

# INT-HERIT HINTS AND TIPS

**Hints & Tips:** Solutions, tools or methods grouped together to make an interesting overview on particular points.

**COLLABORATION:** is the key to successfully tackle and achieve complex process; establish a collaborative environment with proper channels.

**CONTINUITY:** to achieve continuity you should use participatory approach; engage people and show them the potential to create value and promote change.

**CO-GOVERNANCE - MULTILEVEL GOVERNANCE:** It is necessary to achieve the results, while also ensuring a stronger help to manage the heritage from the bottom up. Ownership and co-governance should be brought together through knowledge sharing and collaboration within the framework of multi-level governance. By doing so, adequate awareness and education will be achieved resulting in more jobs and better skills.

**EDUCATION:** raise awareness and knowledge of the importance of heritage to everyone and implement volunteer schemes. Involving students in the conservation and enhancement of cultural heritage creates a sense of community. Engage people in policymaking: it's important to understand who you want to engage first and why, otherwise the result could be counterproductive.

**EVALUATE:** evaluation is critical to monitor changes in the city and to build a knowledge base of implementation to improve future projects.

**HORIZONTAL INTEGRATION OF PROJECTS:** seldom there are several independent projects and initiatives running in parallel in the city; building a link between them through cross-departmental cooperation a municipal level helps to create synergies among these individual projects and maximize return of investment and sustainability of cultural heritage projects.

**Information:** citizens should be well-informed when involved in the policy / decision-making process. It is important to share information with them; transparency of processes and information exchange builds trust.

**INNOVATIVE TOOLS:** the use of innovative tools might help reaching a wider audience, but focusing on specific groups and having a direct approach will have long-lasting effects and create fruitful relations with citizens and stakeholders.

**JOBS AND SKILLS:** the development of new skills in the cultural sector is essential to create new and innovative jobs; cultural heritage is a key tool to improve the urban economic environment.

**OPINION:** people want their voice to be heard; they will be more engaged if their opinion matters; thus, help them to take responsibility for their cultural heritage.

**Passion:** heritage needs to engage people through passion; provide them a clear purpose.

**Responsibility:** citizen participation and empowerment also brings responsibility; effective co-creation is built on trust and responsibility.

**RULES:** in the interpretation of the rules there should be a balance between the future uses and the preservation of the past; clear rules are the basis for an effective collaboration.

**SERVICES FOR RESIDENTS:** investments on heritage sites should enhance services for residents; future uses of buildings and spaces must keep this goal in the horizon.

**SHARED KNOWLEDGE:** helps to increase a feeling of ownership by citizens aiming to make heritage buildings more sustainable.

**STORYTELLING:** we need stories to communicate the identity of the places.

**TRUST:** build trust between city officials and stakeholders by showing their opinion matters and reward their participation.

**VISIONS:** communicate your achievements and visions.

