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SOLIDARITY4HERITAGE

Solidarity for Heritage Network Strategic Priorities

Background

The Solidarity for Heritage Network has been established within the framework of the “Solidarity for Heritage” project funded by the EACEA under the Europe for Citizens, 2014 – 2020 Strand 2 Measure 2.2 ‘*Network of Towns*’.

The project will create a Network of Towns aiming to raise awareness of the importance of the preservation of heritage and provides tools, policies and instruments for facilitating citizens involvement through solidarity and voluntary action in heritage preservation. The project joins five small European towns with the aim of creating a network working towards these goals. The initiative will focus on proposing solutions for the main challenges voluntary workers, from one side, and hosting organizations and communities from the other face. The project will create a sustainable network of transnational volunteering between the participating cities in order to stimulate further involvement of citizens in policy-making, decision making and social life.

The Municipality of Strumyani is the coordinator of the international initiative and the partners are Association EUni Partners, Bulgaria, Municipality of Agia, Greece; Naxxar Local Council, Malta, Municipality of Novo Mesto, Slovenia and Municipality of Caltanissetta, Italy. The development and implementation of joint coherent strategic framework, consisting of clearly defined long –term and short term strategic priorities and measures is the major objective of the initiative.



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Major challenges:

The participating partners have identified the following major challenges to be addressed through the Work of the Network:

1. Insufficient funding for voluntary actions.
2. Inefficiency regarding the valorization and continuation of the volunteering experience.
3. Insufficient promotion of volunteering in activities, related to heritage preservation and valorization.
4. Insufficient visibility of the partner's volunteering opportunities.
5. Limited resources for maintenance, accommodation and management of volunteering actions.
6. Lack of human resources to assist in promoting and managing volunteering actions.
7. Insufficient communication and cooperation among the different stakeholders on local, national and international levels
8. Insufficient tools and mechanisms to promote and facilitate solidarity and voluntary initiatives.
9. Insufficient regulatory and standardization procedures for voluntary workers and placement conditions.
10. Lack of formal recognition of voluntary service as a valid working and learning experience.
11. Limited social and health benefits, volunteering is not recognized for employment record and pension
12. Existing gap in EU legislation regarding fostering cooperation between municipalities and NGOs.



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The Strategy

In order to address the above listed challenges the Network Members adopted long-term and short-term strategic priorities to be implemented within the Solidarity for Heritage Network. The primary purpose of the S4H Strategy is to encourage Solidarity and Volunteering, with main focus on supporting cultural heritage valorization and preservation. The Network of towns aims at facilitating and promoting opportunities for societal and intercultural engagement and volunteering thus help the valorization of the cultural heritage that rural areas have preserved. The project will raise the awareness of the importance of the preservation of heritage and will provide the tools, policies and instruments needed for boosting solidarity and volunteering engagement. The strategy seeks to accomplish this by strengthening the connections between the different stakeholders on local, national and European levels.

I. Short-term strategic priorities

The short-term strategic priorities cover the lifetime of the Solidarity for Heritage project. As stated in the approved Solidarity for heritage project proposal, they are as following:

1. To create a Network of towns, aiming at facilitating and promoting opportunities for societal and intercultural engagement and volunteering , with major focus on the valorization of the cultural heritage that rural areas have preserved (monuments, traditions, lifestyle, music, etc.);
2. To organize six different events, which will allow local communities to participate in the engagement of local communities;
3. To contribute to citizens' understanding of the Union, its history, diversity and shared values;
4. To increase citizens' knowledge on European policies and the opportunities that the EU provides;
5. To stimulate further involvement of citizens in policy-making, decision making and social life;
6. To affirm principles of unity and co-operation of the member communities in the light of solidarity and volunteering;
7. To create opportunities for citizens to know each other's culture and traditions to raise the awareness of the heritage preservation and to provide tools, policies and instruments for facilitating citizens involvement in volunteering.
8. To optimize the volunteering experience through the exchange of good practices;
9. To stimulate the members to co-operate in different projects and to exchange good practices in different areas;
10. To provide tools, policies and instruments for facilitating citizens involvement, of both young generation and seniors, through solidarity and voluntary action;



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11. To enable all stakeholders involved in heritage preservation, as well as volunteering in each locality to actively participate in the project activities.
12. To initiate policy reform for better formal recognition and validation of voluntary service as a valid working/training experience

II. Long – term strategic priorities

The long-term strategic priorities cover the period 2018 – 2022. The long-term strategic priorities are grouped into four major categories:

1. Building Visibility

This group of strategic priorities is geared for improving awareness of the Network activities'. It includes the following:

A. To create and promote Joint Bulletin volunteering opportunities

The Joint Bulletin of volunteering opportunities would be the most comprehensive expression of the core idea of the S4H Network, including the opportunities available for volunteers in the municipalities of the Network.

Actions to undertake:

- Each municipality will provide opportunities for volunteering and also benefits for volunteers.
- Promotion of volunteering offers in each municipality in the Network.
- Engagement of volunteers through Social media.
- Promotion of the local territories through their local cultural events, celebrations and traditions in order to allow the members to emphasize their cultural heritage, thus reaching and engaging more people.
- Promotion of local events and initiatives - Cultural and traditional Heritage Celebrations: the partnering towns' cultural diversity provides great opportunities for its joint thematic promotion and exchange of good practices, contacts and offers for volunteering.



CITTA' DI CALTANISSETTA



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B. To engage stakeholders through the use of the World wide web

Thanks to advances in technology, there are numerous opportunities to use digital technology to reach wider public. For example, materials and announcements in different Social media. In order to be able to reach the younger generations the opportunities and placements for volunteering should be announced through the media they are comfortable with – Social media pages, web sites, etc.

Measures to undertake:

- Development and enrichment of ICT based promotional and dissemination materials
- Creation of thematic joint ICT based volunteering offers
- Organization of information and education campaigns targeted at local communities using ICT based promotion

C. To promote the Network throughout Europe and enlarge it to other municipalities:

The expansion of the Network to other European communities will highly enhance its visibility. The new members will increase the influence of the Network through creating more opportunities for volunteering, exchange of good practices, policy reform on European level.

Actions to undertake:

- Invite each partner's international partners (twinned towns, etc.)
- Promote the Network – Committee of Regions, Associations of Towns, etc.
- Involve new partners in future Network initiatives.
- Cooperate with the volunteering networks.

2. Enhancing existing Assets:

The partners' existing volunteering actions can be significantly enhanced if their diverse assets are grouped in packages that appeal to different types of volunteers.



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Actions to undertake:

Enhancing the volunteering experience:

- Raising the attractiveness of the available volunteering opportunities
- Encouraging volunteering actions through international and cross-sectoral cooperation.
- Finding better approaches for promotion of volunteering and solidarity, emphasizing on the rich experience one gains through volunteering.
- Provision of recognition of volunteering as valid working/training experience.

3. Creating new assets:

A. To facilitate networking and clustering of bodies and stakeholders active in heritage preservation

Measures to undertake:

Extending the collaboration among different stakeholders in the Network:

- Public-private partnerships
- Joint cultural products, initiatives, campaigns aiming at the promotion of heritage preservation
- Joint promotional initiatives
- Joint projects in the field of volunteering intergenerational activities

B. To develop a Long term ‘agenda’ – a set of events, themes and concepts – both international and regional – on which Volunteering offers can be built

Actions to undertake:

- Initiating development of a shortlist of events and ‘unifying concepts’ around which experience-based offers can be built and promoted.
- Stimulating productive communication among the Network members to build volunteering opportunities that are attractive and motivating.



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- Stimulating effective communication with the authorities and providing suggestions for future investment in volunteering in the sphere of the heritage preservation.
- Implement regular, themed meetings with the stakeholders to share insights and ideas around volunteering opportunities and to stimulate joint initiatives development and collaboration.

4. Creating a consortium for further collaboration on regional, national, and international level

Ensuring the future collaboration of the network after the lifetime of the project is the long-term objective that will strengthen the achieved results and will contribute to the successful preservation of the cultural heritage through volunteering and solidarity actions on local, national, and international level

Actions to undertake:

- Develop common strategies and approaches that will be utilized in the long run as well
- Encourage discussions of the common vision for the future development of the Network