



All the team of QUALICITIES project presents to you their best wishes for this new year.

EDITORIAL



A decisive year

"First of all, to equip our historical cities with a strategy of local development which enable them to be at the same time proud of their heritage and culture and where it is good to live, but also where the economic activity is prosperous and the tourists like to go.

Then to largely let it know thanks to a European label of quality largely recognized. It is the double ambition of project QUALICITIES, initiated by the members cities of the AVEC network and supported by the UE.

We arrive at the end of the first year of the project. A significant work was completed by the 15 partners cities and territories, with the assistance of the team of experts from the French Association of Standardization. We thus started a viable and shared quality approach. The reference good practices register, which will be used as a basis for the setting up of label QUALICITIES, takes form progressively. In this stage of the project, the participation of each community is essential; work must still continue more effectively during the year 2006, to enable us to achieve this ambitious goal together: to make QUALICITIES an effective tool of progress and a tool for international promotion at the service of our cities. We count on you all."

Amandine Léopold.

ASSESSMENT

QUALICITIES Forum in Toledo – October 2005



The 15 partners of project QUALICITIES were pleased to meet for their first forum in Toledo, Spain, from October 12th to 15th, 2005. During these two days of meetings, they were introduced to the new team of experts (the French Association of Standardization - AFNOR), which will assist them throughout project

After having presented their working methods, team AFNOR delt with the project approach they were going to undertake with the partners.

It was initially a question of validating a project of reference practices register (indexed, until then, thanks to an investigation carried out with the partners) which would be used as a basis for the creation of QUALICITIES label. And in the second time to prepare the visits of the 8 leader cities and territories of the project to refine this reference practices register.

Other subjects have also been evoked at this meeting such as the creation of an Internet site and Qualicities Intranet and the installation of powerful tools of communications (Intranet, newsletter, logo...)

A new stage of work starts now. The French Association of Standardization will take appointment with the eight cities and territories leaders of the project to discuss on the spot with the principal actors of tourism and heritage and consequently enrich the project of reference practices register

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NEWS

The project of QUALICITIES reference practices register

With the assistance of the French Association of Standardization (AFNOR), the 15 partners of the project agreed on the first essential criteria which will have to appear in the reference practices register which will be used as a basis for the creation of the label.

These criteria answer the four themes of the charter of the Alliance of the European Cities and Territoires of Culture (association AVEC: <http://www.avecnet.com>), i.e.:

- Living heritage: It is a question of not making cities of cultures "museum" cities. "What does my city do to protect the traces from past while supporting the development of activities of today and tomorrow? "

- Heritage and democracy: we work for all and not only for one elite.

"In my city, can everyone take fully advantage or take part in the actions carried out around heritage? "

- Meeting place for culture: the cities are living centers of culture and places of meeting between cultures. They tend in particular to make reception of the visitors not only an economic activity but also a privileged occasion of human exchanges. "Does my city try to share its culture with its visitors and to enrich it thanks to the contributions from abroad? "

- Sustainable development: to manage the inheritance with the concern of preserving the natural and cultural environmental quality as well as interests of the future generations. "Does my city set up an Agenda 21 to preserve the quality of life and that of the future generations? "

A foreground of reference practices register was established at the time of the forum of Toledo:

1. Definitions (glossary)

2. Fundamental principles

Local organisation
Roles & responsibilities of actors
Competencies (management and trainings)
Rules

3. Communication

4. Accessibility

Community car traffic
Post signs
Disabled people

5. Heritag

Administration
Valorisation

6. Animation

7. Local life

8. Sustainable development

9. Tourism

10. Constant improvement

This plan is not the final plan. It will evolve thanks to the visits of AFNOR, the contributions of the partners and the various meetings envisaged until March 2006.

Do not hesitate to communicate your ideas to Amandine LEOPOLD : a.leopold@ville-arles.fr



The QUALICITIES web site project

You will find Qualicities Web site with the following address:
<http://www.qualicities.org>

On the site you will discover documents of presentation of the Qualicities project, datas about all partners, current events of the network Qualicities, bonds towards the sites of the partners cities and territories, dates of the events and meetings, newsletters...



NEXT ...

The objective of the visits of the 8 leaders cities by the experts

During the meetings and interviews in each cities and territory, AFNOR team will have to identify:

1. The good practices

- Those already implemented on the city
- Those that should be implemented to assure the success of the city

2. The necessary competence

- To assure the application of each of the good identified practices



3. The limits of the approach

- To what degree of detail does the project have to go?

4. The criteria of originality of the step

- Key points on which a communication could be thrown

This work is necessary to the establishment of the reference practices register which will be used as a basis for attribution of the European label. Thanks to these visits on the spot, AFNOR experts will obtain a global vision of the field realities for better adjusting the needs for the QUALICITIES label



Etape 1 : la visite d'Arles



Mrs. Virginia Montoya, Engineer in Standardization for AFNOR came in Arles on November 15 and 16, 2005 to interview the actors of tourism and heritage of the City. During these two days, she could meet Mr. Schiavetti, Mayor of Arles, Mr. Mourisard, associated with the Mayor and delegated to tourism and heritage, the personnel of the heritage department of the City, the president of the "house of associations", the director of the tourist office, the directors of the engineering departments, finances, human resources and town planning of the City, the director of the Chamber of Commerce and Industry, a head of multi-media company related to Heritage...

An official meeting was also organized to allow all the tourism and heritage actors of Arles to know better the project engaged. They could impregnate the principle of the development of Qualicities reference practices register and exchange their opinions on the subject.

AFNOR visit planning in Arles :

Day 1 : Tuesday November 15, 2005

- 10h **Meeting with local coordinator (Bouzid SABEG) & Qualicities quality officer (Amandine LEOPOLD) :** Presentation of the cities environment.
- 10h30 **Meeting with the heritage department**
- 12h **Lunch with Mr. Mourisard, associated with the Mayor and delegated to tourism and heritage**
- 14h **Meeting with the president of the "house of associations", M. ROCCHI.**
- 15h **Meeting with the director of the tourist office, Jean-Pierre BŒUF & the quality officer of the tourist office, Raphaële KELLENER.**
- 17h **Interview with visitors at the tourist office and in front of the amphitheatre entrance**
- 18h **Actors meeting:**
Purposes : inform, explain to reassure and gather useful information for the approach.
Invited personalities :
Person associated with the Mayor and delegated to tourism and heritage
 - Keeper of « Musée de l'Arles et de la Provence Antique »
 - President of the association « les amis du vieil Arles »
 - Representant of territory of Arles
 - Companies : director of the laboratory specialised in restoration LERM, director of Art Graphique et Patrimoine,
 - Representative of « les Suds » festival in Arles (world music)
 - Environment officer
 - Delegated to the international meetings of photography in Arles
 - Director of the Chamber of Commerce and Industry
 - Education: heads of the university section for tourism and heritage
- 21h **Diner with historian et former museum keeper**

Day 2 : Wednesday, November 16

- 9h **Meeting with directors of the engineering departments, finances, human resources and town planning of the City**
- 10h **Meeting with the architecte « des Bâtiments de France » & heritage keeper of the department.**
- 12h **Lunch with the Mayor, Hervé SCHIAVETTI**
- 13h30 **Meeting with the director of the Chamber of Commerce and Industry of Arles.**
- 15h **Meeting with director of multi-media company related to Heritage**
- 16h **Sum up with coordinator**

TO COME...

Qualicities Meetings in Evora :



The next meetings of the Qualicities projects is planned for **Friday and Saturday February 24 and 25, 2006 in Evora, Portugal.** Planning as well as details of the meeting will be communicated in January 2006.