



QUALICITIES meeting May 4th & 5th 2006 in Pézenas – France



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Thursday May 4th

Mr Alain Vogel Singer, Mayor of Pézenas, welcomes every participant. He introduces the place where the meeting is held: “hôtel particulier Flotte de Sébasan”.

This house in which we are working today is symbolic for our partnership. It is a place full of History and Culture.

We are celebrating this year in Pézenas the 40th anniversary of the creation of our protected area, a good practice which was developed and improved along these years and which gave to Pézenas a remarkable experience in this field.

Our city is proud to be part to a project such as Qualicities. It can bring a lot to the partnership since with its small size; the city is a living laboratory for Heritage techniques. Each analyse that will be run during the project can only be positive and enriching.

Thank you for your attention.

Reminder of the purposes of the meeting

Introduction by Raphaël Souchier, expert of the projet

We are reaching a critical moment of the development of the project. The process of finalization of the good practices register is on the way and the communities soon will start to apply the quality approach locally.

We must be particularly attentive at this time:

- 1° to stick to the local reality, so that the approach meets the needs of the communities
- 2° to fix a level of credible but sufficiently ambitious objectives and generator of progressive improvements, not to simply make a photograph of the current situation in our communities, but an engine of progress: this photography must give us desire to progress in the daily improvement of the services offered by our cities and to give to other local communities the desire for entering the project. It should be a tool of valorisation and promotion.

Introduction by Benoît Stiévenart, general coordinator of the project

Please excuse Mr. JJ Boelpaepe, 1st Echevin of Anderlecht which could not come because of the elections approach. Our partners from Cosenza and Toledo also ask you to excuse them not to have been able to release from their obligations for political reasons and local organisation issues.



Our meeting today, as Raphaël just told it, is very important. Our work will be the base of the installation of the project locally.

I point out that our next meeting will take place July the 6, 7 and 8 in Ubeda (Spain). Diego Garcia requires from us to fill our inscription forms very quickly because at this period, the city will celebrate the 3rd birthday of its classification to the world heritage and that hotel rooms will not be easy to find.

We have just received a result of audit of the European Commission on projects Interreg IIIIC. We must keep in mind that the project must bring the profit at the European level and not only on a local scale.

Also, for question of form, I recall all the partners of the project that each published document must carry the logo of Interreg IIIIC and the logo "part-financed by the European Union".



Visit assessment

- Sophie Longère presents the assessment of her visit in Baranya – Hungary.

BARANYA – March 2005, SL

- Context
 - Only region of the project QUALICITIES : 302 communities
 - Administrative reform in progress
 - Shortage of financial means & infrastructure problems
 - European capital of culture 2010
- Local organization
 - Project animated by the department council
 - No local team constituted
 - Region / cities issue concerning authority on services linked to culture, heritage, tourism...

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BARANYA (2)

- Organisms met
 - Several sections of the department:
 - House of heritage of Pécs,
 - Culture & tourism section
 - Department University
 - Department tourism company
 - Department Museums
 - Local association
 - Mayors of touristic villages

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BARANYA (3)

Assessment of good practices

- Valorization of ethnic groups & their culture through festivals
- Identification of heritage and development plan (wines, popular traditions, gastronomy)
- Incitation program for refurbishing of traditional houses in a village
- Creation of a wine trail with a label system
- Transmission of popular knowledge through apprenticeship trainings for traditional technical art crafts.

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Raphaël Souchier particularly underlines the good practice of Baranya concerning its wine trail. This approach, which is the ancestor of the Qualicities approach, should be useful for us in particular concerning post signs (Euro-pictos) and the methodology of identification and development of local skills.



Architecture of QUALICITIES good practices register

- **Debate around the issue of a label for a territory instead of a city**



Application field

- ***Debate around the issue of a label for a territory instead of a city:***
- ***Authority***
- ***Label attribution : every single community belonging to the department or only selected communities ?***
- ***Local Comity: a department comity associating communities or local committees ?***

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We meet with the issue of the department of Baranya, a fundamental question for the orientation of our label.

If it was enough for a department, an area, a province... to have on its territory at least a community which can answer a criterion, then the label would be discredited since it would be very easy to answer all the criteria in this way. And the more the territory concerned would be wide, the easiest.

A debate is launched to find a solution with these issues. A possible approach according to the assembly would be not to allot the label to the territory as a whole but only to the "Qualicities local committee " engaged in the step.

That is to say that only the cities and partners of the territory adhering indeed to the label - which will thus have taken part and which will answer completely the criteria of the reference frame - will be able to ask for certification.

And once labellized, these only cities will benefit from a communication around the label. The department (or the province or area) will thus play a part of coordinator and facilitator of the approach, federating energies.



With regard to the future applicants for the label, the partners all agree for saying that a community which will apply will have inevitably to answer in each field at least with the basic requirements in terms of competences related to the reference frame.

From now on, in the case of Baranya, it is possible to consider a contract of service that the communities of the department wishing to integrate the step in their local policy can sign. It would be of a kind of contract which would make it possible to work only with communities motivated by the project.

Gabor Pola validates the principle for Baranya. He tells about a selected partnership, managed by an inter-commune trade union represented by an institution of the territory. He adds that a steering committee represented by Elected officials and a structure of work are necessary to the good development of the project locally.

Raphaël Souchier points out to us the example of the partnership of "Loire Valley world heritage" classified by UNESCO on the list of the heritage of humanity, which works on the principle of an 3 levels interaction:

1st level: piloting by a public partnership: representatives of the State, of the areas, departments and cities of the territory corresponding to the label.

2nd level: partnership with actors concerned.

3rd level: interaction with the population.

AFNOR experts add that, for each local committee, there must be identified persons in charge for each requirement of the good practices register.

Benoît Stiévenart wishes to moderate the matter of AFNOR concerning the distribution of the requirements, in the case of a department or an area, if the political majority of a city is opposed to that of the area or the territory concerned. It is also an issue of legal competences. The distributions of competences between area, department and city are not the same ones in all European countries. In certain case that could cause problems.

Raphaël Souchier recalls that certain requirements can be delegated to private actors, members of the local Committee.



Bouzid SABEG insists on the need for defining the territory of the label.

Louis Grandjacquet concludes by specifying that an ad hoc structure would thus make it possible to be free from the problem of (legal) competences shared between territories and communities whatever the entity postulating with the label would be.

• **Workshops**

Two half days are devoted to work in workshops.

Two working groups are formed:

Working themes of the good practices register (document N7)	Communication Accessibility Local life	Heritage Sensitisation to heritages Protection of environment Constant improvement
Participants	Sophie Longère (AFNOR) Louis Grand Jacquet (CAHM) José Cardenas (Pézenas) Jean Louis Dussidour (Pézenas) Amandine LEOPOLD (Arles) Jean Pierre Bœuf (Arles) Vanessa Lita (Anderlecht) Benoit Stiévenart (Anderlecht) Diego Garcia (Ubeda)	Virginie Montoya (AFNOR) Christine Catala (Pézenas) Edith Fabre (Pézenas) Raphaël Souchier (Lodève) Bouzid Sabeg (Arles) Gabor Pola (Baranya) Peter Tasnadi (Baranya) Antonio Valentim (Evora) Fransisco Ramiro (Ubeda) Danielle Deneve (Anderlecht)



Workshops purposes

- Revise every commitment:
 - Clarify
 - Check and precise How, When, Why, Where, Who, What
 - Check examples
- Identify results indicators & evidence

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Commitment example

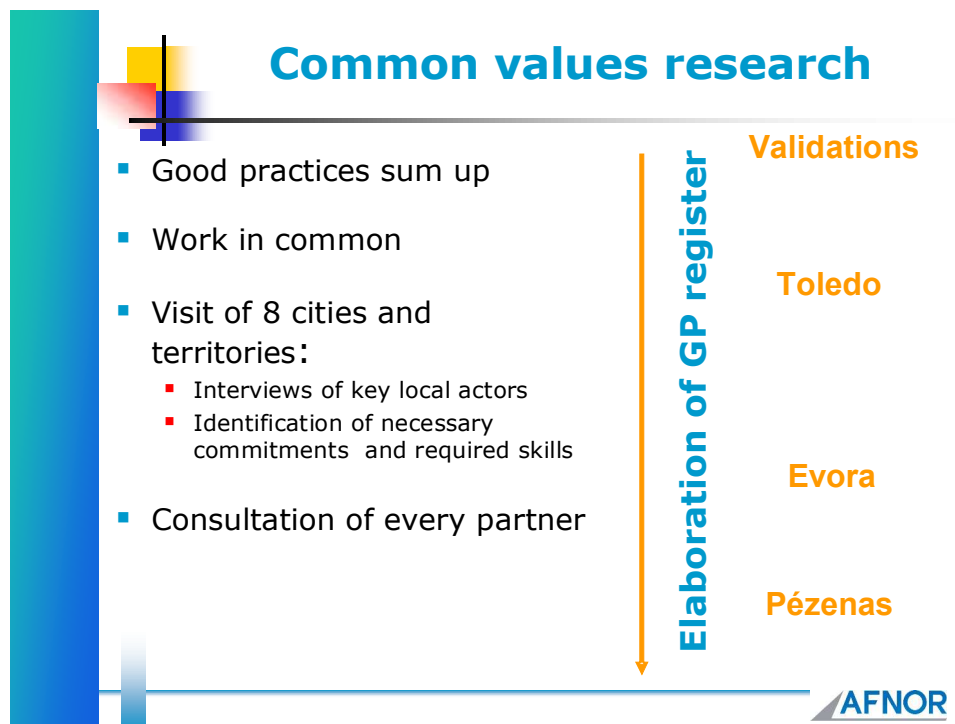
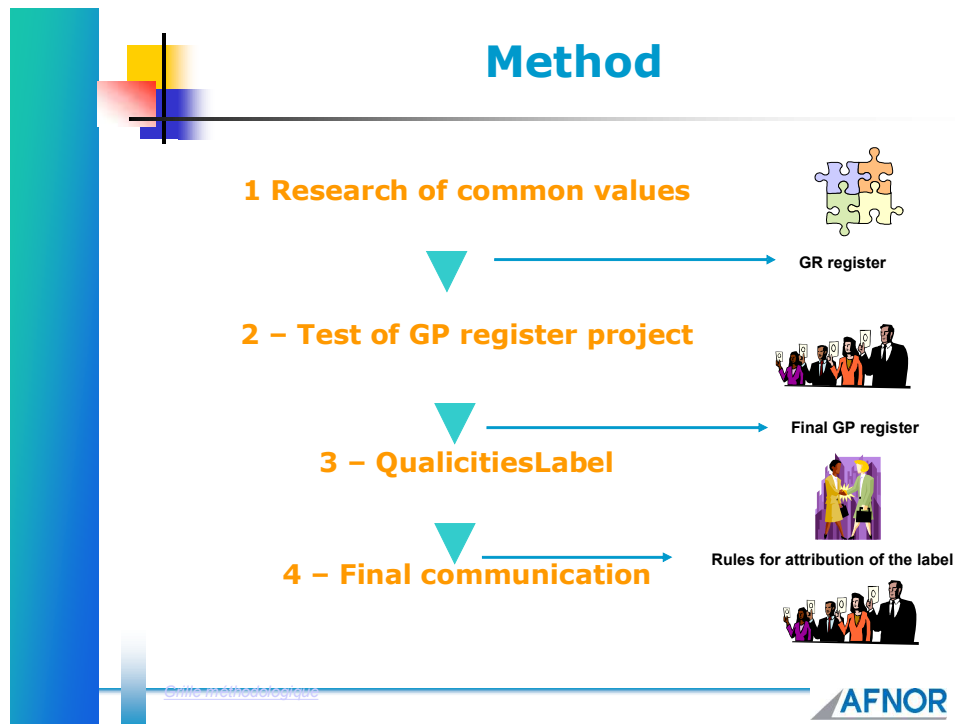
- **Facilitate an access to heritage sites**

Sites should be easily identified from main accesses to the community. Post signs must be appropriate & uniform in the community, it must respect environment.
Entrance & site name should clearly be visible from the street leading to the site.
- **Appropriation of the site by inhabitants**

Events must be offered (exhibitions, festivals, forums, ...) as well as welcoming initiatives (monument or museum pass, advantages...)
- **Participate to local development**

The site must play a role in the local economic network, for example, support the deployment of visitors towards close trade, local craftsmen, producers, places of restoration and hotels, give the preference to purchases near local companies.

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• **Assessment of workshops**

A pooling of the modifications was carried out by Virginie Montoya and Sophie Longère after work.

Thank you to refer to document N8 in appendices

• Next steps

2006									
	Avril	Mai	Juin	Juillet	Août	Septembre	Octobre	Novembre	Décembre
PROJET QUALICITIES	Transmission de la version projet du référentiel	Réunion de projet à Pézenas = travail sur le référentiel : définition des exigences et recherche des preuves à fournir pour un audit	Transmission de la nouvelle version projet du référentiel	Réunion de projet à Ubeda = Finalisation du référentiel présentation de l'auto-évaluation					Réunion de projet à Anderlecht = Bilan de l'auto-évaluation Validation du référentiel
COLLECTIVITES ENGAGEES DANS LA DEMARCHE	1 ^{ère} réunion du comité local : présentation du projet, du label et compte rendu éventuel de visite pour les partenaires qui ont été visités. Explication et organisation du comité local : coordinateur, organisation du travail, moyens de communication internes, fréquence des réunions... Identification des patrimoines		2 ^{ème} réunion du comité local : travail de validation locale du référentiel Qualicities → Envoi des modifications envisagées à Amandine LEOPOLD	3 ^{ème} réunion du comité local : Explication du processus d'auto-évaluation. Comment remplir les fiches de bonnes pratiques correspondant à chaque critère ?	Mise en œuvre des exigences au sein de la collectivité Suivi de l'avancement par le coordinateur	Mise en œuvre des exigences au sein de la collectivité Suivi de l'avancement par le coordinateur	Mise en œuvre des exigences au sein de la collectivité Auto-évaluation de la conformité	4 ^{ème} réunion du comité local : bilan - résultat de l'auto-évaluation → Envoi des modifications envisagées à Amandine LEOPOLD	

* Comité local = Elus et techniciens locaux, associations, acteurs privés, ... concernés par le projets

Next stage at the local level is the organization of a meeting of the “Qualicities local committee” to validate in your community the last version (N8) of the good practices register.

The ideal would be to arrange a first meeting with the technicians of your city and the Elected official referent of the project to work over again the document. And then you can convene one second meeting with all the Elected officials of the city in order to make politically validate the decisions taken at the time of the first meeting.

These meetings must be organized before June 10 and each partner is asked to send to Amandine LEOPOLD the reports decisions taken: requests for modifications, validations, additions, withdrawals of criteria... so that they are taken into account at our next meeting in Ubeda from July 6 to 8, 2006.

After the meeting in Ubeda, the self assessment phase will begin in local communities.



Presentation of the internet tool for self assessment

During the last two months, an call to tender, concerning the multi-media company which would work on the application in line of QUALICITIES GP register, was launched by the City of Arles (Co-leader with the City of Ubeda of component 5: communication) to answer the precise criteria of European commission.

Four organizations required the candidates' file concerning this call to tender, but only one company answered. The company Pole Sud multimedia, in Arles, was selected because it had various competences to help us to create this application in line which will be divided into 4 tools:

- a self-assessment tool
- a follow up and piloting tool for projects and actions set up locally
- a data base of good practices and skills
- a communication tool for the label.

Jean François Dupond, director of Pole Sud multimedia company came to present to the partners future Internet work site for QUALICITIES. A booklet of instruction will of course be provided to each partner (French and English) at the time to use this program, it during the session meeting of Ubeda.



You will find the presentation of the future work site QUALICITIES in appendices (the English version is coming soon).



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APPENDICES

Document 1: Good practices register modified after workshops of Pézenas. P. 14 à 28

Document 2: Presentation of the future Internet work site QUALICITIES P. 29 à 36



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QUALICITIES

Doc n°8

PROJET QUALICITIES

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Good Practices

OBJET	: This document presents the project of good practices further to workshops organized in Pézenas.
ACTION	For comments before June 20th, 2006.
VERSION	: Version - May, 2006
CONTACT	: For any question, do not hesitate to contact Miss Amandine Léopold, or one of the members of the team AFNOR.



Foreword

To be developed to present the approach.



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The commitments QUALICITIES

1 Application field

The present reference document describes the commitments of the community in term of sustainable management of the material, cultural, natural and immaterial heritages.

Although we systematically clarified it in the text, all the described commitments are to be considered under the heritage point of view only. If, according to the local or regional organization, the community has no authority on some of the fields covered by the commitments; it will have to demonstrate that it implemented every thing which is in its power to get closer to the required level.

The reference document establishes the criteria to be respected to obtain the European label Qualicities elaborated within the framework of a partnership INTERREG III C.

It applies to any community of culture and heritage, whether it is in the local or regional scale.

2 Definitions

2.1

Heritages

What, coming of past or contemporary creation, possesses at present a historic, scientific, aesthetic, cultural, social value ... and triggers an approach of conservation with the aim of transmission to the following generations.

NOTE The notion of heritage recovers four axes:

- Cultural heritage: cultural traditions, knowledge and art of living of a society
- Natural heritage: landscapes, forests, rivers, sea sides, mountains, parks, animal and vegetable species
- Material heritage: monuments, sites and historic areas, buildings, objects
- Immaterial heritage: know-how, standards, values, oral traditions, folklore, languages, arts

→ All the aspects which express the peculiarity and/or the universality of the art of living of a population

2.2

Management of the heritages

Coordination and set up of all the necessary actions to protect, keep and possibly value the heritages.

2.3

Communication

Set of means and techniques allowing to associate a temporary advantage to a product or a service to make him known and stimulate the sale.

EXAMPLE promotional techniques: exhibitions, demonstrations, celebrities' participation, sales with premiums, special offers, lotteries, competition, sampling ...

It is both a tool of marketing and communication of the product.

2.4

Sensitization to heritages

Actions or programs of actions, information, discovery or rediscovery of the heritages, led in the objective of:

- making a wide public or a targeted public sensitive to the heritages (that is to say, aware of the existence, the value, the few or the uniqueness, the fragility of the heritages),
- making perceivable, to this public, the cultural and historic value which heritages passes on,



independently of his aesthetic value and of its qualities,
- activating positive reactions of conservation to the heritages.

2.5

Valuation of the heritages

Identification of one or several intrinsic value(s) (cultural, aesthetic, symbolic, historic, scientific) to recognize them and put them in evidence, aiming at making these patrimonies accessible and understandable and to create some development (cultural, social, economic, tourist, environmental, sustainable).

NOTE The valuation of the heritages requires the application of various functions:

- Research
- Protection, conservation
- Restoration,
- Conception and management of strategic plans and programs of the valuation of heritages
- Administrative and financial management
- Interpretation / mediation
- Communication
- Marketing,
- Animation.

2.6

Review

Test undertaken to determine the suitability, the adequacy and the effectiveness of the matter to achieve established objectives

2.7

Environment

Surroundings in which an organization operates including air, water, land, natural resources, flora, fauna, humans, and their interrelations

2.8

Community

To be completed

2.9

Competence

Demonstrated ability to apply knowledge and skills



3 Fundamental Principles

3.1 Responsibilities of the community

The community defines its Qualicities strategy by the following stages:

- Identify its patrimonies according to four axes (cultural, natural, material and immaterial, see 2.1),
- Identify the public: school, professional, local tourists, population, and define its priority targets
- Define integrated politics (cultural, social, urbanism, economic, tourist, environmental), active and explicit of sustainable management of the heritages,
- Define the priorities from the action plan subjected by the local committee QUALICITIES,
- Implement the action plan and assure the follow-up.



Report of meetings
Action plan

The community has to associate all the stakeholders to the strategy.

EXAMPLE Extra municipal meeting to discuss the strategy to be led with all the concerned actors
Communication and dialogue for the main decisions relative to the heritages.
« House of participation »

The community follows an approach of local Agenda 21.

NOTE: the local Agenda 21 is a program of actions, defining the objectives and the means of application of the sustainable development of the territory. It is translated by the coherence of the objectives of the community, in dialogue with the population and all the socioeconomic actors. It is a process based on the diagnosis, that is going to allow to establish a program, himself periodically estimated according to a railing of indicators, to be possibly reoriented in its following stages



Organized actions
coming from the
reflection.

The community sets up a **local QUALICITIES committee** composed of :

- a president : elected member named by the political authority,
- a coordinator named by the political authority.
His role must be politically recognized and supported.
- members, representatives of the actors of the community:
 - institutional actors
 - actors of the heritages: tourism, technical services, museums ...
 - partners: associations, the NGO, companies, shopkeepers, schools ...

This QUALICITIES committee is representative of all stakeholders but not exhaustive.



List of the committee
members
Report of meetings

NOTE: stakeholders = partners, public and private entities, associations, universities, the regions with a measure of autonomy, actors of the local patrimonial life ...



3.2 Missions of the local Committee QUALICITIES

3.3

The local QUALICITIES coordinator has for mission:

- The application and the management of the Qualicities approach,
- The coordination of the various departments of the community bound to heritages,
- The identification of actors to imply,
- The animation, sensitization and mobilization of members of the QUALICITIES committee,
- The organization of at least two meetings a year of the QUALICITIES committee,
- The diffusion of information relative to the approach.



Mission letter of the coordinator

This mission has to be known by anyone at the level of the community.

EXAMPLE Meeting, periodic bulletin
Identify referents on the various subjects: animation, communication ...

The coordinator QUALICITIES must:

- Participate in the meetings of the QUALICITIES network,
- Supply the information asked by the referent named by the AVEC network,
- Up date the data base with the information provided



Report of meetings
Data base

The coordinator QUALICITIES has to organize at least one biannual meeting which will deal at least with the following points:

- Balances of the actions of the step: results and analysis of led actions,
- Synthesis of self-evaluation,
- Sharing of the assessment of satisfaction (see 10.1),
- Perspectives



Report of meetings

The members of the QUALICITIES committee have for responsibility to:

- Collaborate in the application of the approach,
- Participate actively in the meetings,
- Prepare the action plans which will be subjected to the community,
- Commit to apply the decisions which recover from their competences,
- Participate in the evolution of the reference document and the Qualicities approach.



List of members of the Committee.
Report of meetings.

3.3 Competence

The community has to identify the necessary and available competence for the application of the Qualicities approach, see annex : necessary competences and the typical profiles.



Evaluation according to the disposal data base

The community has to make sure that the local coordinator has the following competence:

- Quality of animation, intermediary
- Capacity to federate, to work in networks,
- Sensitization in quality approach and in management of project,
- Sensitization in the Qualicities approach.



CV of the coordinator





The community has to identify needs in training / information and to implement actions which are imperative, **see appendix: modules of typical training.**

Training Plan
Training content

EXAMPLE Device of integration of any new staff.
Sensitization of actors (hotelkeepers, storekeepers) on all heritages of the community.
Sensitization of the inhabitants in the welcoming of tourists

3.4 Rule

The community has to respect the whole regulations in force in its country.

4 Communication

4.1 Tools of communication

The community must :
- identify the objectives of communication concerning heritages, at least, the objective is to inform,
- develop a communication tool adapted to targeted publics,
- make sure of the mode of distribution of one or several tools.



Tool
Measure of the use of the tool
Places of distribution and volume / quantity

4.2 European Label Qualicities

The community has to elaborate communication tools around the European label Qualicities, aiming at informing the local population and engaging the institutional.



Rate of knowledge of the label
Created communication tools
Institutional leaflets (number of editions)
Indication of distribution in the press

The community has to give institutional and other actors interested by the community, a file including the following elements of the approach:



Generic documents on the European label:

- The European partnership
- The INTERREG I I I C program
- The reference document,
- The context of the approach,

Information file on the approach Qualicities
List of distribution of the file QUALICITIES "suitcase"

Local documents:

- The list of the members of the local committee
- The local information (press releases, the dates of meetings, the forums of exchange)

This file must be regularly updated.

The community has to give communication tools about the European label Qualicities to professionals in order to promote the approach and the partnership.



Communication tools



5 Accessibility

5.1 Movement

To be developed: the double approach: community and territory

The community has to establish a movement and traffic plan connecting the various heritage sites encouraging

- development of collective transport,
- accessibility of the pedestrians,
- availability of car park.

EXAMPLE Restricted access to the historic centre, use of retractable borders.
 Free buses on production of the car park ticket outside the town centre.



movement and traffic plan
 collective transport plan
 city map (car parks, pedestrian zone)

5.2 Sign posts

The set of sign posts, directional or informative, has to demonstrate a system coherent with the strategy and policy of the community.

The community has to facilitate the identification of heritages by **directional sign posts** adapted to the motor and pedestrian progress (even bicycle).

- in the entrance of the city, the community identifies strategic entrances and sets up adapted sign posts with for objective the location of points of information.
- inside the city, the community informs, in strategic points, by descriptive panels, maps indicating heritage sites...

EXAMPLE Road sign to track down monuments, artisans, associative premises

The community has to inform about the heritages by **informative sign posts** in the national language and a language of the European Union.

The community has to use clear, legible and understandable sign posts for all.

It is recommended to use europicto.



Strategy

Directional descriptive panels

informative descriptive panels

5.3 Access of the persons in situation of handicap

The community identifies for the 4 types of handicap:

- physical
- auditory
- visual
- mental

the solutions which it is capable to bring in terms of access to heritage sites for the persons in situation of handicap.

The reflection must be led with referent associations in handicap issue.



Report of meeting
 File of access of the persons in situation of handicap
 Projects of development



According to the results of the study, the community has to welcome the persons in situation of handicap by the putting at disposition of the tools of information about the progresses and the sites of accessible patrimonies according to the handicap.

Tools of information
Measure of accessibility
Sensitization of the actors in the situations of handicap

EXAMPLE Map of roads accessible to the persons with reduced mobility.
Information supplied with sign language.
Set up of a service of help and accompanying to the person

6 Management of heritage

6.1 Generalities



According to its QUALICITIES strategy, the community has to identify the adequate preventive actions of conservation of heritages, implement them and ensure an annual review.

Established action plan: actions, periods, budget.
Report of the annual reviews.

6.2 Conservation



The community has to draw up a plan of restoration, maintaining and conservation of heritages with short, average and long term.

Established action plan: actions, periods, budget.

The community has to analyze all the data (assessment of the actions, satisfaction and the complaints) and identify tracks of improvements.

Report meetings

EXAMPLE Charter for shop windows.

Implementation of a contract of conditions (book of prescription) to administrate the refurbishing of buildings: definition of criteria, ...

The community has to arrange a tool of management of the territory, including heritage dimensions and urban quality, and make sure the control and the follow-up of its application.



Tool of management
The community has to incite to the rehabilitation of the environment.

The community has to incite to the rehabilitation of the environment.



EXAMPLE Action plan
Put at the disposal of every one resources for the refurbishing: financial support, information, technical advice...

The community has to identify companies qualified and specialized by type of tasks to be realized.



EXAMPLE List of the companies
Hire a company knowing ancient techniques or being able to reproduce them with modern techniques.



6.3 Dynamics



The community has to encourage the display of vectors of culture on its whole territory and not in only the historic centre.

Card of the vectors of the culture.
Project of display.

EXAMPLE to develop interactive animations between museums or leisure centers from the town centre and from those of the suburb.
Setting-up of a cultural place outside the historic centre

The community has to encourage urban quality and integration of contemporary architecture on its whole territory.



Regulation of city planning Realizations

EXAMPLE To use industrial fallow lands to create houses, business parks or leisure centers.
Rehabilitation of an old market with modern materials.
Construction of a modern district in suburb of a historic centre



The community has to fit out and value the urban space.

Project of organization.

EXAMPLE Organization of green spaces.
Plan of illumination

7 Valuation

The community organizes at least once a year, a training / information day on heritages of the territory, to which are invited all professional categories bound to heritage and tourism. The community has to encourage the development of the competence of the local companies bound to heritage at least by informing them about vocational trainings concerning them.



Training day
Letter of information

EXAMPLE Training course to the ancestral techniques.
Distribution of information about the professional trainings bound to heritage.

7.1 Events

The community organizes, or is partner, of at least two wide public events, bound to heritage, among which the European Days of Heritage.



Leaflet or programming

EXAMPLE a Day of the neighborhood, a Day of associations.
Festivals, carnivals, local demonstrations...



Calendar of the events

The community has to establish a calendar of the events, bound to heritages, taking place on its territory and to inform the population and all actors about it.



Report of meetings

The community organizes the annual programming of the events and makes sure that it exists specific events for all target public.

7.2 Mediation



The community has to propose circuits/route, playful and accessible, for the discovery of the heritages of its territory.

Leaflet of circuits

EXAMPLE savors routes, wine trail, the roads of heritage.
Propose the rent of cycles.
Route of natural discovery



The community has to make sure that guided tours are offered on its territory and animated by competent professionals.



Training of professionals
Program of the conducted tours

The community has to develop actions of sensitization with educational character adapted to the local public (school, newcomers).



Action plan

EXAMPLE adapted workshops.
Program developed by the library in association with schools.
Program of welcoming of the newcomers



The community defines a tariff policy to facilitate the access of every one in heritage sites.

Railing of the rates

8 Local life



8.1 Urban Revitalization in link with heritage

The community has to set up financial, informative or technical helps to companies or owners in order to revitalize heritages and make it a tool of local development.

Grant

Informative document

EXAMPLE To refurbish former buildings to make of them administrative offices, associative premises.
Encourage owners to put the buildings of the historic centre up to date with the current standards to attract tenants.

8.2 Development of the tourist and/or cultural activities

Beware on the political competence



The community has to supply a device of welcoming and a tool of information for the visitors. The community has to make the local actors and the population sensitive to the welcoming of visitors.

Information office or equivalent
Number of welcomed visitors
Rate of visitors
Actions of sensitization

The community has to ensure the promotion of its heritages



List of the communication tools
Reception of press
Program of participation in tourism shows

EXAMPLE Participation in Trade shows.
Campaign of communication ...

8.3 Cultural Associations and patrimonies



The community has to set up an incentive scheme of the development of associations in link with the cultural activities and the heritages.

Incentive scheme
List of the cultural and patrimonial associations



The community has to organize dialogue with the cultural and heritage associations:

- At least 1 annual meeting,
- Local forum of exchange, allowing permanent exchanges between the community and the associations.



Annual Meeting

8.4 Partnerships with European networks

The community has to set up at least a European partnership with other cities to promote and make known its culture.



Numbers of partnerships

9 Environmental protection

The community has to identify the stakes, define the priorities of environmental protection, and implement actions through one (or several) plan(s) of management (waste, noise pollution, natural values, renewable energies).

Report of decision Plan(s) of action Realizations

EXAMPLE Dustbins integrated into the environment.
 Rehabilitation of natural environments.
 Protection of the botanical variety.
 Eco-areas: sun panels, wood heating systems ...
 Electric buses



10 Constant Improvement

10.1 Measure

The community has to allow every one to express himself (population, actors, tourists) and to collect needs and waits.

Number of formulated expressions
Set up tools

EXAMPLE book of complaints, golden book.
 Limp in propositions ...
 Investigation every 5 years



Follow-up of the formulated answers
Reports of meetings

10.2 Analyze

The community has to analyze all data (assessment of the actions, satisfaction and complaints) and identify tracks of improvements.

Reports of meetings



10.3 Improvement

The community has to implement and follow the tracks of identified improvements.

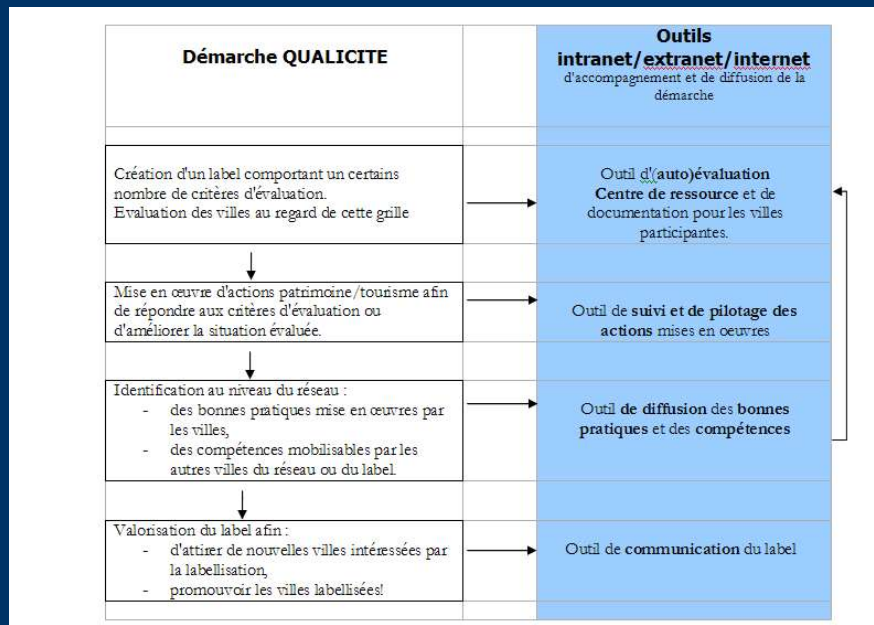
Reports of meetings





Présentation du futur site de travail QUALICITIES Entreprise Pôle Sud Multimédia, Arles – France

Principe général





The image shows a login form for the QUALICITIES website. At the top left is the QUALICITIES logo with the text "DÉVELOPPEMENT DURABLE DES VILLES DE CULTURE" and "QUALITY BRAND OF SUSTAINABLE CULTURAL CITIES". Below the logo are two input fields: "Login :" and "Mot de passe :". A "Valider" button is located at the bottom right of the form area.

Système d'autoévaluation

The image shows the self-evaluation system interface. At the top is the QUALICITIES logo and navigation menu with items: Profil, Administration, Auto-évaluation (selected), Bonnes pratique, Projets, Calendrier, Annuaire, and Rechercher. Below the menu is a breadcrumb trail: "Domaine d'application | Définitions | Principes fondamentaux | Communication | Accessibilité | Patrimoine | Sensibilité au patrimoine | Vie locale | Protection de l'environnement | Amélioration continue". The main content area is titled "1 - Domaine d'application du référentiel" and contains the following text: "Le présent référentiel décrit les engagements de la collectivité en matière de gestion durable des patrimoines bâtis ou matériels, culturels, naturels et immatériels. Le référentiel constitue la référence à respecter pour l'attribution du label Qualicities du Réseau AVEC. Il s'applique à toute collectivité de culture et de patrimoine qu'elle soit à l'échelle locale ou régionale." Below this text is a question: "Le domaine d'application de la charte sont clairement identifiés ?" with an unchecked checkbox.



QUALICITIES DÉVELOPPEMENT DURABLE DES VILLES DE CULTURE
QUALITY BRAND OF SUSTAINABLE CULTURAL CITIES

Profil Administration **Auto-évaluation** Bonnes pratique Projets Calendrier Annuaire Rechercher

Domaine d'application Définitions Principes fondamentaux Communication Accessibilité Patrimoine Sensibilité au patrimoine Vie locale Protection de l'environnement Amélioration continue

1 - Définition

2.1 Patrimoine
ce qui, venant du passé ou création contemporaine, possède actuellement une valeur historique, scientifique, esthétique, culturelle, sociale, ... et appelle une démarche de conservation en vue de la transmission aux générations suivantes.
NOTE: La notion de patrimoine recouvre quatre axes :
- patrimoine culturel : traditions culturelles, connaissances et art de vivre d'une société
- patrimoine naturel : paysages, forêts, fleuves et rivières, bords de mer, montagnes, parcs, espèces animales et végétales
- patrimoine matériel : monuments, sites et quartiers historiques, le bâti, les objets
- patrimoine immatériel : savoir-faire, les normes, les valeurs, les traditions orales, le folklore, les langues, les arts
tous les aspects qui expriment la particularité et/ou l'universalité de l'art de vivre d'une population

2.2 Gestion du patrimoine
Coordination et conduite de l'ensemble des actions nécessaires pour protéger, conserver et éventuellement valoriser le patrimoine.
NOTE: La gestion = économique - du patrimoine s'inscrit dans la thématique plus large de la gestion de ressources fragiles en vue d'un développement durable.

2.3 Promotion (communication)
Ensemble de moyens et de techniques permettant d'associer un avantage temporaire à un produit ou un service afin de le faire connaître et d'en stimuler la vente.
EXEMPLE: Techniques promotionnelles : expositions, démonstrations, participation de personnages connus, ventes avec primes, offres spéciales, loteries, concours, échantillonnage... C'est à la fois un outil de commercialisation et de communication produit.

2.4 Sensibilisation / sensibiliser au patrimoine
Actions ou programmes d'actions d'information de découverte ou de redécouverte du patrimoine, menées dans l'objectif de :
- rendre un large public, ou un public ciblé sensible au patrimoine (c'est à dire conscient de l'existence, de la valeur, de la rareté ou de l'unicité, de la fragilité du patrimoine),
- de faire percevoir à ce public la valeur culturelle et historique que le patrimoine transmet, indépendamment de sa valeur esthétique et de ses qualités,
- de déclencher des réactions positives de préservation envers le patrimoine.

2.5 Valorisation / mise en valeur du patrimoine
Valoriser le patrimoine, c'est identifier une ou des valeur(s) intrinsèque(s) (culturelle, esthétique, symbolique, historique, scientifique...), les reconnaître et les mettre en évidence dans l'objectif rendre ce patrimoine accessible et compréhensible et aussi dans l'objectif de créer du développement (culturel, social, économique, touristique, environnemental, durable...).

La valorisation du patrimoine nécessite la mise en œuvre de différentes fonctions :
- Recherche
- Sauvegarde, conservation
- Restauration,
- Conception et gestion de plans stratégiques et programmes de la valorisation du patrimoine
- gestion administrative et financière
- Interprétation/médiation
- Communication
- Commercialisation,
- Animation.

Les définitions des termes utilisés dans le référentiel sont partagées ?

QUALICITIES DÉVELOPPEMENT DURABLE DES VILLES DE CULTURE
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Profil Administration **Auto-évaluation** Bonnes pratique Projets Calendrier Annuaire Rechercher

Domaine d'application Définitions Principes fondamentaux Communication Accessibilité Patrimoine Sensibilité au patrimoine Vie locale Protection de l'environnement Amélioration continue

3 - PRINCIPES FONDAMENTAUX

	Coefficient	Pas du tout mis en place	Partiellement mis en place	Mis en place	Mis en place +		
3.1 Engagement de la collectivité							
• La collectivité a défini sa stratégie Qualité				<input type="checkbox"/>	<input type="checkbox"/>	Bonnes pratiques liés	Saisi d'une BP
• La collectivité a mis en place une équipe projet				<input type="checkbox"/>	<input type="checkbox"/>	Bonnes pratiques liés	Saisi d'une BP
3.2 Missions de l'équipe projet							
• Le coordinateur local Qualité assure sa mission				<input type="checkbox"/>	<input type="checkbox"/>	Bonnes pratiques liés	Saisi d'une BP
• Les membres du comité local assurent leur mission				<input type="checkbox"/>	<input type="checkbox"/>	Bonnes pratiques liés	Saisi d'une BP
3.3 Compétences							
• Les compétences nécessaires et disponibles pour les actions de Qualité ont été identifiées			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Compétences	Saisi compétences
• Les besoins de formation des personnels associés à la démarche Qualité ont été identifiés			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Formation	Saisi formation
• Le coordinateur local possède les compétences liées à sa mission			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Compétences	Saisi Compétences
3.4 Réglementation							
• La collectivité respecte la réglementation en vigueur dans son pays			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Bonnes pratiques liés	Saisi d'une BP

3.1 Engagement de la collectivité
la collectivité locale définit sa stratégie Qualité par les étapes suivantes :
• Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et
• dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Slet
• citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed
• lam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.



The screenshot shows the QUALICITIES website interface. At the top, there is a navigation menu with tabs: Profil, Administration, Auto-évaluation, Bonnes pratique (selected), Projets, Calendrier, Annuaire, and Rechercher. Below the menu, the page title is 'Bonnes Pratiques' and the main heading is '1 - PRINCIPES FONDAMENTAUX'. A sub-heading is '1.1 Engagement de la collectivité'. The content area is divided into two columns. The left column is titled 'La collectivité a mis en place une équipe projet' and contains three 'Bonne Pratique' entries, each with a title, a placeholder text, and a date (ARLES - 22/08/06). The right column is titled 'Bonnes pratiques des partenaires' and also contains three 'Bonne Pratique' entries with similar placeholder text and dates (PEZENAS - 22/08/06, OLOWOUC - 22/08/06, ANDERLECHT - 22/08/06).

The screenshot shows the 'Description de la bonne pratique' form on the QUALICITIES website. The form is divided into several sections: 1. Titre de la bonne pratique: Développement culturel... 2. Thème référentiel auquel cette bonne pratique correspond. 3. Principes fondamentaux: A list of 11 items with checkboxes, where '3.3.1 Gestion' and '3.3.2 Formation' are checked. 4. Communication: Accessibilité. 5. Documents liés: A section for attaching documents. 6. Contact des personnes de référence pour cette bonne pratique: Another section for attaching documents. At the bottom right, there is a button 'Valider la fiche de bonne pratique - Synthèse'.



AVEC

Alliance de Villes Européennes de Culture

Profil | Administration | Auto-évaluation | Bonnes pratiques | Projets | Calendrier | Annuaire | Rechercher

1 - Titre de la bonne pratique :

Développement culturel ...

2 - Thème référentiel auquel cette bonne pratique correspond

3 - Principes fondamentaux

3.1 Organisation locale	<input type="checkbox"/>
3.2 Rôle et responsabilité des acteurs	<input type="checkbox"/>
3.2 Compétences	<input type="checkbox"/>
3.3 Gestion	<input type="checkbox"/>
3.3.2 Formation	<input type="checkbox"/>
3.4 Ingénierierender	<input type="checkbox"/>
4 - Communication	<input type="checkbox"/>
5 - Accessibilité	<input type="checkbox"/>
5.1 Circulation sur la collectivité	<input type="checkbox"/>
5.2 Signalétique	<input type="checkbox"/>
5.3 Personnes handicapées	<input type="checkbox"/>
6 Patrimoine	<input type="checkbox"/>
6.1 Gestion	<input checked="" type="checkbox"/>
6.2 Mise en valeur	<input checked="" type="checkbox"/>
7 Animation	<input checked="" type="checkbox"/>
8 Vie locale	<input type="checkbox"/>
9 Développement durable	<input type="checkbox"/>
10 Tourisme	<input checked="" type="checkbox"/>
11 Amélioration continue	<input type="checkbox"/>

3 - Description de la bonne pratique

4 - Documents liés

- Fiche de synthèse - PDF - 10 kb
- Déclaration - PDF - 50 kb
- Préférénciel - XL - 42 kb
- Fiche de synthèse - PDF - 50 kb
- Déclaration - PDF - 50 kb
- Préférénciel - XL - 42 kb

5 - Compétences requises pour la mise en œuvre de cette bonne pratique

- Patrimoine
- Animation
- Tourisme

6 - Contact des personnes de référence pour cette bonne pratique

Jean XXXX (Auteur)
Paul XXXX (PDA)
Pierre XXXX (GPEC)
Jean XXXX (Auteur)

Editer la fiche | Valider la fiche de bonne pratique | Synthèse

DÉVELOPPEMENT DURABLE
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Profil | Administration | Auto-évaluation | Bonnes pratiques | Projets | Calendrier | Annuaire | Rechercher OK


Auto-évaluation > Synthèse

	Points obtenus	Points nécessaires	Indicateur couleur	Bonnes pratiques	Améliorations	Points à améliorer / Bonnes Pratiques
3. Principes fondamentaux			●	Voir le BP		
4. Communication			●	Voir le BP		
5. Accessibilité			●	Voir le BP		
6 Patrimoine			●		Voir point à améliorer	
7 Animation			●		Voir point à améliorer	
8 Vie locale			●	Voir le BP		
9 Développement durable			●	Voir le BP		
10 Tourisme			●	Voir le BP		
11 Amélioration continue			●	Voir le BP		
TOTAL LABEL QUALITE			●			

[Imprimer la synthèse](#)

● Critère atteint
 ● Critère partiellement atteint
 ● Critère non-atteint





**DÉVELOPPEMENT DURABLE
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Profil Administration Auto-évaluation **Bonnes pratiques** Projets Calendrier Annuaire Rechercher OK

Bonnes pratiques

Mes bonnes pratiques	Recherche par thèmes référents
<ul style="list-style-type: none">• Bonne Pratique Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyno ARLES - 22/08/06	3. Principes fondamentaux ▾ <ul style="list-style-type: none">3.1 Organisation locale3.2 Rôle et responsabilité des acteurs3.3 Compétences<ul style="list-style-type: none">3.3.1 Gestion3.3.2 Formation3.3.3 Réglementation3.4 Réglementation
<ul style="list-style-type: none">• Bonne Pratique Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyno ARLES - 22/08/06	Recherche libre <input type="text"/> OK
<ul style="list-style-type: none">• Bonne Pratique Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyno ARLES - 22/08/06	Recherche par villes Arles ▾
<ul style="list-style-type: none">• Bonne Pratique Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyno ARLES - 22/08/06	



Gestion de projet

**QUALICITIES** DÉVELOPPEMENT DURABLE
DES VILLES DE CULTURE
QUALITY BRAND OF SUSTAINABLE CULTURAL CITIES


Profil Administration Auto-évaluation Bonnes pratique Projets Calendrier Annuaire Rechercher OK

Bonjour Monsieur XXX

Projets en cours

Domaine	Catégorie	Intitulé	Début	Fin
Patrimoine	Grand travaux	Restauration de Théâtre antique	XX/XX/XX	XX/XX/XX
Tourisme	Communication	Guide des manades	XX/XX/XX	XX/XX/XX
Tourisme	Evènement	Fête du Cheval	XX/XX/XX	XX/XX/XX
Patrimoine	Pédagogie	Institut supérieur de gestion du patrimoine	XX/XX/XX	XX/XX/XX
Patrimoine	Animation	Journée du Patrimoine 2006	XX/XX/XX	XX/XX/XX
Patrimoine	Projet européen	Qualicité	XX/XX/XX	XX/XX/XX
...

[Ajouter un projet](#)

**QUALICITIES** DÉVELOPPEMENT DURABLE
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QUALITY BRAND OF SUSTAINABLE CULTURAL CITIES

Profil Administration Auto-évaluation Bonnes pratique **Projets** Calendrier Annuaire Rechercher OK

Créer un Projet

Nom du projet

Date de début du projet (jj/mm/aaaa) : Date de fin du projet (jj/mm/aaaa) :

Domaine de projet :

Catégorie de projet :

Contacts participants au projet :

- Alain Martin
- Paul Durand

Sélectionner un contact : OK

Souhaitez-vous rattacher ce Projet aux thèmes du référentiel Qualicities

Sélectionner votre Thème OK

[Valider le Projet](#)



QUALICITIES DÉVELOPPEMENT DURABLE DES VILLES DE CULTURE
QUALITY BRAND OF SUSTAINABLE CULTURAL CITIES

Profil Administration Auto-évaluation Bonnes pratique **Projets** Calendrier Annuaire Rechercher OK

Projets XXX [Créer un sous-projet](#)

Contacts liés au projet	Sous-projets				Documents liés au projet
	Catégorie	Intitulé	Date début	Date fin	
Jean XXXXX (Mairie)	Grand travaux	Restauration de Théâtre antique	XX/XX/XX	XX/XX/XX	Doss.de candidat. - PDF - 50
Paul XXXX (DRAC)					Attestation - PDF - 50 Ko
Pierre CCCCC (AVEC)	Communication	Guide des manades	XX/XX/XX	XX/XX/XX	Prévisionnel - XL - 45 Ko
Jean XXXXX (Mairie)	Évènement	Fête du Cheval	XX/XX/XX	XX/XX/XX	
Paul XXXX (DRAC)	Pédagogie	Institut supérieur de gestion du patrimoine	XX/XX/XX	XX/XX/XX	
Pierre CCCCC (AVEC)	Animation	Journée du Patrimoine 2006	XX/XX/XX	XX/XX/XX	
	Projet européen	Qualicité	XX/XX/XX	XX/XX/XX	
...	

Evènements [Toutes les évènements \(A\)](#) [Tous les évènements du sous-projet \(B\)](#) [Ajouter](#)

XX/XX/00	Réunion avec Monsieur Jean.....	(E)
XX/XX/00	Remise du dossier de	
XX/XX/00	Contact téléphonique avec.....	

[Créer un évènements](#)

Tâches à réaliser [Toutes les tâches \(C\)](#) [Toutes les tâches du sous-projet \(C\)](#) [Ajouter](#)

XX/XX/00	Organiser réunion avec Monsieur	(F)
XX/XX/00	Faire réaliser étude au sujet de.....	
XX/XX/00	Contact téléphonique avec.....	
XX/XX/00	Réunion avec Monsieur Jean.....	

[Créer une tâche à réaliser](#)

QUALICITIES DÉVELOPPEMENT DURABLE DES VILLES DE CULTURE
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Profil Administration Auto-évaluation Bonnes pratique **Projets** Calendrier Annuaire Rechercher OK

Projets XXX > Sous projets

Restauration de Théâtre antique

XX/XX/XX

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Contacts associés :

- Jean XXXXX (Mairie)
- Paul XXXX (DRAC)
- Pierre CCCCC (AVEC)
- Jean XXXXX (Mairie)

[Editer le Sous-projet](#)





DÉVELOPPEMENT DURABLE
DES VILLES DE CULTURE
QUALITY BRAND OF SUSTAINABLE CULTURAL CITIES

Profil Administration Auto-évaluation Bonnes pratique **Projets** Calendrier Annuaire Rechercher

Projets XXX > Créer un évènement

Nom de l'évènement :

Date l'évènement (jj/mm/aaaa) :

Commentaires :

Contacts associés :

<input type="checkbox"/> Jean XXXXX (Mairie)	<input type="checkbox"/> Jean XXXXX (Mairie)
<input type="checkbox"/> Paul XXXX (DRAC)	<input type="checkbox"/> Paul XXXX (DRAC)
<input type="checkbox"/> Pierre CCCCC (AVEC)	<input type="checkbox"/> Pierre CCCCC (AVEC)
<input type="checkbox"/> Jean XXXXX (Mairie)	<input type="checkbox"/> Jean XXXXX (Mairie)

[Valider l'évènements](#)

