

# HOMEE

## Heritage Opportunities/threats within Mega-Events in Europe

Changing environments, new challenges and possible solutions for preservation in mega-events embedded in heritage-rich European cities

### ***Introducing the Charter for mega-events in heritage-rich cities***

The Charter responds to the increasing opportunities and threats that arise from hosting mega-events in heritage-rich cities, especially when they use, adapt and locate activities in existing infrastructures, facilities and within the city fabric.

The charter brings together the lessons learned from the HOMEE research project, including scholarly literature, case studies, living labs and workshops in different cities of Europe.

The Charter will be structured around key themes and articulated further through a set of principles and specific recommendations. The Charter document will be accompanied by an in-depth discussion of its principles and of relevant examples and cases that support them.

The intended audience of the charter ranges from local, national and international decision makers, stakeholders and citizens in Europe and beyond.

The Charter has four main goals:

First, the charter will provide recommendations and policy strategies for local, national and international decision-makers and mega-event managers, from bidding through post-event stages. It will respond to the lack of clear and concise guidelines for cities on if/how to best utilize these events to appreciate their heritage and historic places without putting them at risk. The expertise of the Associate Partners of the HOMEE project and of policy makers involved in past and future events will be crucial to detailing the complexities of mega-events and how to best plan and implement them within heritage-rich contexts.

Secondly, for local citizens, NGO's, heritage owners and SME's the charter will suggest recommendations on how they can politically and technically contribute to their city's heritage while deciding about bidding for a mega-event, in the planning process and while phasing out from it.

Third and more generally, the Charter will highlight the specific threats to be aware of and proposals to develop more conscious and long-term city strategies, cultural and tourism policies that do not neglect local needs and priorities, avoiding the standardization of heritage places that is becoming more diffused, also via festivalization and mega-events.

Finally, thanks to the endorsement of its Associate Partners and network, the Charter will propose recommendations for international bodies in charge of mega-events to consider in their information packs for bidders, in selecting more heritage-sensitive projects and in their own future reforms. These recommendations will directly focus on the role of heritage within mega-events that might have a strong cultural dimension or not.

The Charter is expected to be completed in 2020, endorsed by different actors starting in 2021, and to become a vital resource to ensure that heritage will avoid threats and will benefit from these events, just as the latter can become more politically viable, economically and socially sustainable through a more heritage-oriented and urban approach.