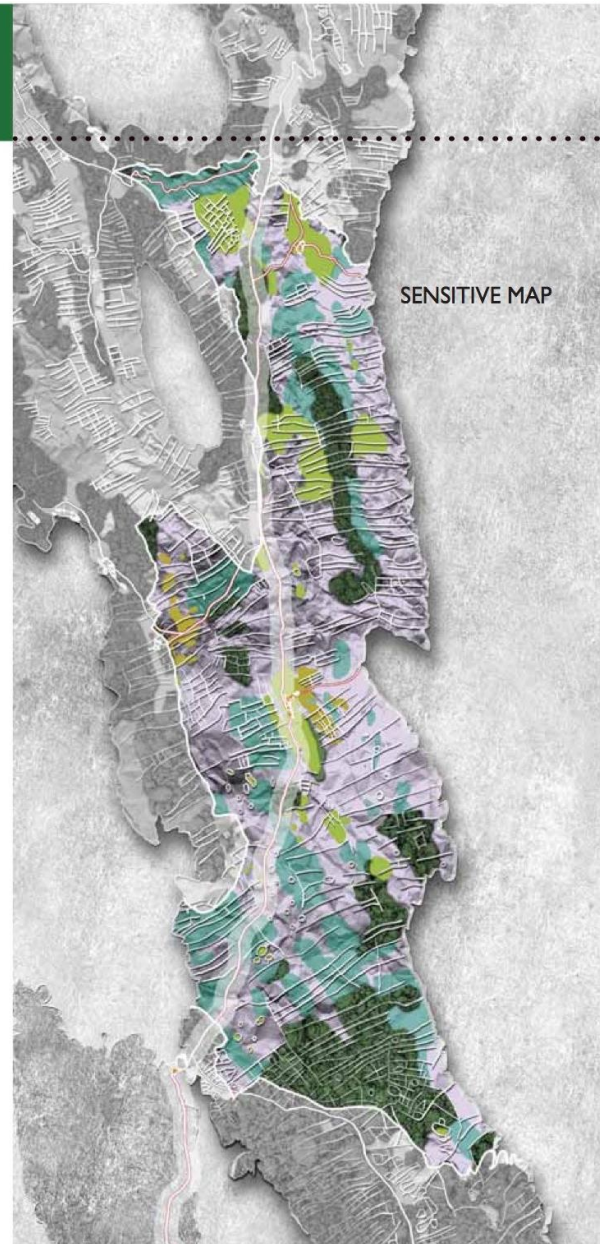


Local
development
pilot project

LANDSCAPE STUDY OF THE ISLAND OF CRES

IMPRESSIONS AND VISUAL EXPERIENCE

- Spacious and clear pastures parcelled with long stretches of stone dry wall
- Harsh natural conditions
- Recognizable image of bare white rockery with scattered grey and green grasslands and irregular forms
- Seasonal interchange of red, yellow and green vegetation
- Round cultivated sinkholes represent spatial accents within white rockery
- Elevated hummocks with perched dwellings and churches
- Intertwined shepherds' paths



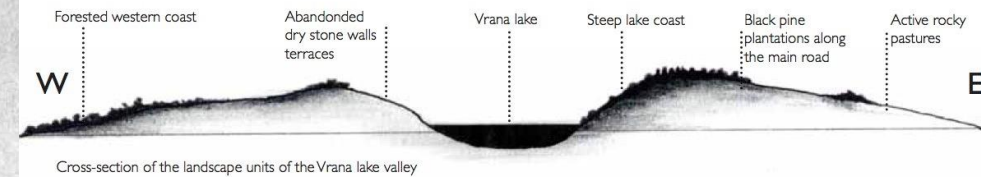
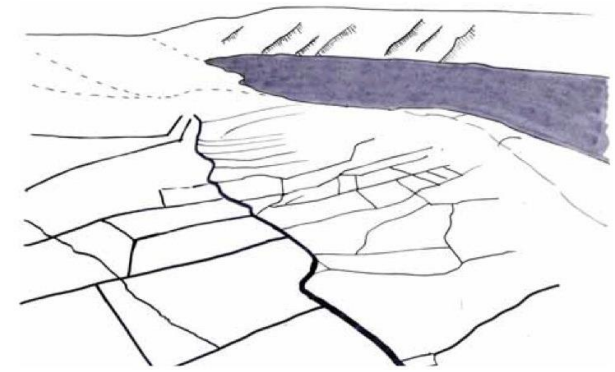
SENSITIVE MAP

4.4. LANDSCAPE UNIT OF THE LAKE VRANA VALLEY

LANDSCAPE AREAS:

Vrana lake valley

"There aren't many people, you can get lost, hide." A.M.



"I'm calm and active here." I.S.

HERITAGE SURVEY

- An inventory of cultural heritage has been made alongside the research and analysis of natural heritage and landscape.
- Before the research, only 250 buildings on the island of Cres were registered and listed in the Register of Cultural monuments as built heritage. By the end of research, the number increased to 820. Apart from the natural heritage, island development project is based on a wise exploitation of various and rich territorial heritage resources which could directly contribute to the creation of new activities capable of retaining and attracting younger generations to the island.
- Cultural heritage should be given a new function in order to save it from further deterioration. An innovative approach to the problem of heritage could find new ways for its protection and valorisation, and use it wisely also in the tourism sector.

HERITAGE SURVEY



Istraživanje baštine u kontekstu Pilot projekta lokalnog razvoja

Otok Cres je od 2010. godine pilot područje za provedbu Pilot projekta lokalnog razvoja Vijeća Europe.

PPLR utvrđuje politički okvir za konzultacije i rasprave o strategiji dugoročnog razvoja koji se temelji na atraktivnosti područja i njegovih komparativnih prednosti. Njegov je cilj stvaranje inovativnih odgovora i mjera koje mogu poboljšati životne uvjete i kvalitetu života. U tom pogledu, baština je resurs koji se na održiv i domišljat način može koristiti za pokretanje razvoja. PPLR u Hrvatskoj ovime pokušava izgraditi novi model razvoja u kojem naslijeđe predstavlja glavnu polugu razvoja.

Razvoj „po svaku cijenu“ predstavlja stvarnu prijetnju za vrijednost baštine i lokalnu tradiciju. To otvara razna pitanja na koja treba odgovoriti kroz Projekt razvoja Cresa: Kako se vrijednost baštine može koristiti za lokalni razvoj? Kako kulturno naslijeđe može doprinijeti modelu društva koji zajednica nastoji izgraditi kao jamstvo za budućnost? Kakvu ulogu kulturna baština može igrati u fizičkom i etičkom razvoju teritorija? Koje će mjesto kulturna baština zauzeti u politici urbanog planiranja i regionalnog razvoja? Što se može učiniti kako bi se osiguralo da razvoj jamči urbani i ruralni identitet koji obilježava teritorij?

Kako bi se procijenio razvojni potencijal baštine na otoku, u okviru PPLR-a provedeno je istraživanje baštine.

Istraživanje se temeljilo na inventurnoj kartici (Core Data Sheet) Vijeća Europe koja se koristi širom Europe.

Kartica je korištena za ocjenu društvene i gospodarske vrijednosti građevina i lokaliteta kako bi se dobila cjelovita slika o stanju baštine, definirala atraktivnost i konkurentnost otoka Cresa te identifikirali projekti rehabilitacije i druge potencijalne mogućnosti koje nudi baština, a vezane su uz dugoročne ciljeve razvoja koji su zacrtani u sklopu PPLR-a.

Opseg istraživanja baštine PPLR-a je precizan; odnosi se na građevine na pilot teritoriju, obuhvaćajući sve arhitektonske vrste, vremenska razdoblja, kulturne korijene, uporabu, pravni status, itd. Definicija baštine koja se ovdje razmatra sadržana je u Granadskoj konvenciji. Istraživanje pokriva čitavo područje otoka, a temelji se na sveobuhvatnoj procjeni svake građevine kako bi se procijenila njezina baštinska vrijednost.

Raznolikost i bogatstvo baštine kao sredstvo za budući razvoj Cresa

Prije istraživanja baštine provedenog u sklopu PPLR-a, samo je 250 građevina na otoku bilo zabilježeno i smatrano graditeljskim naslijeđem. Istraživanjem baštine sastavljen je popis od 820 građevina.

Stambene zgrade (urbane i tradicijske, smještene u selima i pastirskim stanicama) i sakralni objekti (uglavnom srednjovjekovne crkvice) zabilježeni su kao najbrojnije vrste. Od navedenih, 38 % stambenih i 46 % sakralnih građevina zabilježene su kao uništene, pred rušavanjem ili oštećene. Najznačajniji razlog propadanja jest gubitak namjene. Gubitak namjene, napuštenost i neodržavanje doveli su do rušavanja. Proces je uglavnom reverzibilan, ali ovisi o stupnju propadanja.

Stambene građevine koje su još uvijek u funkciji podložne su promjenama i neodgovarajućim zahtevima, što je dovelo do nepovratne promjene i gubitka izvornosti. To se događa uglavnom tradicijskoj arhitekturi u naseljenim mjestima, budući da se ta arhitektura često ne smatra nekom specifičnom vrijednošću za teritorij. Srećom, ekstremni primjeri potpune devastacije još uvijek su malobrojni (76 građevina je evidentirano kao potpuno devastrirano, 365 je dijelom promijenjeno, a 355 je očuvano u izvornom stanju).

Creska građevna baština je bogatija i raznovrsnija od prvotno očekivane ili općenito priznate. Ona ima specifične karakteristike koje određuju ambijent količinom izvorno očuvanih i nepromijenjenih tradicionalnih i povijesnih građevina. Lokalni identitet protkan je tim naslijeđem koje predstavlja jedini materijalni trag društveno-ekonomske organizacije otoka u prošlosti. Ambijenti dalje ostaje autentičan i to je ono što se ističe na otoku. Izmjene i preinake građevina koje su dovele do neopravljivih šteta gubitkom njihovih karakterističnih svojstava i izvornosti još uvijek su samo sporadične i nisu poprimile nezaustavljive razmjere.

Mnoge od tih građevina više nisu u funkciji, a ako se u potpunosti napuste, mogu pridonijeti gubitku vrijednosti baštine otoka. Daljnje propadanje tih građevina ne predstavlja samo gubitak za lokalnu baštinu, nego i gubitak razvojnih prilika. Ako se one ne stave ponovno u uporabu, proces budućeg razvoja će neminovno morati proći kroz izgradnju novih građevina, što uključuje stvarnu opasnost za degradaciju ambijenta. Dakle, cilj PPLR-a jest identifikirati razvojni potencijal tih napuštenih građevina koje se mogu koristiti u širem kontekstu razvoja koji se temelji na valorizaciji prirodne i kulturne baštine.

Heritage survey in the context of Local Development Pilot Project

The island of Cres has been the pilot territory for the implementation of the Council of Europe's Local Development Pilot Project since 2010.

The LDPP sets up a political framework for consultation and discussion about the long-term development project based on the attractiveness of the territory and its comparative advantages. It aims to generate innovative responses and interventions capable of improving living conditions and quality of life. In this way, heritage is an asset that can be used in a sustainable and resourceful way to drive development. The LDPP in Croatia thereby tries to build a new development model in which heritage represents the main development lever.

Development “at any cost” represents a real threat for heritage values and local traditions. This raises various questions to be answered through the Cres Development Project: How can heritage values be used for local development? How can cultural heritage contribute to the model of society that the community is seeking to build as a guarantee for the future? What role can cultural heritage play in the physical and ethical development of the territory? What place will cultural heritage occupy in urban planning and regional development policies? What can be done to ensure that development guarantees the urban and rural identities that characterise the territory?

In order to assess the development potential of heritage on the island, the LDPP carried out a Heritage Survey.

The survey produced was based on the Council of Europe Core Data Sheet used Europe wide. The sheet was used for the assessment of the social and economic value of buildings and sites in order to get a comprehensive picture of the heritage situation, to define the attractiveness and competitiveness of the island of Cres, and to identify rehabilitation projects and other potential opportunities the heritage offers regarding the long-term development objectives of the LDPP.

The scope of the LDPP Heritage Survey is precise; it concerns building heritage in the pilot territory, embracing all architectural types, chronological periods, cultural origins, uses, legal status, etc. The Granada Convention provides the definition of heritage considered here. The survey covers the whole territory of the island, and is based on the comprehensive assessment of each building in order to evaluate its heritage value.



The diversity and the richness of the heritage as an asset for future Cres development

Before the LDPP heritage survey, only 250 buildings on the island had been recorded and considered built heritage. The heritage survey compiled a list of 820 buildings.

Residential buildings (urban and vernacular, placed in villages and shepherd's dwellings) and sacral buildings (mostly medieval chapels) are registered as the most numerous types. Of these 38% of residential and 46% of sacral buildings are recorded as ruined, collapsing or damaged. The most important reason of deterioration is the loss of function. The loss of function, abandonment and lack of maintenance has led to collapse. The process is mostly reversible, but the degree of deterioration is crucial.

The residential buildings that are still in function are subject to alterations and inadequate intervention, which has led to irreversible change and loss of authenticity. This happens mostly to vernacular architecture in inhabited settlements, since this architecture is often not considered to be of specific value to the territory. Fortunately, extreme examples of complete alterations are still in a minority (76 buildings are registered as completely altered, 365 are partially altered and 355 are authentic).

The Cres built heritage is richer and more diverse than initially expected or generally admitted. It has specific characteristics which determine the ambient by the quantity of authentically preserved and unchanged traditional or historical structures. The local identity is inwrought with this heritage which is the only material trace of the past socio-economic organisation of the island. The ambience remains authentic and this is what excels on the island. The changes and alterations made to buildings that have led to irreparable detriment and the loss of their characteristic properties and authenticity are still only sporadic and have not assumed unstoppable proportions.

Many of these buildings are not in function anymore and, if totally abandoned, could contribute to the decline of the island's heritage value. Further deterioration of those buildings does not represent only a loss for local heritage but also a loss of development opportunities. If they will not be put into use again, the future development process will inevitably have to go through new construction, which involves a real risk to the degradation of the ambience. Therefore, the LDPP's goal is to identify the development potential of those abandoned buildings that can be used within a wider development context based on valorisation of natural and cultural heritage.

TERRITORIAL STRATEGY

- The third phase of island of Cres project implementation is a development strategy based on the results given by the Territorial Diagnosis. It consists of a proposition of long-term development (2016-2025) of the island of Cres. Development strategy objectives are focused on people, their well-being and a better quality of life.
- The elaboration of the strategy was carried out through the series of workshops which involved representatives from public institutions at local, regional and national level, representatives of entrepreneurs and business associations on the island and representatives of the civil sector. It should be pointed out that this strategy was not prepared pursuant to a certain legal provision or by the initiative of one of the units of the local self-government. It was independent of spatial limits which are usually conditioned by the preparation of planning documentation. The strategy related to a wider area of homogenous geographic and cultural-historic characteristics.

TERRITORIAL STRATEGY

TERRITORY STRATEGY 2014 - 2025



STRATEŠKA SMJERNICA4

SHARED RESPONSIBILITY AND MANAGEMENT OF THE DEVELOPMENT OF THE ISLAND

KONTEKST

Riječ *upravljanje* u kontekstu ovog dokumenta ima značenje engleske riječi *governance* koju je prilično teško jednostavno definirati, a još teže naći prikladan hrvatski prijevod. Višeće Europe, odražavajući trenutne sociološke rasprave, definira koncept *upravljanja* kao skup mehanizama koji oblikuju društvene aktivnosti u koje su uključeni uprava, privatni i civilni sektor, odnosno pojavljivanje i preklapanje kompleksnih odnosa koji uključuju „nove aktere“ izvan političke arene. U širem smislu, *upravljanje* je način na koji se proces razvoja primjenjuje u upravljanju gospodarskim i društvenim resursima. *Upravljanje* ne zamjenjuje *upravu* (*government*) koja se odnosi na način na koji su državne vlasti organizirane kroz formalne i hijerarhijske agencije javnog sektora i kroz birokratske postupke.

Upravljanje teritorijem predstavlja izazov za učinkovitost institucija i potragu za raznim partnerstvima koja omogućuju lokalne akcije. Ono zahtijeva praćenje evolucije tradicionalnih upravnih struktura i praksi zasnovanih na „top-down“ načelu te potiče razmatranje o mogućim načinima promjene odnosa između države i teritorija. Teritoriji se moraju organizirati u skladu s time i olakšati angažman svih zainteresiranih subjekata u cilju generiranja novih tipova projekata koji će se definirati u skladu s lokalnim potrebama i koje će kreirati lokalni akteri.

Upravljanje teritorijem također predlaže definiranje temeljnih uvjeta koji će omogućiti

TERRITORIAL STRATEGY



RATEŠKA
IJERNICA2

PEOPLE AND THE QUALITY OF LIFE IN THE CENTRE OF THE DEVELOPMENT



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KONTEKST

Čovjek i razvoj usko su povezani – s jedne strane razvoj je preduvjet za povećanje blagostanja i unaprijeđenje kvalitete življenja, a s druge strane poduzetan i obrazovan čovjek jedan je od preduvjeta razvoja.

Od sredine prošlog stoljeća otok Cres suočava se s trendom depopulacije koji se očituje kroz dva fenomena: prvi je ubrzani pad stanovništva u manjim naseljima i njegova koncentracija u gradu Cresu, a drugi je nešto sporiji, ali konstantan pad ukupnog otočnog stanovništva.

Manja otočna naselja uglavnom su nastala dalje od mora, u blizini plodne zemlje ili pašnjaka. S obzirom da njihova pozicija nije pogodovala razvoju turizma, koji se do sada prvenstveno temeljio na blizini plaže,

ta naselja izgubila su svoju konkurentnost. Ta su naselja poprilično izolirana i imaju vrlo malu ili nikakvu atraktivnu snagu kao mjesta za život jer ne pružaju velike mogućnosti za stvaranje novih vrijednosti (zapošljavanje), kao ni za zadovoljavanje svakodnevnih životnih potreba i društvene interakcije. Zbog toga su mladi ljudi uglavnom napustili takva naselja i preselili se u Cres ili na kopno. Iseljavanje mladog stanovništva primjetno je i u gradu Cresu, premda je on dobro opremljen tehničkom i socijalnom infrastrukturom koja stanovnicima pruža relativno visoku razinu komfora i sigurnosti življenja.

Nepovoljna demografska slika, s negativnim prirodnim prirastom zbog starenja stanovniš-



LONG TERM IMPACT, REPLICATION

- New relations between institutional stakeholders and the civil society, the integration of the local skills and competencies in the development process, the specificity of the local practices recognized and accepted to contribute to the development process, etc.
- The outcomes of the Cres project is methodology that will be possibly used and implemented for other regions and islands, in order to increase the quality of life within the rural depopulated areas with rich cultural and natural heritage. In addition, Cres project confirmed that the cultural and natural heritage is not possible to protect and enhanced in conservative way through the institutions, and, exclusively through the expert approach - but through mobilization of the local community, linking them with the local, regional and national level. This approach we consider as the contribution to the implementation of Faro Convention.