



**Managing Heritage Cities in Asia and Europe:  
the Role of Public-Private Partnerships  
*Public Forum & Experts' Meeting*  
*In preparation for the 5<sup>th</sup> ASEM Culture Ministers' Meeting 2012***

**12-14 July 2012**

**Yogyakarta, Indonesia**

**CONCEPT NOTE**

The Asia-Europe Foundation (ASEF) and Universitas Gadjah Mada (UGM) are co-organising a public forum and an experts' meeting on the growing importance of public-private partnerships in the management of heritage cities and historic urban landscapes in the framework of the upcoming 5<sup>th</sup> Culture Ministers' Meeting of the Asia-Europe Meeting intergovernmental dialogue process. The forum and meeting will serve to gather civil society inputs - in the form of good practices and recommendations - for the Ministerial meeting, which will address the theme "Managing Heritage Cities for a Sustainable Future" in Yogyakarta in September 2012.

**The issue**

Recent years have seen a marked increase in co-operation between the public and private sectors in the management of cultural heritage. Such Public-Private Partnership (PPP) arrangements are the result of several factors, including the need for diversified financial resources as well as efforts to enhance the effectiveness of public policies and speed up the transfer of know-how.

Asian and European Ministers of Culture have acknowledged the active role of heritage professionals, citizens and other local stakeholders in heritage management at the 4<sup>th</sup> Culture Ministers' Meeting (2010, Poland) of the Asia-Europe Meeting (ASEM)<sup>1</sup>, a dialogue and co-operation platform that now brings together 27 European Union member states and the European Commission with 19 Asian countries and the ASEAN Secretariat. At this meeting, Ministers also encouraged governments to establish enabling conditions to empower these stakeholders.<sup>2</sup>

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<sup>1</sup> ASEM now brings together 46 member states (Australia, Austria, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Indonesia, India, Ireland, Italy, Japan, Korea, Laos, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, New Zealand, Pakistan, the Philippines, Poland, Portugal, Romania, Russia, Singapore, Slovakia, Slovenia, Spain, Sweden, Thailand, United Kingdom, Vietnam) plus the European Commission and the ASEAN Secretariat.

<sup>2</sup> Chairman's Statement of the 4<sup>th</sup> ASEM Culture Ministers' Meeting, Poznan, Poland, 9-10 September 2010.



PPP arrangements are beginning to play a significant role in the sustainable management of heritage cities and historic urban landscapes. The increasing move towards values-based urban conservation management, with its emphasis on participatory planning and a multi-sectoral approach, has necessitated greater public-private collaboration in recent times.

“Managing Heritage Cities for a Sustainable Future” is the agenda of the upcoming 5<sup>th</sup> ASEM Culture Ministers’ Meeting (18-19 September 2012, Yogyakarta, Indonesia). The topic also assumes global relevance in the light of the new Recommendation on the Historic Urban Landscape adopted by UNESCO’s General Conference in November 2011, the first such instrument by the body in 35 years.

In the light of these developments, the role of PPP in managing heritage cities in Asia and Europe acquires greater significance and demands closer examination.

#### **Who will attend?**

The Public Forum on 12 July 2012 is open to all. The Experts’ Meeting from 12-14 July will gather around 20 governmental and civil experts from ASEM member countries.

Observers interested in attending the Experts Meeting (at their own cost) and/or receiving the report of the meeting may contact ASEF at the co-ordinates listed at the end of this document.

#### **The programme**

PPP arrangements come in many forms and are still an evolving concept, which must be adapted to the individual needs and characteristics of each project and city. A large number of lessons can be drawn from successful good practices in Asia and Europe.

The Public Forum and Experts’ Meeting will investigate innovative models of collaboration that have successfully built synergies among policy makers, urban planners, city developers, architects, conservationists, businesses, private foundations, property owners and citizens towards preserving, revitalising and promoting the tangible and intangible heritage of cities and historic urban landscapes.

The Experts’ Meeting will specifically consider good practices at the local (city/national) and international levels in four sessions with the aim of improving our understanding of how collaborations have successfully addressed the management of heritage cities. In each case, the nature and results of the collaboration will be discussed in the light of the experience of various partners (public and private). Areas of focus include:

- Models of good governance-based management of heritage cities employing PPP arrangements



- Maintaining the authenticity and integrity of cultural landscapes in heritage cities
- Revitalisation of heritage cities through cultural tourism and the development of creative industries, with specific focus small and medium enterprises (SMEs) in art, design and lifestyle
- Protecting and promoting the intangible heritage of cities

### **Format**

The Public Forum will set the background for the Experts' Meeting. The Experts' Meeting will emphasise evidence-based discussions centred on case studies. The exchanges, organised into four sessions, will commence with local city-based good practices, then proceed to examine national cases and finally, discuss examples of international co-operation. Accordingly, the first is the mayor's session. The second session will examine innovative local case studies from cities and countries across Asia and Europe. Examples of international co-operation, both at the bilateral and multilateral levels, will be the subject of the third session. The final session will summarise the discussions of the meeting and synthesise them into relevant recommendations for ASEM governments.

### **Outcomes**

The meeting strives to achieve two objectives, namely, formulating policy recommendations for ASEM Culture Ministers (who will meet in September 2012 in Indonesia) and compiling good practices on PPP arrangements in the management of heritage cities for both ASEM governments and the heritage sector in Asia and Europe.

### **For more information**

**Visit:** <http://www.asef.org/index.php/projects/themes/arts-culture/2495-asia-europe-experts-meeting-on-public-private-partnerships-in-the-management-of-heritage-cities->  
or <http://tinyurl.com/87bhevq>

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## About the Organisers

### **Asia-Europe Foundation**

[www.asef.org](http://www.asef.org)

The Asia-Europe Foundation (ASEF) promotes greater mutual understanding between Asia and Europe through intellectual, cultural and people-to-people exchanges. Through ASEF, civil society concerns are included as a vital component of deliberations of the Asia-Europe Meeting (ASEM\*). ASEF was established in February 1997 by the participating governments of ASEM and has since implemented over 500 projects, engaging over 17,000 direct participants as well as reaching out to a much wider audience in Asia and Europe.



*ASEF's contribution is with the financial support of the European Union.*

### **About the Asia-Europe Meeting (ASEM)**

[www.aseminfoboard.org](http://www.aseminfoboard.org)

ASEM is an informal trans-regional platform for dialogue and co-operation between the two regions and has arisen out of a mutual recognition that the relationship between Asia and Europe needed to be strengthened in light of the challenges and opportunities of the 21st century.

The ASEM process is based on an equal partnership and its activities are grouped into three pillars: political, economic and socio-cultural. ASEM now brings together 46 member states (Australia, Austria, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Indonesia, India, Ireland, Italy, Japan, Korea, Laos, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, New Zealand, Pakistan, the Philippines, Poland, Portugal, Romania, Russia, Singapore, Slovakia, Slovenia, Spain, Sweden, Thailand, United Kingdom, Vietnam) plus the European Commission and the ASEAN Secretariat.

ASEM holds a Summit every two years, alternately in Asia and in Europe. Apart from the Summit meetings, the ASEM process is carried forward through a series of Ministerial and working-level meetings, as well as a number of activities arising from it.

### **Centre for Heritage Conservation, Universitas Gadjah Mada**

<http://www.ugm.ac.id/en>

The Centre for Heritage Conservation is attached to the Department of Architecture and Planning at the Faculty of Engineering at Universitas Gadjah Mada, which is the oldest and largest university in Indonesia located in Yogyakarta.

The partnership between ASEF and UGM in 2012 reinforces the commemoration of the 15th anniversary of the Foundation and the 50th anniversary of the Department of Architecture and Planning at the University, to which the Centre for Heritage Conservation is attached.



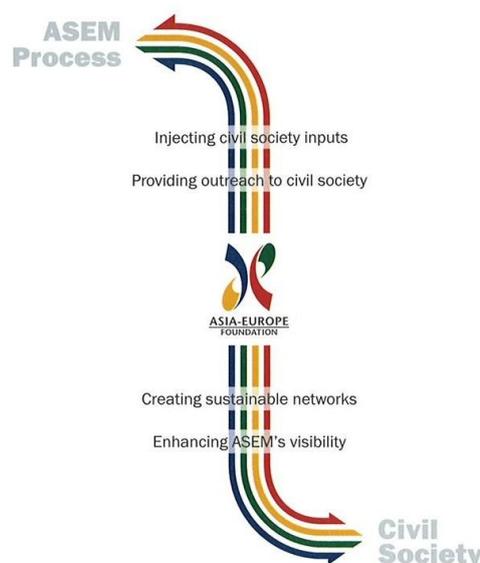
## More about ASEM and ASEF

The ASEM dialogue addresses political, economic and cultural issues, with the objective of strengthening the relationship between Asia and Europe in a spirit of mutual respect and equal partnership. As part of this dialogue process, ASEM Culture Ministers have been meeting periodically to discuss cultural diversity and co-operation between Asia and Europe (2003, Beijing; 2005, Paris; 2008, Malaysia; 2010, Poland).<sup>3</sup> The 5<sup>th</sup> edition of the ministerial meeting will be hosted by the government of Indonesia in Yogyakarta in September 2012. The meeting will focus on “developing concrete steps in the implementation of the principles of sustainable management of historic urban landscapes and its surroundings” within the ASEM framework.<sup>4</sup> As such, the Yogyakarta meeting will widen and deepen the high-level dialogue on heritage started at the 4<sup>th</sup> ASEM Culture Ministers’ Meeting in Poland in 2010, which focused on the theme “Heritage and the Challenges of the Present.”<sup>5</sup>

### *Civil society inputs to 5<sup>th</sup> ASEM CMM through ASEF*

ASEF is a multilateral organisation that works with both civil society and ASEM partners. Thus, it helps generate ideas and solutions that would not normally emerge from purely inter-governmental or purely civil society processes. ASEF’s activities allow for the rigorous analysis of common issues by people with different perspectives, strengths and skill sets.

Facilitating cultural policy dialogue between the arts sector and Ministries of Culture has been an integral part of ASEF’s mandate, since its establishment by ASEM governments in 1997.<sup>6</sup> ASEF closely follows the topics of discussion at the ASEM Culture Ministers’ Meetings and facilitates civil society inputs to these Ministerial meetings in collaboration with relevant partners in Asia and Europe. It does so by commissioning research reports and setting up platforms for exchange of ideas such as the upcoming Experts’ Meeting.<sup>7</sup>



<sup>3</sup> For more information on ASEM Culture Ministers’ Meetings, see <http://asem.theadventus.com/2011-12-22-05-57-34/event/346-5th-asem-culture-ministers-meeting-cmm5.html>

<sup>4</sup> Report of the First Preparatory Senior Officials Meeting of the Fifth ASEM Culture Ministers Meeting 2012, Lombok, Indonesia, 12 – 13 July 2011

<sup>5</sup> Chairman’s Statement of the 4<sup>th</sup> ASEM Culture Ministers’ Meeting, Poznan, Poland, 9-10 September 2010.

<sup>6</sup> For more information on ASEF’s work in cultural policy dialogue, see <http://www.asef.org/index.php/projects/programmes/524-cultural-dialogue>

<sup>7</sup> For ASEF-facilitated inputs to the 4<sup>th</sup> ASEM Culture Ministers’ Meeting (2010, Poland), see <http://www.asef.org/index.php/projects/themes/arts-culture/843-expert-roundtable-in-preparation-for-the-4th-asem-culture-ministers-meeting-the-cultural-heritages-of-asia-and-europe-global-challenges-and-local-initiatives>