

APPLYING TO JOIN THE COLLECTION OF GOOD PRACTICES

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Filling in the Form – Share Your Experiences

If you are engaged in a project or an initiative that aims to implement or has already implemented one or more of the recommendations outlined in Strategy 21 – especially by introducing participatory governance in cultural heritage – you can share your experience and become a part of the Collection of Good Practices. In order to do this, please apply by filling in the following form (you can find the form on the Strategy 21 home page, under the Share Experiences icon):

<https://www.coe.int/en/web/culture-and-heritage/strategy-21-good-practices-form>

For a step-by-step guide to filling the form, take a look at this video.

Before Filling in the Form

If you want to know what a successful initiative looks like, you can consult the Golden Collection of Good Practices, available on the Strategy 21 website:

<https://rm.coe.int/european-heritage-strategy-for-the-21st-century-the-golden-collection-/1680966dda>

This publication provides the overview of the most important initiatives that have successfully implemented the Strategy.

There is also a link on the Strategy 21 website that will provide you with examples of good practices:

<https://www.coe.int/en/web/culture-and-heritage/strategy-21-good-practices>

This can serve as an inspiration and an incentive for you and your application as well as for further development and optimisation of your own project/initiative.

Basic Information

The first part of the form is dedicated to the basic information about the initiative, such as the name of the contact person, the name of the organisation in charge of the initiative (formally or informally), and the address of the initiator, as well as the website, if there is one. A phone number and e-mail are also required. If the initiative comprises online resources, there is a part of the form where you can share links to photos, videos or social media accounts. The title of the initiative should be written here as well, as well as the lifespan of the initiative.

Relationship to Strategy 21 Components

In this part of the form, it is important to state clearly which Strategy 21 recommendations and challenges (and their point(s) of convergence) the initiative is tackling. In order to prove an integrated approach, it should include at least one recommendation from each of the three components of the Strategy. For more details on this, please refer to Module 6. Read the Strategy 21 challenges and recommendations carefully. By comparing them with your project, you can most probably recognise how your own goals appear in the Strategy. If this is not the case, Strategy 21 and its core three components (more thoroughly explained in Modules 2, 3 and 4) can be a valuable source of inspiration for enhancing your project and for adapting it to align with the contemporary approach towards cultural heritage management. This includes participatory governance and its methodology.

You can find the full text of Strategy 21 on the website (<https://rm.coe.int/european-heritage-strategy-for-the-21st-century-strategy-21-full-text/16808ae270>), as well as all the accompanying materials, such as factsheets. To understand the content and functioning of the website, please look at Module 5.

Concepts

Before filling in the second part of the form, you can scroll down to the bottom and read the brief explanation of concepts as they are used in the context of the form. This includes 'Motivation/Methodology', 'Obstacles/Barriers', 'Change/Impact', 'Lessons Learned' and 'Initiator'.

Furthermore, it is very important for you, as a project initiator, to have a thorough understanding of what participatory governance of cultural heritage means. This is because all Strategy 21 recommendations and challenges favour the implementation of participatory governance and its methodology for best outcomes.

All these concepts are elaborated in more detail in the European Agenda for Culture Publication 'Participatory Governance of Cultural Heritage', available at:

<https://op.europa.eu/en/publication-detail/-/publication/b8837a15-437c-11e8-a9f4-01aa75ed71a1>

Motivation and Methodology

This section is devoted to answering the why and how questions. Reasons for being involved with the particular project of cultural heritage differ from case to case. The reasons might be directed toward protecting cultural heritage, but in order to successfully protect something, it should, first of all, be meaningful to you. However, this should not constitute the only motivation. Cultural heritage, regardless of its legal ownership, is a common good. It belongs to humanity and therefore the best way of protecting and safeguarding it is by means of participatory governance, i.e. by making it meaningful and useful to all stakeholders. In this way, the responsibility is to be shared among all stakeholders, not only professionals and decisionmakers. All stakeholders (especially those not in positions of power) should be involved, consulted and their ideas implemented, at every stage of the project implementation, and not only declaratively by asking for their opinion. Here you should explain all steps you will take to achieve your goal(s).

Obstacles / Barriers

Only by implementing the principles of true participatory governance can the top-down and bottom-up approaches to cultural heritage management be integrated. This integration could facilitate the overcoming of various obstacles, such as lack of will, interest in heritage, skills, knowledge, and/or funds. It could also help to balance protection with economic sustainability etc. For cultural heritage to become truly meaningful for the whole of society and reach its full potential, community involvement is essential. To ensure that the process is inclusive, 'community' should be understood in a broad and diverse sense, and not solely as any individual community to which a certain type of heritage is said to 'belong'. Identifying and explaining all obstacles in the process of implementation of your project will support others in recognising the kind of obstacles that might arise and demonstrate how they might be overcome.

Impact / Change

Within this section you should make clear how your initiative affects (or how it will affect) the immediate and broader community that will 'sustainably use' the cultural heritage in question. Participatory governance is difficult in practice for all stakeholders involved. However, it is the only way to permit a true expert community to evolve (rather than a community of experts). To make an impact and achieve the desired change, you should think to include a diversity of stakeholders, such as professionals, policymakers, entrepreneurs and so-called ordinary citizens. Cultural heritage can then really become the commons for all involved parties. We believe this is the best way to both safeguard heritage and enable its social, economic and educational impact on the community, and in so doing, meet the recommendations and face the challenges as laid out in Strategy 21.

Lessons Learned

In this section you should consider what has gone according to plan in the implementation of your initiative and what has not. You should comment on both possibilities. What has been the driving force behind the success of the initiative? Continuous financing or involvement of the marginalised community and their efforts? Or was it the enthusiasm of all stakeholders involved? What triggered this enthusiasm? In the case of set-backs or difficulties, please do not be afraid to give your own explanation about why the initiative did not fulfil its potential in one or more ways. What could be done differently next time?

Initiator and a Source of Financing

At the end of the form, you should indicate who the initiator(s) is/are and how the initiative is financed. You may wish to consult the 'Concepts' section to support you in identifying who should be classified as the initiator.



