

The Vienna Declaration

Preservation, Development and Management of World Heritage in Dynamic Cities

1 The UNESCO World Heritage Convention – A Framework

- The inscription on the UNESCO World Heritage List constitutes a distinction and a great responsibility.
- The activities of a World Heritage Site are based on the UNESCO World Heritage Convention (concerning the Protection of the World Cultural and Natural Heritage) and the Operational Guidelines for the Implementation of the UNESCO World Heritage Convention. Additionally, these activities also refer to the UNESCO Historic Urban Landscape Recommendations as well as to the UN Sustainable Development Goals (especially Target 11.4).

2 Between preservation and development

- The protection of the outstanding universal value and of the integrity and authenticity of a World Heritage Site is a key management objective.
- World Heritage Sites are like living organisms whose continued existence and value can only be preserved if they are given the possibility of continued changes and a coherent system of preservation, development and management.
- An integrated method is to be developed, as preservation is not an isolated activity but part of the sustainable development covering the social, economic and cultural sectors.

3 Facing the challenges

- We, the undersigned, see the necessity to develop formal, thematic, structural and organizational answers to the new challenges as the demands made to World Heritage Sites change continuously.
- World Heritage Sites themselves represent a continuous value. At the same time there exists a necessity for them to be further developed as part of growing and dynamically changing cities. Urban development strategies should take into account both and integrate contemporary needs with the outstanding universal value in a Historic Urban Landscape.
- When embedded in a larger urban context, World Heritage Sites should be able to adapt to the respective urban dynamics. Moreover, they can also benefit from urban development, which contributes to improving the socio-economic situation on site.

4 Stakeholder involvement and public perception

- The interaction with various national and international players (e.g. ICOMOS International, World Heritage networks, etc.) as well as transparent and comprehensive decision-making processes are an integral part of adequate governance structures.
- The topic should be positively incorporated in the public perception by means of awareness raising and knowledge transfer. All players should employ public relation measures with the utmost care and consideration of the joint objective.
- Local players and civil society could be actively involved into discussions and decision-making processes regarding World Heritage Sites..

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5 Interdependencies with other factors

- World Heritage is a cross-cutting topic and has strong links to education, science and culture.
- In line with the mission of UNESCO, these areas (education, science, culture and World Heritage) should be interconnected and further networking is to be pursued.
- Tourism is a key factor and often a positive result of a World Heritage Site's social, economic and cultural setting. In turn, tourism can be used deliberately to improve the living conditions and opportunities for locals. At the same time, negative effects on the authenticity of the World Heritage Site resulting from tourism should be prevented.
- The UNESCO's World Heritage and Sustainable Tourism Program can be used as resource for tourism management.

6 The national and international perspective

- Many challenges faced by World Heritage Sites at local level cannot be seen isolated from the international context, i.e. the global dimension.
- The exchange of experience at a national and international level is to be intensified.
- Cities in general have a high cultural and historic importance. Although they are permanently subject to dynamic development, cities shall remain strong players in the community of World Heritage Sites. With the Vienna Declaration the undersigned manifest the importance of cities and city administrations for Urban World Heritage Sites and for their prospering future.

AMSTERDAM–ARANJUEZ–BAKU

BERLIN–BORDEAUX–BRUGES–BRUSSELS–BUDAPEST

DUBROVNIK–EDINBURGH–ISTANBUL

KRAKOW–LIVERPOOL–LYON–MEXICO –MOSCOW

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RABAT–RIGA–ST. PETERSBURG–SUZHOU

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