



Mega-events in heritage-rich cities

From research to principles
and policy recommendations

DATE

08.07.2021

TIME (CET)

11:00-15:30

Webinar Programme

Join us on
July 8, at:

[https://
ilmioevento.
tv/mega-
events-and-
heritage](https://ilmioevento.tv/mega-events-and-heritage)

Mega-events have been changing their relationship with the city, now more commonly using existing infrastructures and facilities. In Europe and other parts of the world, this may put historic city centres and broader heritage assets under stress. **How can cities rich in culture host mega-events without putting their own heritage at risk? How can mega-events become effective ways to promote and protect tangible and intangible heritage?**

The webinar will introduce and launch the “**Charter for Mega-events in Heritage-rich Cities**” that responds to these questions. The Charter derives from the HOMEE research project that investigated case studies across Europe and involved organizations, experts and professionals in the field.

The **Charter consists of 13 key principles** which represent its core values and are structured within the four themes: context matters, planning legacies, inclusive governance, communities and identities.

Register here:

[https://www.eventbrite.
com/e/the-charter-for-mega-
events-in-heritage-rich-cities-
launch-event-registration-
157464756325?keep_tld=1](https://www.eventbrite.com/e/the-charter-for-mega-events-in-heritage-rich-cities-launch-event-registration-157464756325?keep_tld=1)

They are supported by more detailed **guidelines and recommendations** aimed at policymakers, as well as event organisers, heritage officials and the local community. The accompanying **snapshots** section provides concrete examples of each of the 13 principles, presenting the cases in which they were observed.

Local policymakers can refer to the Charter's recommendations from the initial bidding stages and throughout the planning of the event and its legacy. More broadly, the Charter can be useful for organising other large cultural events, festivals, and sport mega-events that interact with cities' tangible and intangible heritage.

During the webinar sessions, **leading international experts and policy-makers will discuss the Charter and engage with current and future challenges regarding mega-events, heritage and the city.**

The webinar is part of the JPI Cultural Heritage funded project:
HOME: Heritage Opportunities/threats within Mega-Events in Europe

More information:
<https://mck.krakow.pl/homee-charter>

&

<http://www.tau-lab.polimi.it/research/homee/>

Contact:
zachary.jones@polimi.it



CONTEXT MATTERS



Consider thoroughly if and how to bid based on the characteristics of the urban context.



Right-size the contents of the mega-event to contribute to sustainable development.



Mobilise mega-events to streamline political visions and consensus.



Re-use and adapt existing facilities when possible or design context-sensitive interventions.

PLANNING LEGACIES



Align mega-event planning with spatial visions and long-term strategies.



Plan for the mega-event legacy from the inception/bidding stage.



Spread out mega-event locations to avoid the overuse and overcrowding of iconic sites.

INCLUSIVE GOVERNANCE



Support integrated planning approaches that bring together cultural, heritage and other policies.



Involve cultural heritage experts in the bidding, planning and legacy phases.



Engage local communities but avoid overpromising or minimising their decision-making power.

COMMUNITIES & IDENTITIES



Explore lost, dissonant and new heritage narratives through cultural mega-events.



Anticipate the challenges inherent in a mega-event's intensified use of cultural heritage.



Address heritage criticalities and mitigate social and political conflict.

Webinar programme

Thursday,
July 8, 2021



11:00 – 11:15 **Welcoming remarks**

Massimo Bricocoli Director, Department of
Architecture and Urban Studies,
Politecnico di Milano

Pascal Liévaux Chair, EU Joint Programming
Initiatives on Cultural Heritage

11:15 – 12:30 **Presenting the “Charter for Mega-events in Heritage-rich Cities”**

The HOMEE Research Project and the “Charter for Mega-events
in Heritage-rich Cities”

Davide Ponzini Politecnico di Milano

Roundtable discussion: Putting the Charter into use

Ana Kočegarova Head of Programme, Kaunas 2022
European Capital of Culture

Maria Panayides CEO, Eleusis 2023 European
Capital of Culture

Krzysztof Maj Director General, Culture Zone
Wrocław; Director, Wrocław 2016
European Capital of Culture

**Marco Edoardo
Minoja** Cultural Director, City of Milan

moderated by

Julia Georgi Neapolis University Pafos

with a commentary by

Franco Bianchini University of Leeds

12:30 – 14:00 **Lunch Break**



14:00 – 15:15 **Launching of the “Charter for Mega-events in Heritage-rich Cities”**

The endorsement of the “Charter for Mega-events in Heritage-rich Cities”

Jacek Purchla International Cultural Centre

Roundtable discussion: Mega-events and heritage policy in post-Covid cities

Robert Piaskowski Plenipotentiary of the Mayor of Krakow for Culture, on behalf of the Organization of World Heritage Cities

Jordi Pascual Coordinator of the Secretariat of the Committee on Culture of United Cities and Local Governments

Maria Gravari-Barbas Professor, Paris 1 Panthéon-Sorbonne University; Director of the “Tourism, Culture, Development” UNESCO Chair

Sneška Quaedvlieg-Mihailović Secretary General, Europa Nostra

moderated by
Joanna Sanetra-Szeliga International Cultural Centre
with a commentary by
Zachary M. Jones Politecnico di Milano

15:15 – 15:30 **Closing remarks**

Evanthia Dova Neapolis University Pafos

David Atkinson University of Hull

Enrico Tommarchi University of Hull

Davide Ponzini Politecnico di Milano




Cultural Heritage
 AND GLOBAL CHANGE



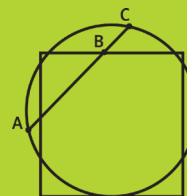
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