



Cultural heritage and the EU 2020 strategy – towards an integrated approach  
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## **EU policies for the restoration and management of cultural landscapes : the case of the Grands Sites de France**

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## ● 14 Grands Sites de France

Aven d'Orgnac .....	1
Baie de Somme .....	2
Bibracte-Mont Beuvray .....	4
Camargue gardoise .....	5
Les Deux Caps Blanc-Nez, Gris-Nez .....	14
Marais Poitevin .....	16
Massif du Canigó .....	18
Pointe du Raz en Cap Sizun .....	23
Pont du Gard * .....	24
Puy de Dôme .....	25
Puy Mary - Volcan du Cantal .....	26
Sainte-Victoire .....	21
Saint-Guilhem-le-Désert – Gorges de l'Hérault ** .....	29
Solutré Pouilly Vergisson .....	28

## ● 26 sites en projet

Anse de Paulilles.....	37
Cap d'Erquy - Cap Fréhel .....	6
Cirque de Navacelles *** .....	7
Cirque de Sixt Fer à Cheval .....	8
Cité de Carcassonne * .....	9
Cité de Minerve, gorges de la Cesse et du Brian .....	15
Domaine du Rayol, Le Jardin des Méditerranées .....	10
Dune du Pilat .....	11
Dunes de Flandre .....	40
Estuaire de la Charente, Arsenal de Rochefort.....	17
Falaises d'Etretat, Côte d'Albâtre.....	3
Gorges de l'Ardèche .....	35
Gorges du Gardon .....	32
Gorges du Tarn, de la Jonte et des causses *** .....	12
Gorges du Verdon .....	13
Iles Sanguinaires - Pointe de la Parata .....	34
Massif des Ogres.....	39
Massif dunaire de Gâvres-Quiberon .....	19
Pointe des Châteaux .....	22
Presqu'île de Giens, Salins d'Hyères.....	38
Rocamadour ** .....	27
Vallée de la Clarée et Vallée Étroite .....	30
Vallée de la Restonica .....	36
Vallée de la Vézère * .....	33
Vallée du Salagou et Cirque de Mourèze .....	31
Vézelay * .....	41



Le label Grand Site de France est décerné par l'État, au gestionnaire du Grand Site, pour six ans. Il vient reconnaître que son action est conforme aux principes du développement durable.



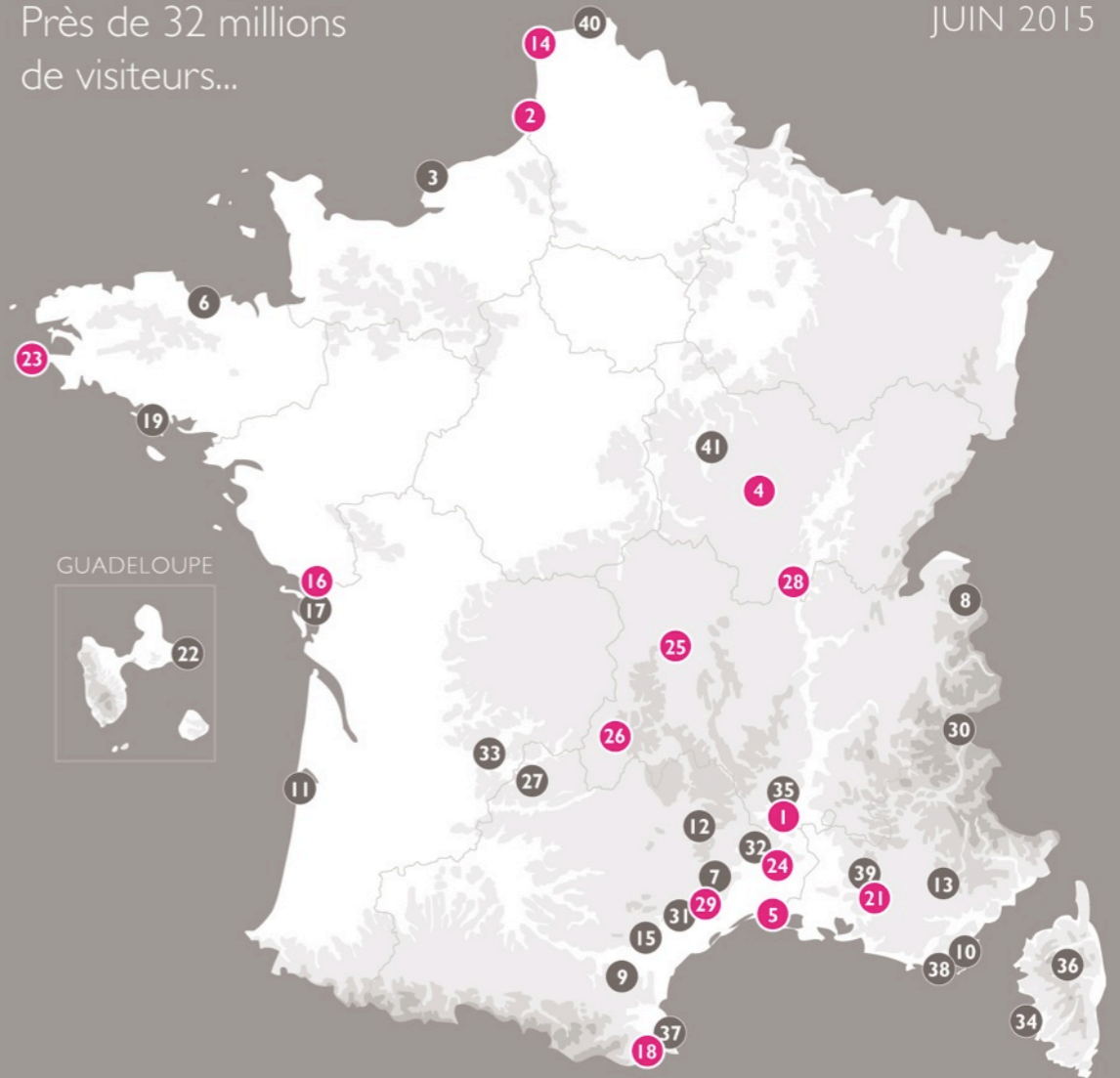
\* site du patrimoine mondial - \*\* site du patrimoine mondial au titre des chemins de Saint-Jacques de Compostelle



\*\*\* site faisant partie du Bien Causses et Cévennes, paysages culturels de l'agropastoralisme méditerranéen, inscrit au patrimoine mondial

Près de 32 millions de visiteurs...

JUIN 2015





# Grands Sites de France :

## Iconic cultural and natural landscapes

- Cultural landscapes = interaction between nature and people
- Heritage as one, rarely only natural or only cultural

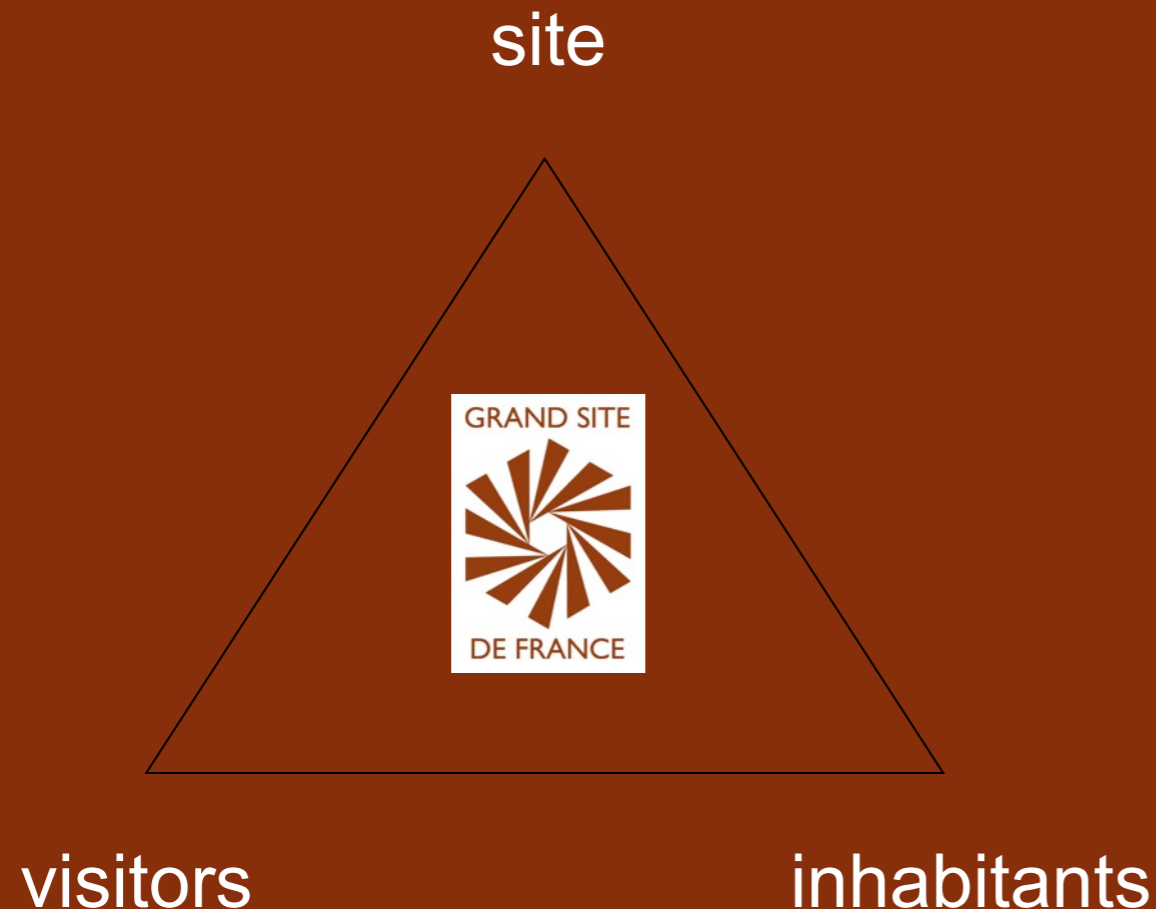


- Protected by a powerful law dating back to 1906/1930

- Very popular and well known Sites / Landscapes in France

- High tourism pressure

# A National Policy for the "Grands Sites de France"



- Policy founded in 1976
- Reference to WHC 1972
- Protection and conservation with a special attention to values and the spirit of the site
- Tourism flow management
- Open to large numbers of visitors with a focus on interpretation
- Need of balance between visitors (tourism) and inhabitants (daily life)
- Contribution to the economic and social development of the area

- ❖ sustainable site management
- ❖ partnership
- ❖ territorial approach



# Facing congestion problems : Vehicles/Visitors/Commercial pressure



40 sites = 32 million visitors each year

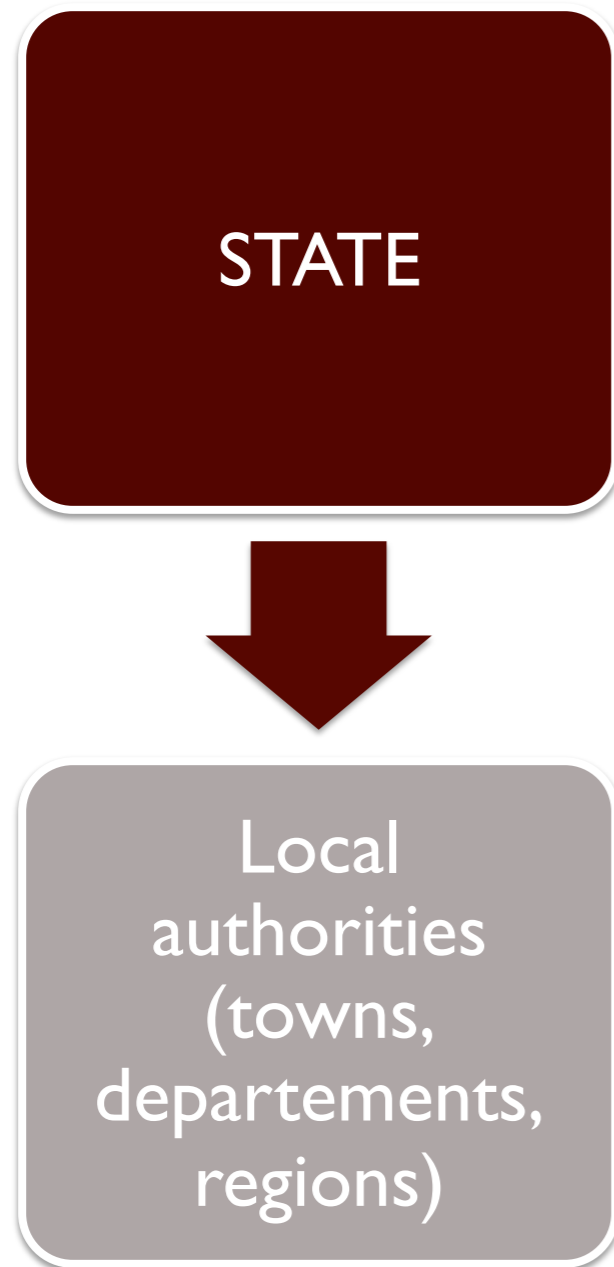




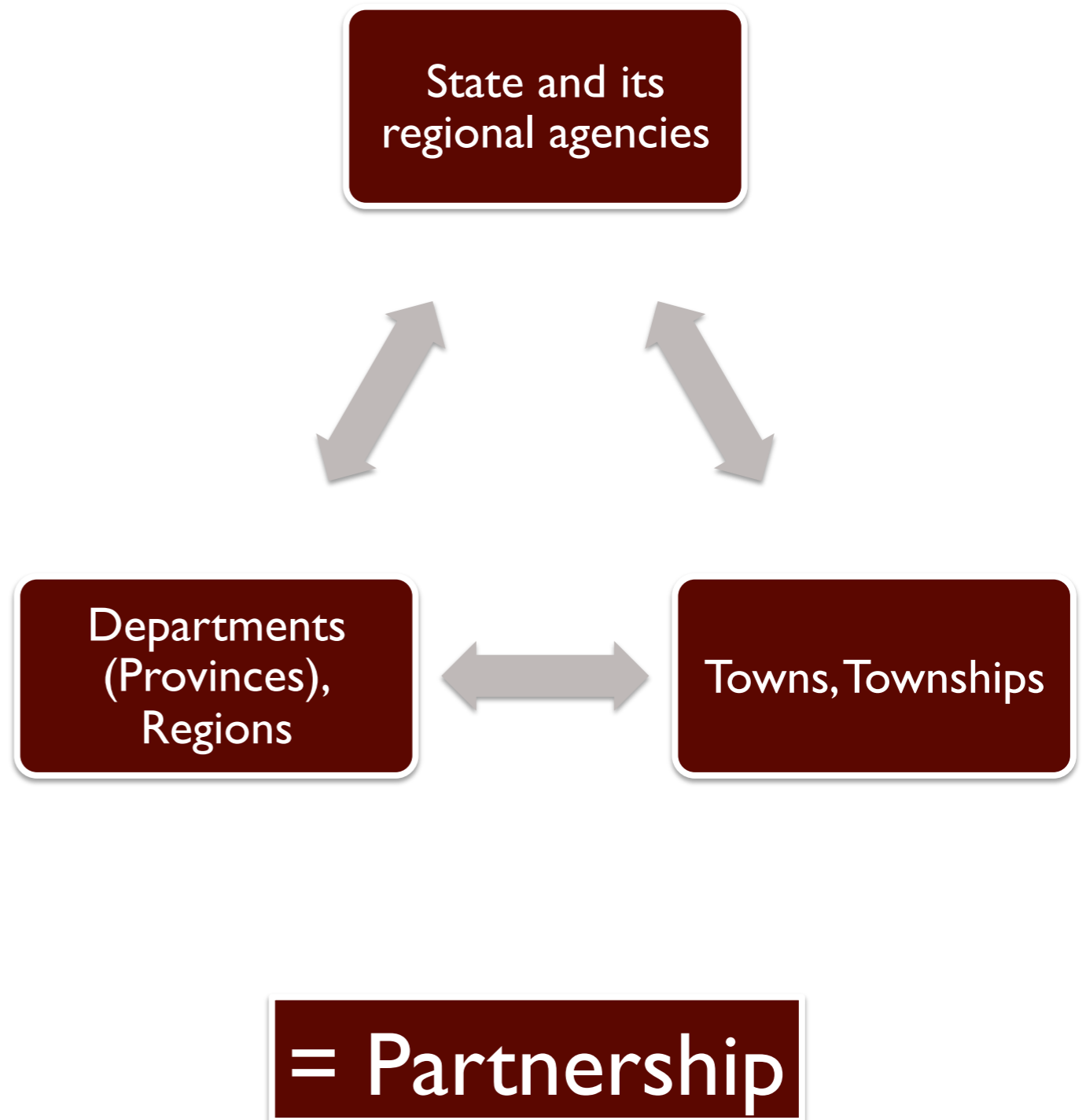
# "Grand Site de France" National Policy Goals

- Allow each Grand Site to get back its
  - beauty
  - charm
  - value
  - all qualities that motivated its conservation and protection.
- Bring the sites to landscape and environmental excellence.
- Perennial and exemplary sustainable management (sustainable development – economic, social and environmental)
- Enable visitors to
  - feel site's genius loci
  - experience the site
  - discover all its aspects
  - feel welcome
- Make heritage sites a leverage
  - for local sustainable development
  - local dynamics
  - shared governance

# BEFORE 1982



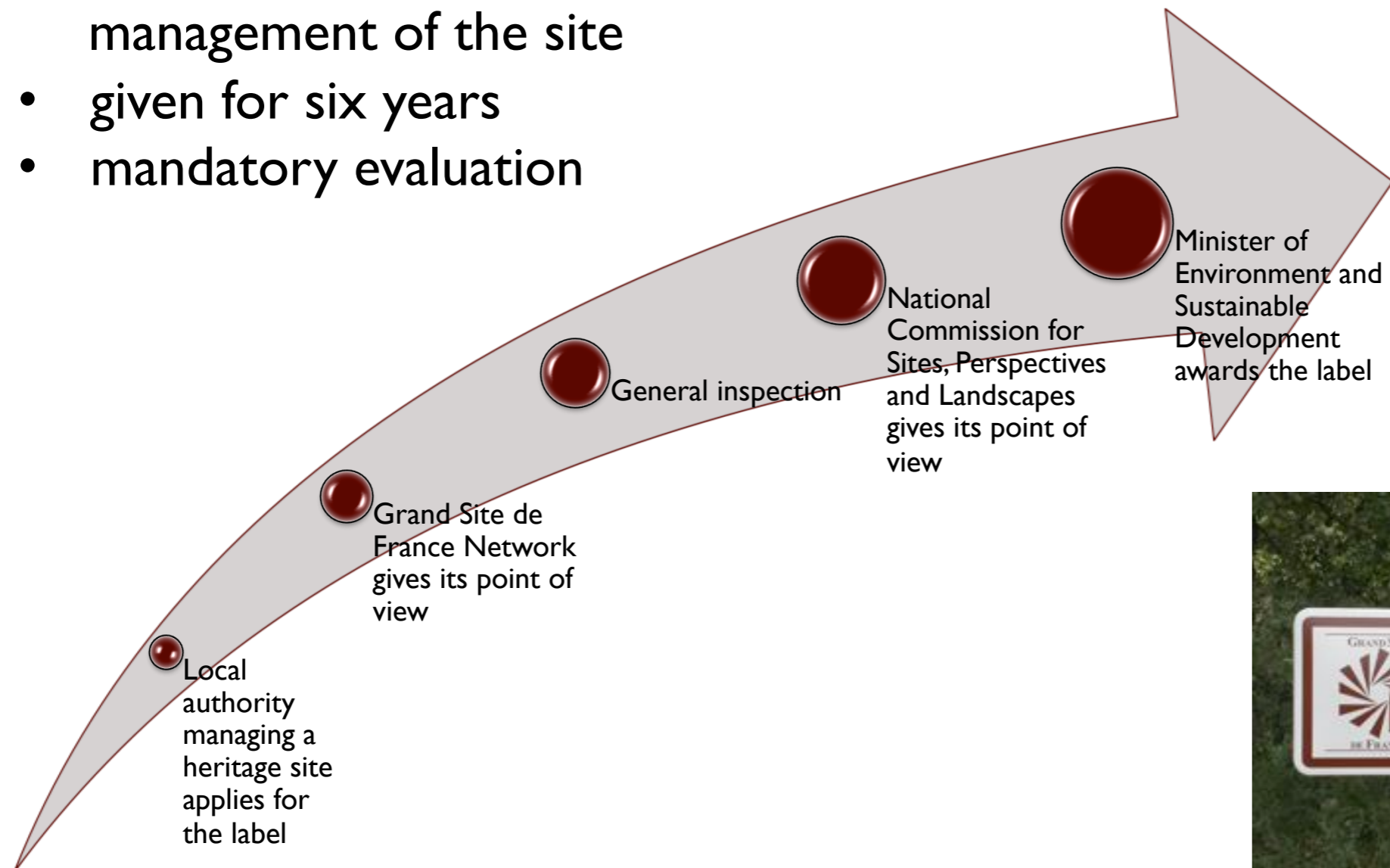
# AFTER 1982



# GRAND SITE DE FRANCE : a label for sustainability

## LABEL

- created by the state (Ministry of environment and sustainable development)
- recognizes the role of the local body in sustainable management of the site
- given for six years
- mandatory evaluation



GRAND SITE



DE FRANCE





# Grand Sites' Managers

- Local management
- Local authorities as main actors
- Managing bodies dedicated to Grand Sites' Management
- A new skill : "heritage site manager"
- Multidisciplinary, on site teams





## GRAND SITE DE FRANCE NETWORK

- Founded in 2000
- Association (NGO) regrouping local Grand Sites' managing bodies
- 1 site = 1 managing body = 1 voice
- 17 members in 2000 ➤ 40 members in 2013
- Small and reactive team (4 people)
- Sharing experience and good practices
- Training
- Dissemination
- Communication towards
  - Inhabitants
  - Local businesses and stakeholders
  - visitors
- Partnership with ICOMOS France





# GRAND SITE DE FRANCE : integrated approach of heritage

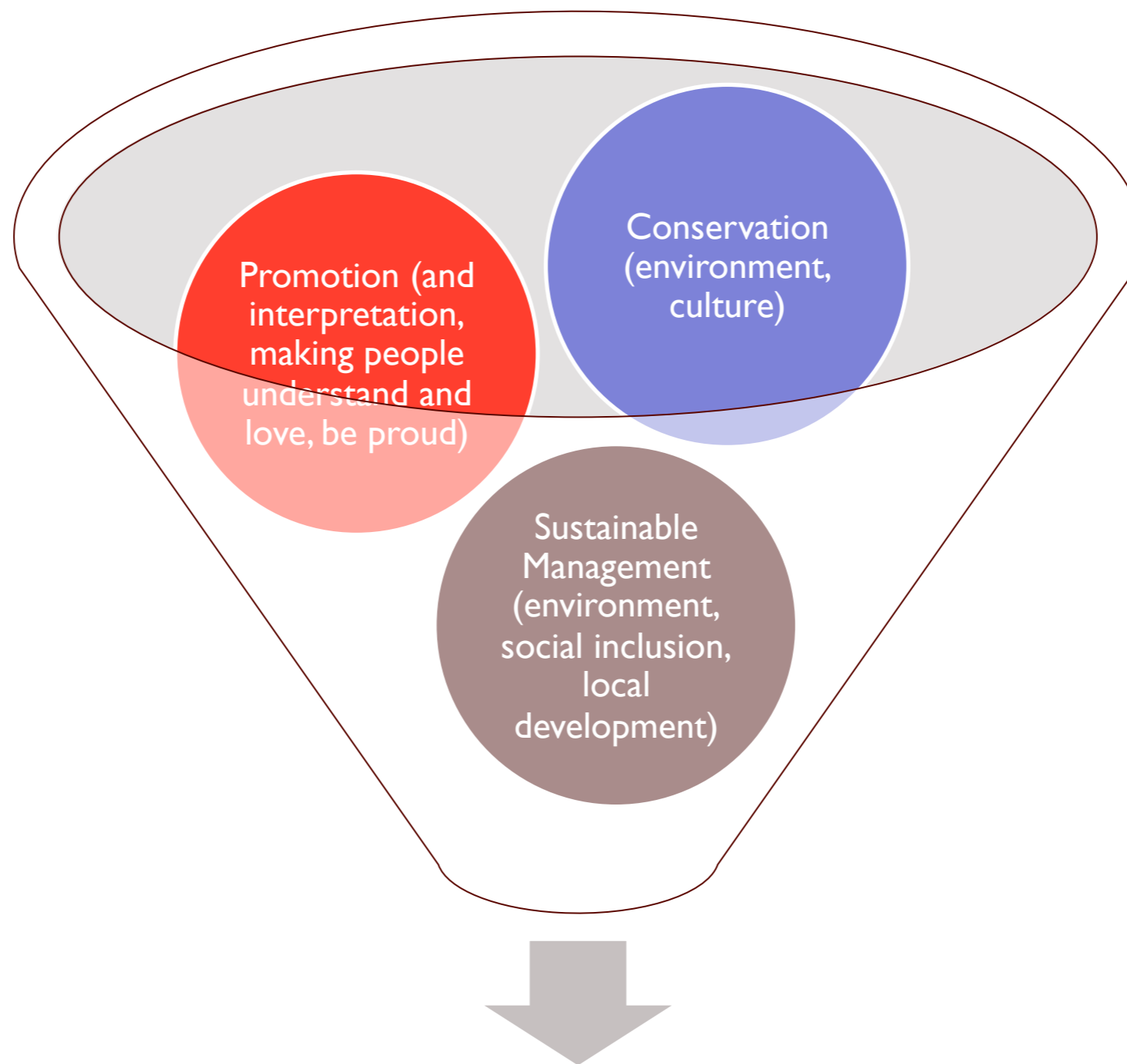
## **EU 2020 Strategy = Grands Sites de France Network's approach**

- Sustainable growth = GSF's mantra
- Inclusive growth = social development and local development associating local stakeholders (inhabitants, businesses, local authorities)
- Smart growth = innovation

## **Integrated approach – Grands Sites de France at a crossroads**

- Integrated management
- Territorial approach = all components are included (agriculture, environment, cohesion)
- Crossover financing
- EU policies and funds that correspond : Natura2000, Life+, ESF, ERDF, EAFRD, Leader, Interreg

# OUR VISION



**Integrated Management**



# Examples : EU-Grands Sites de France Network in the past

## **Natura2000 and Life+...**

- Three quarters of our members are Natura2000 (partly or entirely)
- Some are directly in charge of Natura2000 and Life+
- Grand Prix Natura2000 since 2010
- Example from the Gorges du Gardon – rebuilding cultural heritage

Life+ ⇒





# Examples : EU-Grands Sites de France Network in the past

## ... linked to ESF...

- Several members have "Employability schemes" with special brigades
- Specialized in dry stonewalls or general maintenance (landscape upkeep)
- Better results in Grands Sites de France than elsewhere (pride)
- Example from Bibracte-Mont Beuvray, Solutré-Pouilly-Vergisson and the Gorges du Gardon

FSE →





# Examples : EU-Grands Sites de France Network in the past

## ... linked to ERDF and EAFRD and Leader...

- Rural regions = cohesion policy
- Local sustainable development through heritage sites (territorial approach)
- Innovation

ERDF →





## **AN INTEGRATED APPROACH :**

- impossible to talk only about environment or agriculture or cohesion policies
- integrated and territorial approach as a necessity
- partnerships are key
- heritage sites are not attraction parks
- often indirect and long term impacts
- crossover financing
- heritage = leverage for EU 2020 strategy goals.







## Since 2010, a new project: The International Francophone Centre for Exchange and Training of Heritage Site Managers



- A large partnership
- An international network
- Intensive training on integrated management 2011 and 2013
- Possibility of cooperations

<http://www.polepatrimoine.org>





Thank you for your attention.

Your questions and comments are welcome at

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