

European Strategy for Promotion of Industrial Heritage

Suggestions for the further development and implementation of the resolution
1924 (2013) "Industrial Heritage in Europe" adopted by the Standing Committee of the Council of Europe
acting on behalf of the Assembly, on 8 March 2013

Elaborated by the partnership of the Central Europe project SHIFT-X
with support of European networks and stakeholders

Adopted in Genk (Belgium) in October 2014

- English version -



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European Commission (Directorates General EAC, REGIO, ENTR)
Council of Europe (PACE committee)

European non-governmental networks/institutions

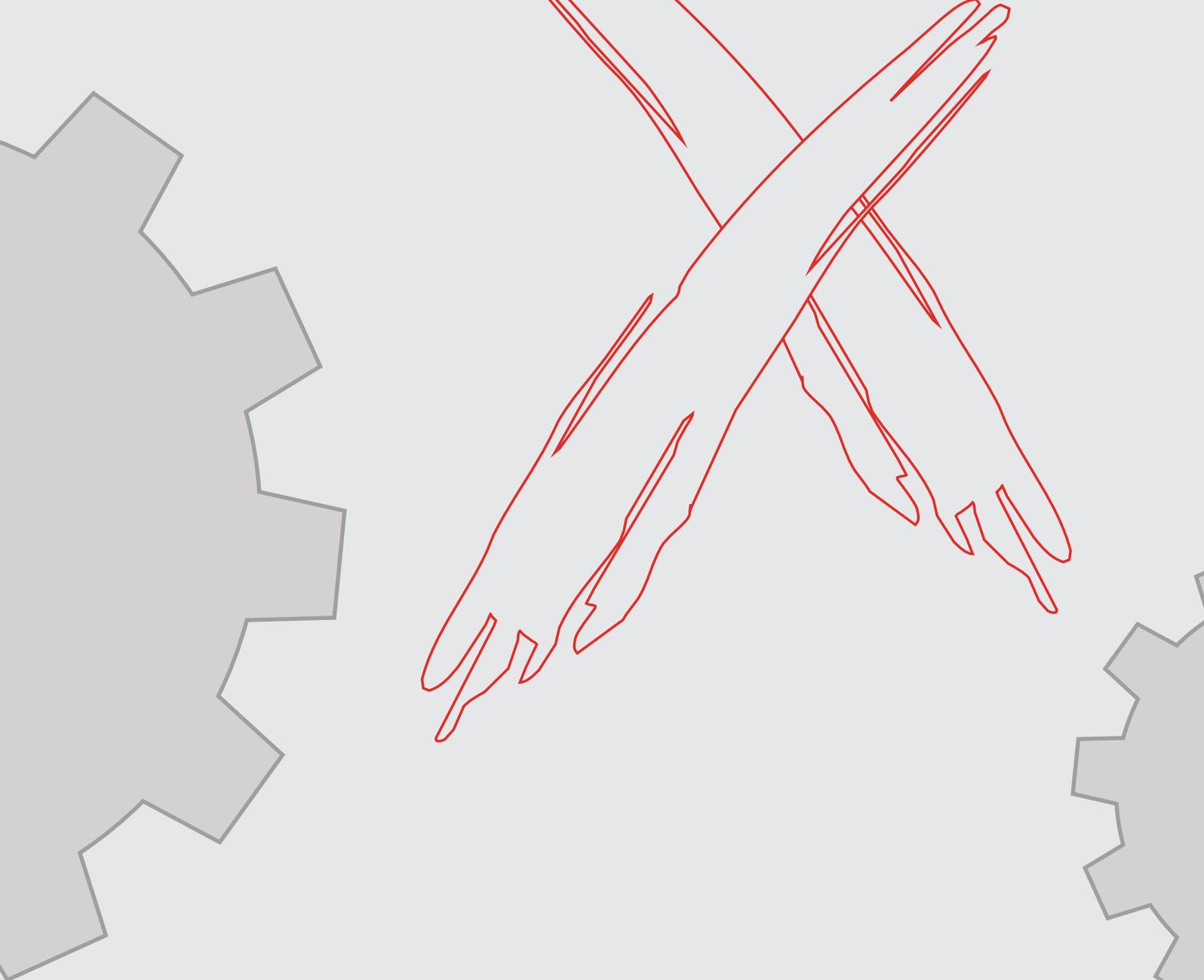
European Route of Industrial Heritage (ERIH)
European Federation of Associations of Industrial and Technical Heritage (E-FAITH)
Europa Nostra (EN)
Cultural Action Europe (CAE)
Committee of the Regions (CoR)
European Economic and Social Committee (EESC)

National and regional governmental bodies

National and regional parliaments
National and regional ministries for economy, culture,
spatial development as well as their technical authorities

National and regional non-governmental networks/institutions

National organizations of worldwide associations concerned with
the industrial heritage (e.g. TICCIH, ICOMOS, UNESCO)
National and regional committees for preservation of monuments and culture
National and regional culture & arts foundations



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European Strategy for Promotion of Industrial Heritage

Background

Europe, the Industrial Heritage Continent

Europe is the cradle of industrialization worldwide. Also today, industry is a key driver in the European economy. In the wake of the recent financial crisis, industrial production was broadly re-considered as a stronghold of real value securing income and jobs (EU Competitiveness Report 2013¹).

Europe's industrial cities and regions have contributed substantially to its prosperity by being the backbone of economic development and a key source of innovation. While some continue to be designated places of industrial production, others have lost this significance during the last century because of globalization, the transition from socialist to market economies as well as other changed framework conditions.

Due to this long-standing industrial history and the experienced changes of production patterns over time, Europe is nowadays the continent with the most profound tangible and intangible industrial heritage in the world.

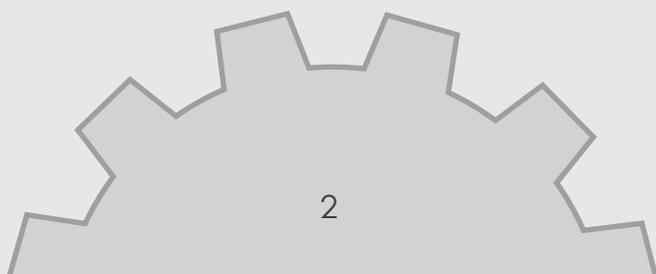
Industrial heritage is a truly European topic: Even though national histories may differ in details, industrial past is one of the main common European roots. Even the first steps towards today's unified Europe were based on industry with the founding of the European Coal and Steel Community (ECSC) in 1951 – thus, the European Union itself is part of the industrial heritage.

Common Understanding

The industrial heritage, as understood by the supporters, consists of sites, structures, complexes, areas and landscapes as well as the related machinery, objects or documents that provide evidence of past or ongoing industrial processes of production, the extraction of raw materials, their transformation into goods, and the related energy and transport infrastructures.

It includes both material assets – immovable and movable – and intangible dimensions such as technical know-how, the organisation of work and workers, and the complex social and cultural legacy that shaped the life of communities and brought major organizational changes to entire societies and the world in general.²

Valuable parts of this heritage are to be preserved. Preservation can be achieved by sensitive re-utilization.





Main Challenges

Industrial heritage sites are regularly under strong economic or environmental development pressure. As experience likewise shows, the value of culturally important places and landscapes of industry is often only perceived with delay: In many cases, these relicts are either swiftly eliminated as symbols of a disliked past or deteriorate unused. - At the same time, preservation and re-utilization of industrial heritage objects can be part of sustainable and up-to-date urban development, creating outstanding places for living and working.

Industry created strong regional lead cultures that continue to have lasting effect even after industrial branches have lost their economic dominance, partly impeding alternative development opportunities. The external perception of old-industrial regions is still mainly negative: They are commonly perceived as dirty, unattractive and suffering from economic decline. - On the other hand, there is a big potential of heritage-related topics on which a positive and unique image can be built and economic benefits enjoyed.

Recognition of European Relevance

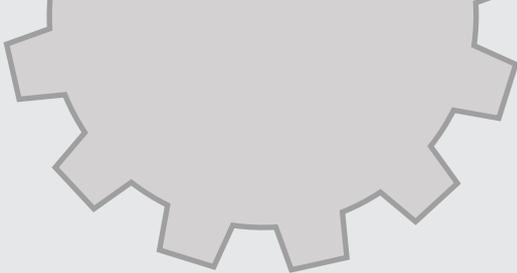
We, the supporters, consider the appreciation of industrial heritage to be highly relevant for the present and future social coherence as well as economic development in Europe with a view of

- ✗ understanding the industrial and historical background of our today's life;
- ✗ preserving evidence of former producing systems and with it of working conditions as well as of social impact;
- ✗ developing Europe's economy in a sustainable and endogenously rooted way;
- ✗ revitalizing urban places by designating new and creative uses for industrial heritage structures, sites and brown field areas;
- ✗ making these important cultural assets available to its citizens as users and visitors.

We gladly acknowledge that the societal importance of industrial heritage is increasingly getting into focus of European political and administrative bodies. Latest expressions of this rising awareness are:

- ✗ the resolution 1924 (2013) on Industrial Heritage of Europe by the Council of Europe;
- ✗ communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions: "Towards an integrated approach to cultural heritage for Europe" (2014);
- ✗ dedicated calls issued by the European commission, DG Enterprise and Industry, for cooperation projects to support transnational tourism based on European cultural and industrial heritage (69/G/ENT/PPA/13/411);
- ✗ numerous European funded projects on the subject (ERIH, ReSource, SHIFT-X, Second Chance, etc.).

Suggestions



Caring for Europe's Industrial Roots

We, the supporters, perceive industrial heritage as a key element for a sustainable territorial as well as socio-economic development.

We request all relevant **national and European governmental bodies** to include the topic of industrial heritage prominently and permanently on their agendas. We ask for their political and administrative will to **safeguard, maintain, promote, develop and re-utilize the European industrial heritage** in all its dimensions. This should eventually find its reflection in **dedicated European and national funding programmes** for the industrial heritage topic, alternatively explicit inclusion of the matter in other programmes, e.g. INTERREG, Horizon 2020, Creative Europe as well as national programmes.

We, the supporting stakeholders, underline our **eagerness to cooperate amongst ourselves and with the national and European administrative bodies** on the subject of industrial heritage. Thus, the document at hand acts as a policy paper as well as a memorandum of understanding for intensified cooperation.

This strategy paper builds on following Europe-wide or worldwide resolutions concerning heritage in general or the industrial heritage in particular:

- ✗ Charta of Venice (1964)³
- ✗ Nizhny Tagil Charter for the Industrial Heritage (TICCIH 2003)⁴
- ✗ Dublin principles (TICCIH and ICOMOS 2011)⁵
- ✗ Greenwich declaration (Europa Nostra Industrial and Engineering Heritage Committee (IEHC) 2011)⁶
- ✗ UNESCO Recommendation on the Historic Urban Landscape (2011)⁷
- ✗ Resolution 1924 (2013) on Industrial Heritage of Europe by the Council of Europe⁸

Even though these resolutions exist, there is no joint European approach on industrial heritage promotion up till now. The strategic paper at hand provides in the following suggestions on how to fill this gap. It was elaborated within the frame of the European Territorial Cooperation project SHIFT-X (Central Europe, 2012-14). The agreed paper was presented to the public in Genk (Belgium) on 15/10/2014.

Topic 1: Cooperation of Industrial Heritage Stakeholders

The horizontal and vertical cooperation intensity among industrial heritage stakeholders varies remarkably throughout Europe on and between all spatial levels (regional, national, Europe-wide). Interacting with other stakeholders improves recognition of the cultural, social and economic value of industrial heritage and utilization of its potentials. It adds to the efficiency of industrial heritage projects to learn from experiences made in other related projects as well as to benefit from synergies. Cooperation enables stakeholders to speak with one common voice on behalf of the industrial heritage.

In order to promote cooperation and collaboration between involved stakeholders on all spatial levels, we suggest following activities:

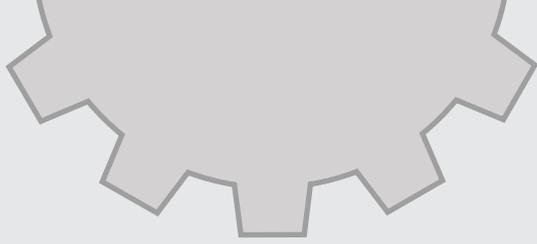
- ✗ installing mediating coordination bodies acknowledged by NGOs, parliaments, administrations, science likewise;
- ✗ fostering exchange on best practice solutions for management, conservation, re-utilization as well as on financing models in order to establish expert and lobbying groups (volunteers, managers, politicians) and learning networks between sites;
- ✗ setting up new or collaborating with existing trusts and foundations active in the field of industrial heritage;
- ✗ fostering and mapping the varieties of bottom-up practices acknowledging the role communities play by appointing new values and significance to industrial heritage as social construct;
- ✗ elaborating a European Declaration on Industrial Heritage supported jointly by all European stakeholders.

► **Aim 1: Improved coordination and cooperation between regional, national and European industrial heritage stakeholders**

Topic 2: Preservation and Utilization of Industrial Heritage

Tangible and intangible industrial heritage deserves protection for its intrinsic value. However, in many cases this heritage is endangered due to the long-lasting negative image and the structural economic problems of old-industrial regions. Sensitive reutilization is a preferable option for safeguarding the industrial heritage.

Industrial regions have unique chances for economic development based on their industrial legacy: available space, infrastructure, architectural quality of sites as well as specific skills, traditions and cultures of their inhabitants. Industrial heritage can be used for new economic development as well as for touristic, cultural or museum purposes. Industrial sites can become extraordinary living space or working place for the creative industries given their affinity to the old-industrial flair. In many cases, industrial heritage objects have the capacity to be self-obtaining without public subsidies if their peculiarities are kept in mind while re-developing.



In order to foster the preservation of industrial heritage we ask the national and European administrative bodies to support the following activities:

- ✗ raising awareness of the specific challenges of industrial heritage preservation (which differ substantially from traditional monument preservation);
- ✗ clear definition of industrial heritage components worth for protection before the administrative protection process starts in order to ensure the possibility of re-using;
- ✗ funding of basic maintenance measures by the public where it cannot be paid up by appropriate re-utilisation;
- ✗ development of inventories of industrial heritage in the European countries and installing a platform linking national inventories for public access;
- ✗ cooperation with cultural and ecological stakeholders concerning industrial heritage in order to involve new partners with their own lobbying options.

► **Aim 2.1: Preserving industrial heritage**

In order to foster the utilization of industrial heritage we ask the national and European administrative bodies to support the following activities:

- ✗ supporting of grass-root initiatives in setting up maintenance or re-utilization concepts through initial funding, support of marketing activities etc.;
- ✗ explicitly considering industrial heritage in national and regional development plans as well as civic participation to ensure coordinated activities fostering sensitive re-utilization;
- ✗ fostering appropriate financing schemes for projects re-utilizing industrial heritage, e.g. public-private-partnerships, crowd-funding, revolving funds, public guarantee schemes, tax break schemes, etc.;
- ✗ enabling application of integrative approaches that combine various re-utilization options on one site;
- ✗ funding research efforts on the matter and installing competence centres for economic evaluation of industrial heritage projects;
- ✗ encouraging architects and design schools to focus on re-utilisation and rehabilitation training.

► **Aim 2.2: Utilizing industrial heritage**

Topic 3: Image Development “Industrial Heritage”

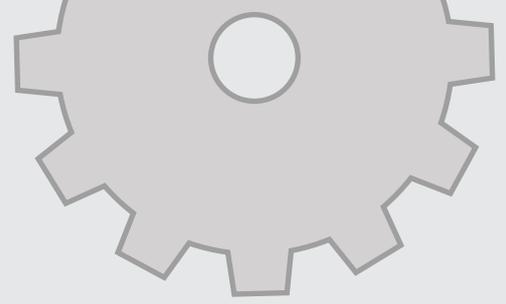
The perception of old-industrial places is often still negatively connoted and associated with dust, dirt and decline. At the same time, there is a vast potential to use industrial heritage for promoting a positive regional image and as unique selling point, e.g. it can be related to pioneering spirit, traditions and innovation capability.

Until now, little use has been made of this potential. However, first promising projects are available, namely on European level: European Capitals of Culture focused on industrial heritage (e.g. Glasgow 1990, Lille 2004, Liverpool 2008 and Essen 2010), the European Route of Industrial Heritage platform, the European Year of Industrial Heritage initiative by the E-Faith association, the European Union Prize for Cultural Heritage/Europe Nostra Awards for rehabilitation of industrial heritage structures and sites.

In order to foster a positive image development, following activity proposals are made:

- ✗ including industrial heritage topics in general education for raising public awareness and understanding;
- ✗ arranging joint activities to promote European industrial heritage with competitions, campaigns, festivals, European Industrial Heritage Days;
- ✗ establishing European as well as national awards for outstanding industrial heritage initiatives;
- ✗ implementing national and regional image strategies and campaigns for the promotion of the industrial heritage;
- ✗ developing nation-wide and region-wide focus exhibitions on the topic;
- ✗ supporting arts, culture and tourism as effective means to get forgotten industrial sites in focus;
- ✗ improving linkage between industrial heritage institutions and active industry understood as “living industrial heritage”.

► Aim 3: Raising awareness of industrial heritage



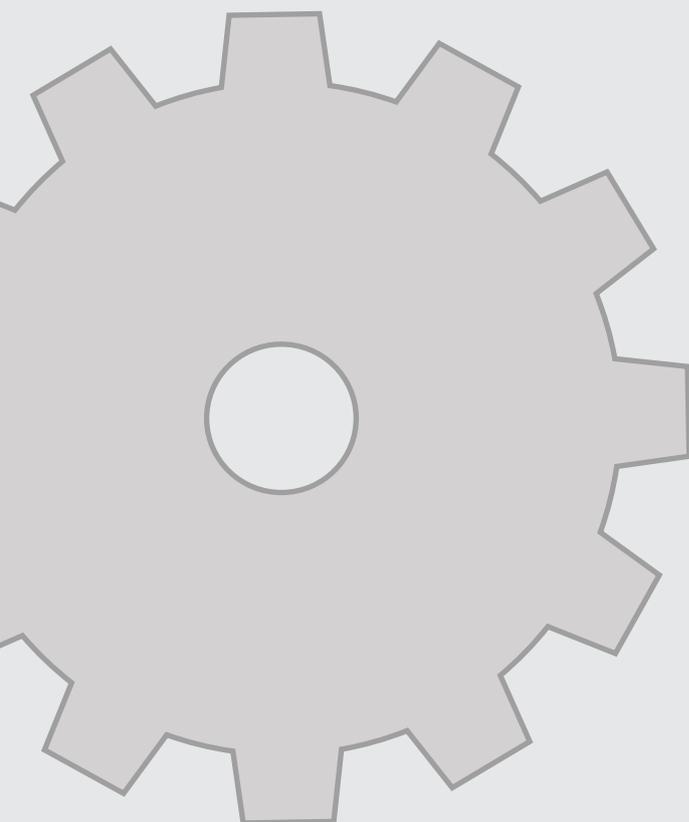
Concluding Remark

We, the supporting associations, regions and stakeholders, expect a strong positive shift towards a thorough and appropriate acknowledgement of the cultural relevance as well as economic potential of the European industrial heritage if the aforementioned measures are taken.

If you would like to join our initiative, sign in on www.shiftx.eu.

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- 5 Joint ICOMOS - TICCIH Principles for the Conservation of Industrial Heritage Sites, Structures, Area and Landscapes. The Dublin Principles. Adopted by the 17th ICOMOS General Assembly on 28th November 2011. Dublin principles (TICCIH and ICOMOS 2011) http://ticcih.org/wp-content/uploads/2013/10/GA2011_ICOMOS_TICCIH_joint_principles_EN_FR_final_20120110.pdf
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- 8 Parliamentary Assembly: Industrial heritage in Europe. <http://assembly.coe.int/ASP/XRef/X2H-DW-XSL.asp?fileid=19512&lang=EN>



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www.teh.net

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www.acomfrance.org/europe-international/euracom

Central European Iron Route Association
www.members.aon.at/irontrail

Institute for New Industrial Culture INIK
www.inik.eu

International Committee for Conservation of Industrial Heritage - Germany (TICCIH)
www.ticcih.org

International Council on Monuments and Sites (ICOMOS) Germany
www.icomos.de

Georg-Agricola-Society for History of Technology and Industrial Culture
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Austrian Department of Foreign Affairs
www.bmeia.gv.at/en

Styrian Industrialists' Association
www.iv-steiermark.at

Regional Planning and Development Styria
www.landentwicklung-steiermark.at

Regional Landscape Kempen and Maasland
www.rlkm.be

Expert Centre for Technical, Scientific and Industrial Heritage
www.etwie.be

Flanders Heritage Agency
www.onroerenderfgoed.be

HERITA - Network for Heritage
www.herita.be

Provincial Centre for Cultural Heritage Limburg
www.pcce.be

Mining Heritage Genk
www.erfgoedcelmijnnerfgoed.be

Association for Industrial Archaeology
www.industrial-archaeology.org

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Association "Two Towers"
(Dwie Wieże)

Congress of Heritage Protection Upper Silesia
www.facebook.com/KOZ14

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www.wkz.lublin.pl

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National Heritage Institute, Torun office
www.nid.pl/pl/Regiony/Kujawsko_pomorskie

University "Mikolaj Kopernik" Torun, Department of Modern and Contemporary Art Conservation and Restoration
www.zkirsn.umk.pl

Coal Mining Museum
www.kopalniaguido.pl

Technology Open Museum Foundation
www.fomf.pl

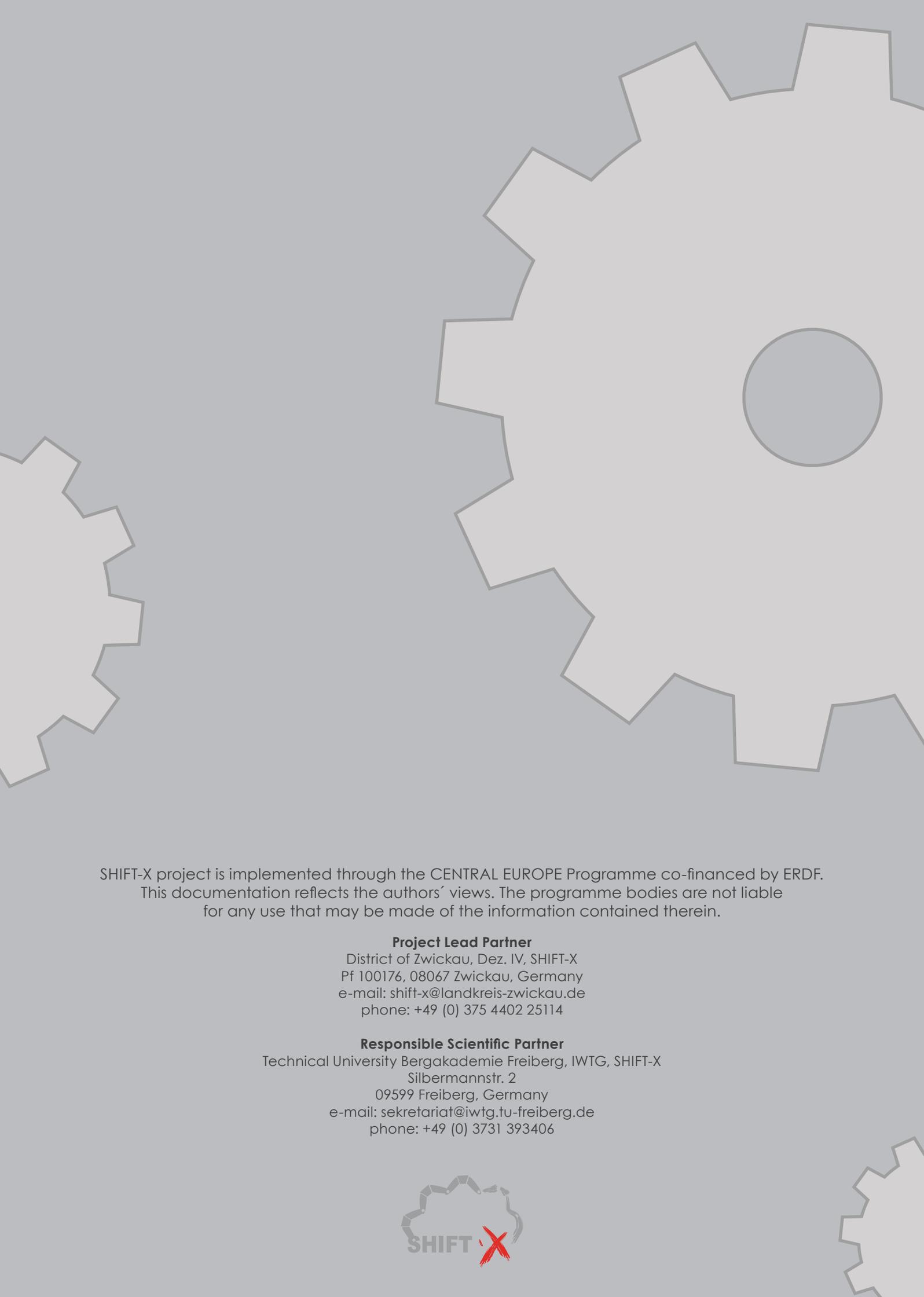
National Heritage Institute
www.nid.pl/pl

Kuyavian-Pomeranian Culture Centre
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Project Lead Partner

District of Zwickau, Dez. IV, SHIFT-X
Pf 100176, 08067 Zwickau, Germany
e-mail: shift-x@landkreis-zwickau.de
phone: +49 (0) 375 4402 25114

Responsible Scientific Partner

Technical University Bergakademie Freiberg, IWTG, SHIFT-X
Silbermannstr. 2
09599 Freiberg, Germany
e-mail: sekretariat@iwtg.tu-freiberg.de
phone: +49 (0) 3731 393406

