

Pôle **international** francophone de formation et d'échanges **des gestionnaires** de sites patrimoniaux

International Workshop

12-14 September 2016

Ždár nad Sázavou Estate, Czech Republic

“Preparing the Future
of our Heritage:
Site Management Tools
and Experiences”



association des
biens français
PATRIMOINE
MONDIAL



Avec le soutien de :



région **BOURGOGNE**
FRANCHE-COMTÉ



www.polepatrimoine.org

The International Centre for Training and Exchange of Francophone Heritage Site Managers would like to invite you to:

PREPARING THE FUTURE OF OUR HERITAGE: AN INTERNATIONAL WORKSHOP ON SITE MANAGEMENT TOOLS AND EXPERIENCES

Žďár nad Sázavou Estate, Czech Republic, 12-14 September 2016

Type of event:

A two-days participatory workshop based on case studies where discussion has an important place.

Dates: 12-13 September 2016 with an optional visit on 14 September. The workshop will officially end on the evening of the second day and the third day will consist of a field trip.

Organizers:

The seminar will be co-organized by the Grands Sites de France Network (RGSF) and the Žďár nad Sázavou Estate.

- The Grands Sites de France Network (RGSF), <http://www.grandsitedefrance.com> is an association, bringing together local authorities responsible for both day-to-day operations and long term evolution of landscape heritage sites in France. Since 2010, it is in charge of the International Centre for training and exchange of francophone heritage site managers <http://www.polepatrimoine.org>. It organizes trainings in integrated management of heritage sites and field workshops, coordinates a network of online exchanges and accompanies international cooperation projects between sites.
- The Žďár estate, owned by the Kinsky family, includes a complex of Cistercian buildings, the chateau and its dependencies, a basilica, the oldest primary school in Žďár region as well as a base of local volunteers firefighters. The origins of the city of Žďár can be found here, in a former Cistercian monastery dating back to the 13th century, which later became the Žďár estate. The estate is located in vicinity to the Zelená Hora WHS. The Kinsky family contacted other local stakeholders to interest and involve them in a joint project for the reconstruction and revitalization of the entire complex and launch local development dynamics. The New Generation Museum opened its doors in the summer of 2015. A new museum concept for the Czech Republic presenting the Cistercian Order and the Baroque Era, it combines audiovisual aids and historical contents and exhibits and it is a key to understanding the entire complex of the former monastery and today's Žďár Estate. <http://www.zamekzdar.cz/en/>

This event is organised in association with the French national association of WHS, Grand Site de France Bibracte-Mont Beuvray and INCA Architectes as well as partners of the RGSF's International Centre.

Demands for patronage from UNESCO and from the Czech Ministry for Culture for the event are under preparation.

Venue:

Žďár nad Sázavou Estate, Zámek 8, 591 02 Žďár nad Sázavou, Czech Republic

<http://www.zamekzdar.cz/en/plan-your-visit/how-to-get-here>

Participants:

- 20 to 35 people (a majority of them presenting at the workshop)
- People and organizations involved in the conservation, management and opening to the public of heritage sites in the Vysočina region, in the Czech Republic and in Central Europe
- Members of RGSF's International Exchange Platform mostly from Central and Eastern Europe
- Czech and French UNESCO Associations and their members
- Other participants/potential speakers with relevant experience for the workshop

Goals:

- Use the positive friction of cultures and a variety of approaches to develop the integrated management of heritage sites.
- Stimulate a dynamic of cooperation and sharing among different heritage stakeholders in Central and Eastern Europe, esp. sites managers.
- Imagine new models of funding and new ways of managing heritage sites at a time when the availability of public money is reduced.

Working language: primarily English

Pôle **international** francophone de formation et d'échanges des gestionnaires de sites patrimoniaux

PROGRAMME

Day 1 – Monday 12 September 2016

- Arrival of participants around noon (for participants from abroad staying for 3 days a transfer from Vaclav Havel Airport Prague to Žďár nad Sázavou will be organized on Monday morning). Light snacks/lunch.
- 14h opening of the seminar and brief introduction of each participant
- 14h30-17h Workshop Nr. 1 : "Shared Values: How to identify the meaning, values and genius loci of my site and how to share them"
 - o Case studies about methods to identify the spirit of a heritage site and its different values
 - o How to transfer/explain/make feel these core values to the visitor
 - o Discussion
- 17h-18h30 : aperitif and visit of the New Generation Museum at the Žďár nad Sázavou Estate
- 20h : Opening dinner

Day 2 – Tuesday 13 September 2016

- 8-10h Early bird visit of the Chateau then walk to Zelená Hora (WHS) and visit
- 10h-12h30 Workshop Nr. 2: "From the site's meaning and value to a management plan - the integrated management of a heritage site"
 - o Integrated management – a holistic approach
 - o Case studies about creating a management plan based on values
 - o Discussion
- 12h30 lunch
- 14h-16h30 Workshop Nr. 3: "Building a sustainable tourism destination"
 - o Thinking local sustainable development on a larger scale and creating sustainable (tourism) destinations (case studies).
 - o Discussion
- 16h45-17h30 seminar conclusions
- Evening : dinner (for those staying until Wednesday)

Day 3 – Wednesday 14 September 2016

- field trip to Telč (WHS)
- transfer to Vaclav Havel Airport Prague and departures of international participants

REGISTRATION

Registration procedure:

- Please [register online here](#)

Registration fee:

140€ for participants staying only from Monday to Tuesday

- Includes
 - o organization fee
 - o one night stay with breakfast in a local hotel
 - o opening dinner, lunch on Tuesday and coffee breaks

270€ for participants staying for all of the workshop (3 days)

- Includes
 - o organization fee
 - o two nights stay with breakfast in a local hotel
 - o two dinners, lunches on Monday, Tuesday and Wednesday, coffee breaks
 - o transfer from and to Prague airport
 - o field trip

Each participant will cover his own travel expenses.

For the international participants staying for three days the transfer from Prague airport to Žďár, the field trip and transfer back to Prague airport are included in the inscription fee.

Contact:

- Lucie Pára, International projects manager, Grands Sites de France Network luciepara@polepatrimoine.org
- Hana Chytrá, Head of marketing, Žďár Estate chytra@zamekzdar.cz