



EUROPA
NOSTRA

ENtopia Project

Our Places in Europe

Our Cultural Townscape:
Europa Nostra Banner for Heritage Towns and Villages of Europe

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Volos, 2014

Presentation

➤ **Europa Nostra**

➤ **Spatial Planning, Sustainable Development, Tourism**

➤ **Entopia Project**

European Union Prize for Cultural Heritage-Europa Nostra Awards



Categories:

➤ CONSERVATION

Outstanding achievements in the conservation, enhancement and adaptation to new uses of cultural heritage.

➤ RESEARCH and DIGITIZATION

Outstanding research and digitization projects which lead to tangible effects in the conservation and enhancement of cultural heritage in Europe.

➤ DEDICATED SERVICE by INDIVIDUALS or ORGANISATIONS

Open to individuals or organisations whose contributions over a long period of time demonstrate excellence in the protection, conservation and enhancement of cultural heritage in Europe and far exceeding normal expectations in the given context.

➤ EDUCATION, TRAINING and AWARENESS-RAISING

Outstanding initiatives related to education, training and awareness-raising in the field of tangible and/or intangible cultural heritage, to promote and/or to contribute to the sustainable development of the environment.





Tatoi



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7 MOST
ENDANGERED



Tatoi

- ✓ Was launched in January 2012 by Europa Nostra
- ✓ European Investment Bank Institute (founding partner) and the Council of Europe Development Bank (associated partner)
- ✓ The 7 Most Endangered programme identifies endangered monuments and sites in Europe



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7 MOST
ENDANGERED

50



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- Mobilizes public and private partners on a local, national and European level to find a viable future for those sites
- Heritage and financial experts from Europa Nostra and the European Investment Bank Institute follow up and undertake “rescue missions” to the 7 sites, together with the nominators
- The multidisciplinary teams assess the sites and help formulate a feasible action plan for each of them, in close cooperation with national and local public and private stakeholders

Kastoria



INTERREG IVC
INNOVATION & ENVIRONMENT
REGIONS OF EUROPE SHARING SOLUTIONS



European Union
European Regional Development Fund

INTERREG IVC project CHARTS Closing Conference:



Culture and
Heritage
Added value to
Regional policies for
Tourism
Sustainability

Engaging Culture and Heritage for Sustainable Tourism Development

**SAVE THE
DATE!**

Hosted by ECTN Presidency
EKPOL - Thessalia Region Social and
Cultural Council
September 10 - 15, 2014
Valis resort, Agria, Volos, Greece

The Conference will be combined with pre- and post-Conference study visits; will constitute a major event for Cultural Tourism in Europe with invited keynote speakers and representatives of EU institutions & international organisations, as well as insights into the future of inter-regional cooperation INTERREG EUROPE Programme 2014-2020 with topics of discussions on:

- How regions and destinations can initiate and support sustainable tourism development in Europe through engaging culture and heritage?
- What is the contribution of Cultural, Heritage and Sustainable Tourism development in tackling the economic and financial crisis?
- How Cultural, Heritage and Sustainable Tourism can contribute in the 'Experience Economy'?

During Closing Conference there will be a ceremony of the 'CHARTS Award 2014' prize for "Destination of Sustainable Cultural Tourism" and the CHARTS Charter on "Culture and Heritage Added Value to Regional Policies for Tourism Sustainability".

Please visit www.charts-interreg4c.eu for more information.



Logos of partner regions and organizations including: South Pelion Municipality, ECTN, Cadw, Region Västtra Götaland, Pafos Region, INCDT, Consell de Mallorca, Greece, IberTur, University of Thessaly, and others.

"What is the contribution of Cultural Heritage and Sustainable Tourism Development in tackling the economic and financial crisis?"

affected, Aigina, Mykonos, Santorini, Serifos, Sifnos and Syros, should be sufficient to alert you to the unsuitable development which regrettably is likely to ensue.

In view of the totally different conditions prevailing on the islands and the mainland we urge you to consider increasing the 90 square kilometers minimum where allegedly "mixed" but in fact largely tourist home/apartment development would be permitted. We suggest the minimum should be 130 square kilometers, thus protecting from economically and environmentally inappropriate development the islands of Skopelos, Ithaki, Astypalaia, Kythnos, Ios, Kalymnos and Amorgos. Water availability and other infrastructure considerations also need to be taken into account.

3. It is in the long-term economically damaging to press for investment that is environmentally unsustainable since such investment reduces Greece's most fundamental comparative advantage, namely its stunningly beautiful but also for geological and biological reasons incomparably varied nature, unique in Europe and the world. Various forms of mild development are rightly permitted in Natura 2000 areas but we cannot agree that tourist house/apartment projects of the type envisaged constitute "mild development". A trip around the coast of Turkey will easily persuade an impartial observer that such forms of development drastically alter the environment and should therefore not even be considered in any protected area. Turkey also has a cost advantage that Greece does not enjoy: it is therefore vital that Greece maintain its comparative advantage in the quality of visitors' experience, of nature and cultural heritage.

4. The rationale with which tourist house/apartment projects is insistently being promoted, namely that Greece's current need is for a higher rate of investment and economic activity, is misleading and indeed already economically discredited. We can appreciate the rationale for Keynesian policies in the large urban conglomerations, where unemployment is currently concentrated. There is no such rationale for encouraging any temporary investment boom in areas where unemployment is much lower, and which, if successful, would damage Greece's foremost comparative advantage, while, if unsuccessful, might lead to a collapse of any construction boom and possibly of the banking system, as has already occurred both in Ireland and Spain.

We attach our Irish member organisation's (An Taisce) report on the Irish building boom that led to the bankruptcy of Irish banks and the severe economic problems of Ireland as a country. Regrettably we have no similar document from Spain that is available in English, but it is common knowledge that land and house/apartment prices there are still falling after Spanish developers, supported by regional politicians, overbuilt tourist house/apartment accommodation, thus at one stroke destroying both their environment and their economy, resulting in unemployment rates higher even than those in Greece.

The above make clear that it is not wise to set economic against environmental considerations on this issue. Both argue against such proposals as are contained in the current Tourism and Tourism Planning Scheme regulation proposals. Also it is from this point of view irrelevant whether Spanish developers built upwards while Greeks may build sideways. The ultimate economic and environmental consequences will be very much the same.

5. Sustainability also has a significant social element. The disturbance to comparatively concentrated, comparatively egalitarian and comparatively viable island communities,



The Voice of
Cultural Heritage
in Europe

La Voix du
patrimoine culturel
en Europe

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"There is no such rationale for encouraging any temporary investment boom in areas where unemployment is much lower, and which, if successful, would damage Greece's foremost comparative advantage, while, if unsuccessful, might lead to a collapse of any construction boom and possibly of the banking system, as has already occurred both in Ireland and Spain".

ENtopia Project Objectives

What is the ENtopia Project?

Objective: Establish a pan-European Network of traditional settlements

Different areas (cities, parts of cities, islands, municipalities) may join the network whether they:

- maintain -as far as possible- authentic architectural characteristics
- maintain their customs and traditions
- have local community and local government willing to co-operate for the sustainable development of the area
- have population is less than 15.000 inhabitants

The selected areas will join the network for three years and then they will be reassessed

Until today

- ✓ ENtopia project is the newest program of Europa Nostra
- ✓ Pilot period 2012-2014
- ✓ March 2014 was held in Chios its official launch
- ✓ September 2014 will be completed the online platform ("heart" of the project)
- ✓ February 2015 will be the official opening for candidacies

- **International Organization:** Europa Nostra
- **Country Representative:** ELLINIKI ETAIRIA-Society for the Enviroment and Cultural Heritage
- **National Committee:** ENtopia Project Committee

Without local municipality's active participation is impossible to achieve the objectives

Character Assessment
of OurPlace

Describing Our Places

A: History > from early
times until now

Examining Our Places

B: Present day > analysis
of potential

The Vision for Our Places

C: Future Vision >
Sustainable Settlement:

① Landscape

TOOLS: Landscape Character
Assessment (LCA) plans, maps,
Local information. Make a timelineTOOLS: SWOT Analysis,
(Strengths, Weaknesses, Oppor-
tunities, Threats) Aerial mapsTOOLS: Good Ideas, Integrated
Vision Plan for long-term
sustainability1.1 Surrounding landscape is
the context of the town /
village: its landscape character1.1A: Landscape description
Routes in the landscape:
Interface between landscape
and built environment1.1B: Access analysis
Growing /static /declining
Protection of nearby green
zones. Capacity for change1.1C: Protection, conservation,
management of surrounding
landscape. Development of
landscape envelope1.2 Landscape within the town /
village, if it occurs1.2A: Description of Locally
distinctive landscape within
town/village: Connections,
routes, green corridors, edges,
open space wedges:1.2B: Existing local landscape
character and boundaries
Open space, now and future.
Protection; for trees, gardens
etc and paving.1.2C: Local character
Green wedges and corridors
Protection of open spaces; add
new spaces. Renewal of ground
treatment and street quality② Built Quality of Small
Towns and VillagesTOOLS: Histories, maps, drawings
heritage surveys, Protected
structures, urban character appraisalTOOLS: Analytical drawings -
landmarks, paths, edges, barriers,
nodes, connections, development or
protection areas, mixed use areasTOOLS: Sustainable principles,
Energy conservation; use of sunlight,
shadowing, green planting, water and
shelter to optimise outdoor climate

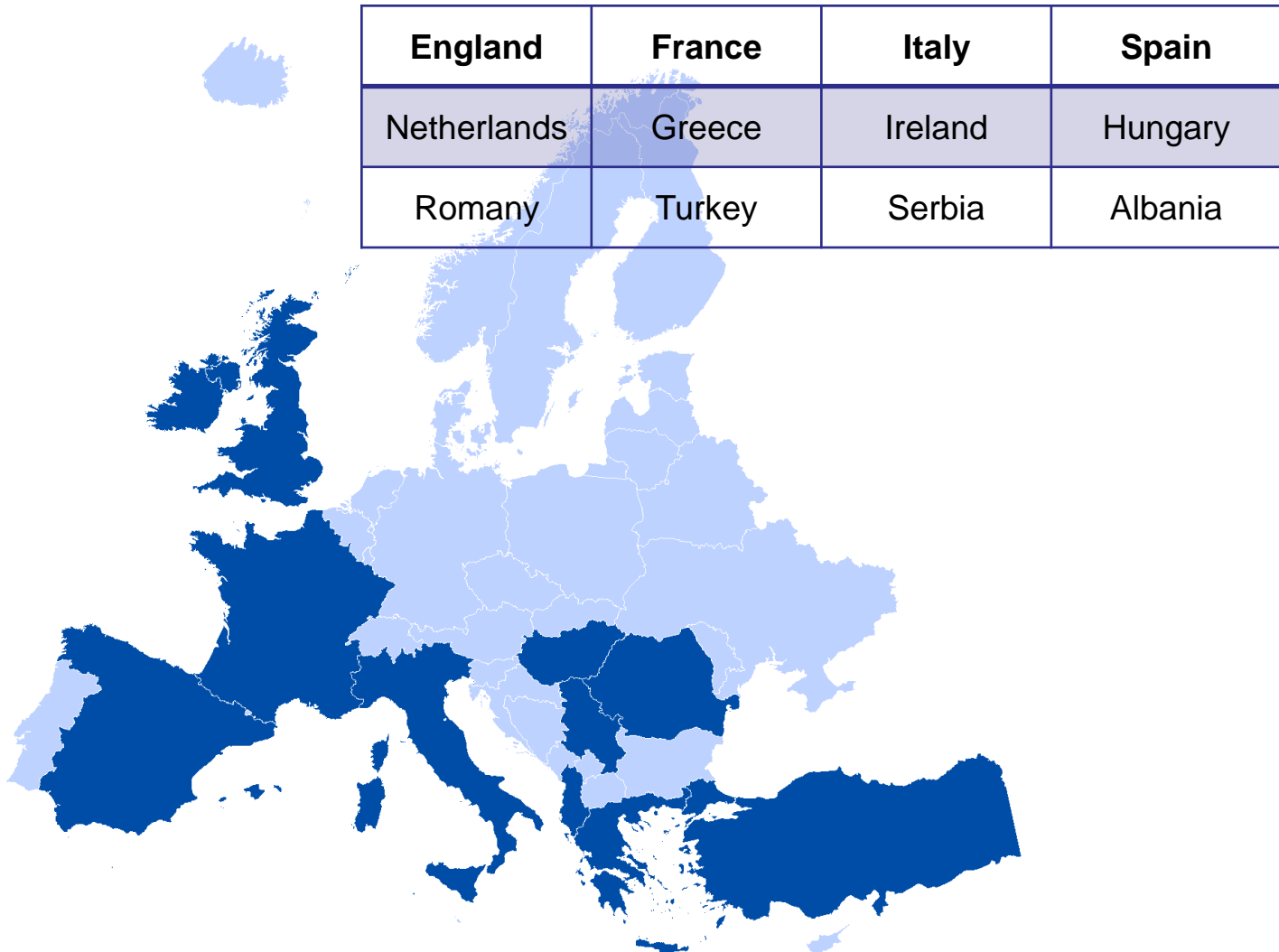
2.1 Built form and uses

2.1A: Original settlement form,
uses and thematic quality, public
space. Stages in growth2.1B: Evaluation of built form,
revitalisation, central sites for special
buildings; addition of new familiar
buildings in context2.1C: Key language for sensitive
development. Code/ design guidelines
to fit local need. Preferred locations
for special buildings. Backland and
infill development

2.2 Open spaces and activities

2.2A: Identification of diversity
of space. Traditional activities:
markets, performance, festivals,
shops. Institutions. List modern
patterns: shopping, sport, etc2.2B: Reduction of townscape
clutter. Analysis of movement :
Traffic calming, better access,
connectivity for pedestrians, good
parking. Enrich the range of
occasional activities.2.2C: Phased plan for street
improvement: Regular tidy up,
strategy for local heritage buildings.
Local traffic calming, pedestrian
priority. Recycling and waste policy

12 Countries participate



2 Quality of Place

Genius Loci - the special atmosphere of a particular place



Castlepollard,
Ireland



Santo Stefano di Sessanio, Italy





Lakes Razelm and Jurilovca, Romany



Building materials are rubbles, wood and sun dried bricks,

Houses are painted with yellow, purple and blue colors. Usually wooden parts are left unpainted.

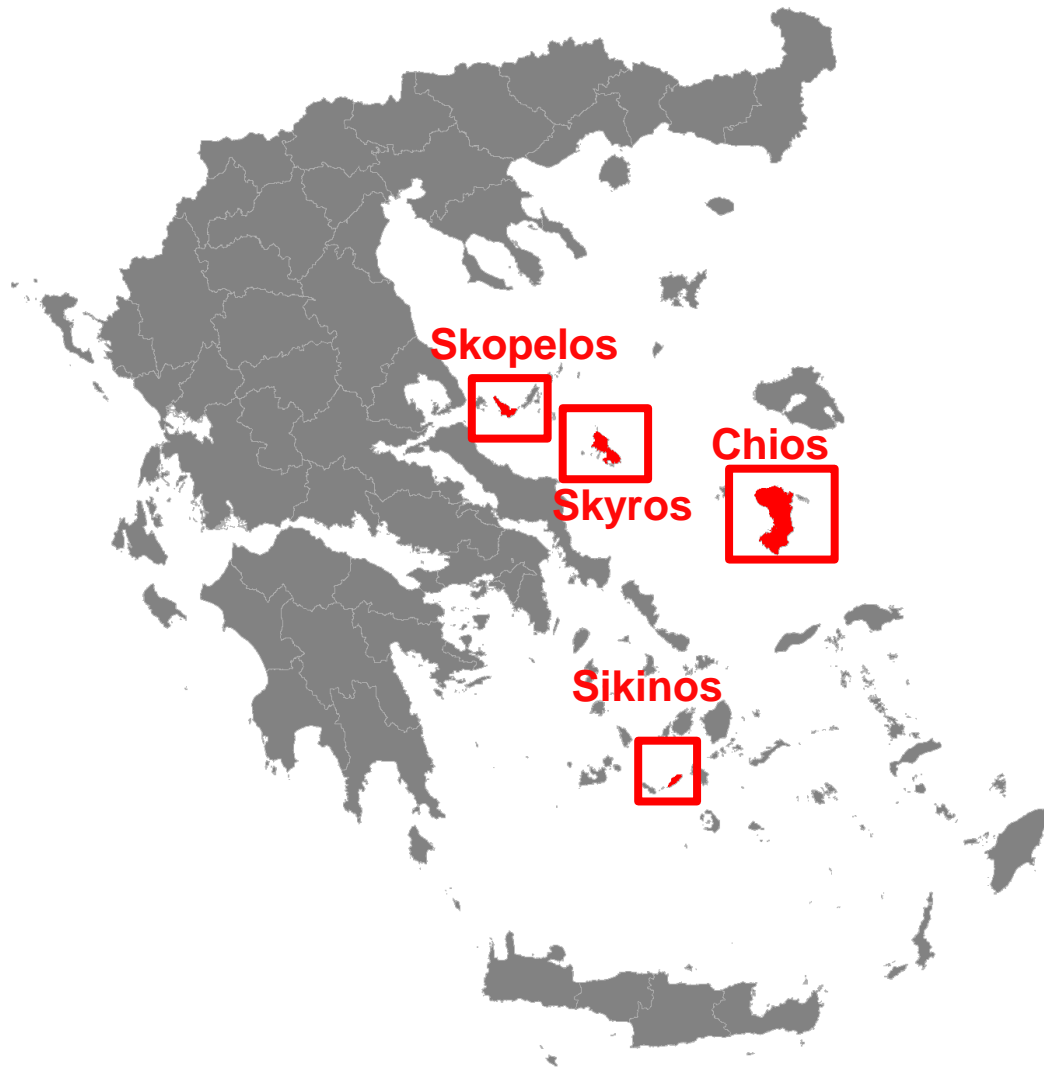
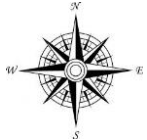


The outhouse of the houses, are surrounded with three meters high walls built of rubble stone and wood beams



CUMALIKIZIK, TURKEY

Greek candidate areas





Skyros Island,
Greece

Sikinos Island,
Greece





Mastichochoria , Chios Island,
Greece





Skopelos Island,
Greece

ENtopia Project:

- should not be regarded as a competition but as a process
- can raise local awareness about environmental and conservation issues
- may prove an effective weapon for local authorities in order to obtain EU funding
- will provide information to all Europeans and encourage them to visit our communities and settlements

Acknowledgements



ELLINIKI ETAIRIA

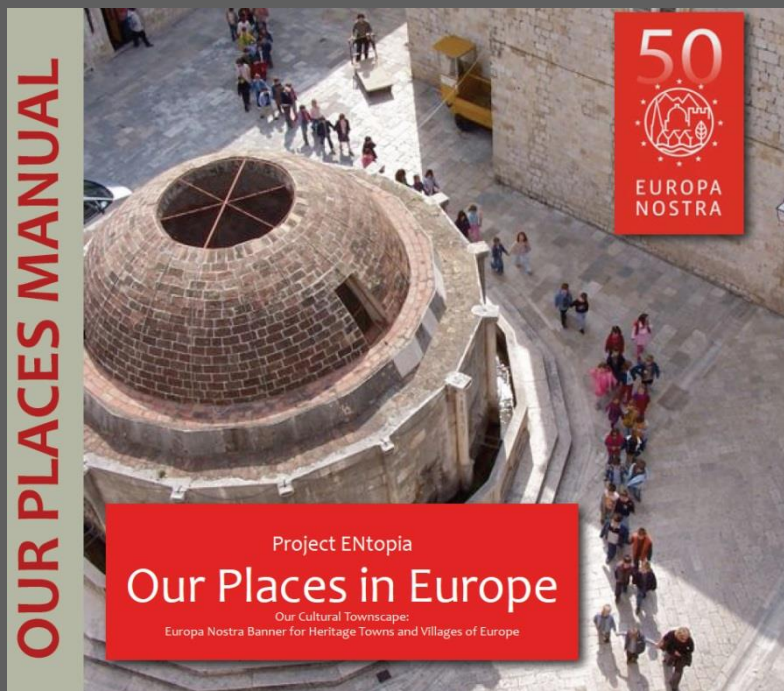
Hellenic Society for the Protection of the
Environment and the Cultural Heritage



Sustainable Aegean Programme ELLINIKI ETAIRIA



John S. Latsis Public Benefit Foundation

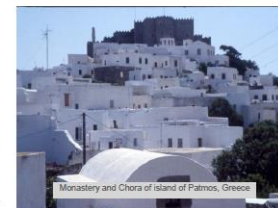


http://issuu.com/europanostra/docs/entopia_manual

REGISTER

ENTopia - Our Places in Europe Preliminary Registration Form

If it is more convenient for you to replicate the form on MSWord or other word processing, please feel free to do so



Country and
Region:

Name of town or village and location with app.
population:

Name of Local community group, local
authority, agent acting on behalf of local
community

Name and address of two people who may be
contacted in relation to Registration

Person One
Name
Address

Tel: +
Mobile: +
Email:

Person 2
Name
Address

Tel: +
Mobile:
Email:

Please include the following with your registration,
preferably in digital form:

1. A map indicating where your town or village is located. If you are using a Google map or similar please include the coordinates of the location for easy reference.
2. A minimum of six photographs which represent the diverse qualities of the town or village and which you would be happy for us to use on the OurPlaces website.
3. A concise written statement which will give a sense of the Place in history, its current situation and key issues to be addressed for the future; between 200 and 500 words approximately which we could use to describe the Place on OurPlaces website.
4. Any other information which you feel may be relevant to giving a preliminary insight into the Place and its community, given that you will follow this up with a more detailed evaluation
5. We think that the application process can be dealt with in a relatively short time, however, allowing for consultation and promotion of the ideas, we would expect to progress from registration to final application within a three month period. If you think it may take longer, or less, give us your estimate of timescale, and any particular reasons why.

Please send completed applications to register, in the first place, to:
Elena Bianchi at Europa Nostra in the Hague at T+31 703 024 050, or
E.B@europanostra.org
The Europa Nostra website is: www.europanostra.org
INTERNATIONAL SECRETARIAT
Lange Voorhout 35
NL - 2514 EC The Hague
- They will be forwarded to national representatives in each country as available

http://www.europanostra.org/UPLOADS/FILS/ENTopia_registration_form.pdf



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*"What human beings need is not utopia ('no place'), but **Entopia** ('in place') ... a place which satisfies the dreamer and is acceptable to the scientist, a place where the projections of the artist and the Builder merge".*

C. Doxiadis 'Ekistics', 1968

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Thank you for your
attention!