


Annual Meeting of CIVVIH ICOMOS 2015

CIVVIH Scientific Symposium  
Heritage, Driver Of Historic Towns And Urban Landscapes. Sustainable Development\*  
16-19 September 2015, SYROS, Greece

## CURRENT CHALLENGES TO ICOMOS EXPERTS IN THE SOCIETAL DIALOGUE ON HERITAGE PRESERVATION AND URBAN DEVELOPMENT IN BULGARIA

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## ISSUES FOR DISCUSSION

- ✓ The ongoing process: context dynamics and visible outcomes
- ✓ The challenge: aspects and dimensions
- ✓ Lessons learned – are there chances to take?

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1

## THE PROCESS: CONTEXT DYNAMICS

- ✓ Abundant cultural heritage and ineffective protection
- ✓ Effects of societal difficulties – unemployment, shrinking, short-sightedness
- ✓ Policy efforts for reverting negative development tendencies – funding the tourism policy priority

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2

## THE PROCESS: VISIBLE RESULTS



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3

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4

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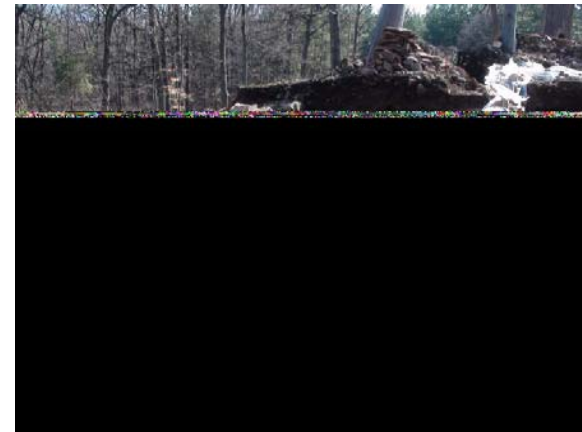
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## THE PROCESS: VISIBLE RESULTS



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6



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7



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8



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9



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10



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11





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12



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13



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14



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15



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Европейски земеделски фонд за развитие на селските райони:  
**„Европа инвестира в селските райони“**

**ПРОЕКТ**  
**„ВЪВЕЖДАНЕ НА СЪВРЕМЕННИ ФОРМИ ЗА ПРЕДСТАВЯНЕ НА МЕСТНОТО, КУЛТУРНО И ИСТОРИЧЕСКО НАСЛЕДСТВО В ОБЩИНА КАСПИЧАН“.**

<b>ОБЩА СТОЙНОСТ НА ПРОЕКТА:</b>	<b>58 595,57 лв.</b>
<b>СРОК НА ИЗПЪЛНЕНИЕ:</b>	<b>12 МЕСЕЦА</b>
<b>БЕНЕФИЦИЕНТ:</b>	<b>ОБЩИНА КАСПИЧАН</b>

Проектът се реализира по Договор № 56/3/130248/01.10.2013 г. за отпускане на финансова помощ по мярка 41 „Прилагане на стратегии за местно развитие“ от Програмата за развитие на селските райони за периода 2007-2013 г., подкрепена от Европейския земеделски фонд за развитие на селските райони (ЕЗФРСР), по мярка 313 „Насърчаване на туристическите дейности“ чрез Стратегията за местно развитие на СНЦ МИГ „Нови пазар-Каспичан“

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## EMERGING CHALLENGES

- ✓ Building fast for not losing the money
- ✓ Insufficiency of expertise and blocking attempts for expert intervention
- ✓ Populism in action: 'tourists don't like ruins', 'heritage experts stop EU money', 'we need living heritage not just stones'

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24

## EMERGING CHALLENGES (2)

- ✓ Splitting the professional community, societal respect for experts largely disrupted
- ✓ ICOMOS is still seen as capable of opposing the trend - who are the disappointed ones?

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25

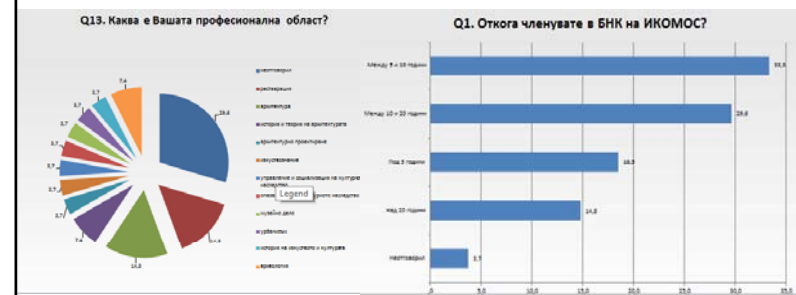
## LESSONS LEARNED - CHANCES AHEAD?

- ✓ Societal dialogue on heritage – whose values?
- ✓ Identifying co-thinkers is crucial
- ✓ Educating actors and building trust is important
- ✓ Self-education of ICOMOS experts
- ✓ Networking

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26

## LESSONS LEARNED - CHANCES AHEAD?



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27

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28

Thank you for your attention!

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29