

The Vienna Memorandum on "World Heritage and Contemporary Architecture - Managing the Historic Urban Landscape" (UNESCO World Heritage Centre, 2005) states that the historic urban landscape cannot be merely seen as an accumulation of significant monuments but rather needs to be considered as a living organism and vital living space for its inhabitants.

However, the rapidly changing basic conditions of modern times pose a big challenge on the management of many historic urban areas, which can no longer be handled by traditional mono-sectoral policies. The imbalance of progress and the preservation of the historic urban fabric often results in either economic stagnancy or the loss of cultural heritage values and with it the loss of identity.

In this context, HerO aims to develop integrated and innovative management strategies and urban development policies to facilitate the right balance between the preservation of built cultural heritage and the sustainable, future-proof socio-economic development of historic urban landscapes and to strengthen the attractiveness and competitiveness of the old town area. Thereby emphasis will be placed on managing conflicting usage interests and capitalising the potential of cultural heritage assets for economic, social and cultural activities.



## URBACT II Thematic Network

# HerO

## Heritage as Opportunity: Sustainable Management Strategies for Vital Historic Urban Landscapes



The project will be carried out in close co-operation with EAHTR - The European Association of Historic Towns and Regions.

The European Commission has awarded HerO the "Fast Track Label", a specific instrument of the Regions for Economic Change initiative which aims to get the cities and the Managing Authorities of the European Cohesion Policy's Operational Programme working together to enhance the impact exchange activities have on local level.

Thus, the project HerO strongly supports the "two-way bridge" between the thematic networking activities and the mainstream programmes of the Structural Funds, linking the local, regional and project level.



For further information on the HerO partner cities and the first project results please visit the project website at [www.urbact.eu/hero](http://www.urbact.eu/hero). To subscribe for the HerO Newsletter, please send an email to: [hero@regensburg.de](mailto:hero@regensburg.de)

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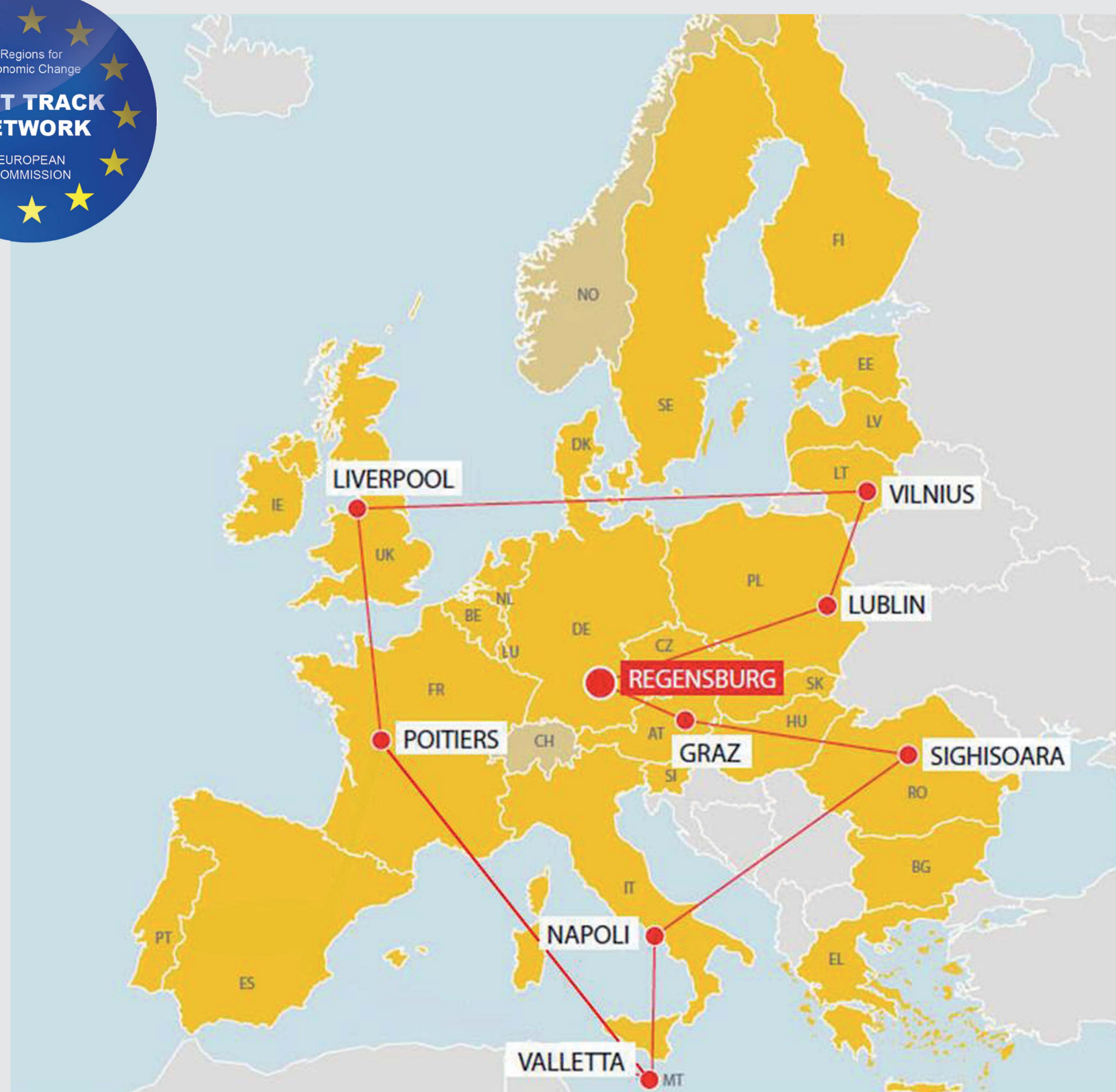
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