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Concrete proposals for Building Blocks for an EU policy in the field of Architecture

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Abstract

This document tries to give an overview of possible real and concrete recommendations on which kind of programmes, projects and requirements could be reinforced or proposed to put Architecture and Urban Planning on the European Agenda as an Objective for a sustainable development of our cities and as a guarantee of quality of life for European citizens.

The document follows the Building Blocks suggested by the EC and also proposes small changes to them because, for example, "State Architect" could be considered as a separate "building block" since this new figure could really help to homogenise the European architectural production and also support the exchange of professionals between European countries.

Each Building Block is divided into "sub-chapters" of topics and each topic is eventually sub-divided into more specific areas of projects or programmes.

As an example, "The promotion of European Architecture" is divided into two main sub-chapters: Inside the EU and Outside the EU. Each chapter is further developed with the specification of which programmes should be improved.

These recommendations should be considered as guidelines of priorities and suggested tools of how to target specific issues in order to provoke substantial changes and improvements.

1 Introduction

1.1 Background EENCA

The European Expert Network on Culture and Audiovisual (EENCA) was established in December 2015 by a consortium consisting of Panteia and iMinds-SMIT (VUB) and on behalf of DG EAC of the European Commission.

With a view towards improving cultural and audiovisual policy development in Europe, the main objectives of EENCA are:

- To *contribute* to the continuous development of cultural and audiovisual policies by providing high-quality analysis and advice to the European Commission, and enhancing the in-depth understanding of the European Commission's services of culture and the threats and opportunities faced by the cultural, creative and audiovisual sectors.
- To *promote* decision-making based on solid, evidence-based and data-driven research, being of a descriptive, analytical, evaluative, and prescriptive nature regarding relevant topics in the field of cultural and audiovisual; and being of a comparative nature, including expertise covering different sectors, different policy areas, and different territories.

For these purposes a multi-disciplinary network of leading European experts on culture and of the audiovisual industry was set-up. The Core Expert Team consists of 14 high level experts who have been carefully selected to cover a wide thematic, sectoral and geographical range. The Core Expert Team is complemented by a solid team of 16 associated experts and forms part of a comprehensive international network.

EENCA will engage in the analysis of the cultural and creative sectors and the audiovisual markets, and the analysis of cultural and creative sectors' policies and audiovisual policies. The main underlying and guiding questions in this are: what has happened, what is happening and what will happen at local, national and European level, why is it happening, and how can we improve cultural and audiovisual policy development in Europe?

1.2 Request for services

The author has been requested to give input for possible EU Building Blocks for policy developments in the field of architecture (on the basis of the annexed policy draft). The Report has been developed taking into account the "Survey on Architectural Policies in Europe" (EFAP) from July 2012.

1.3 About the author

Dr. Giovanna Carnevali is an established Italian architect and independent consultant. She specialises in contemporary architecture and urban development, city vision and curatorship, and management of contemporary architecture institutions in Europe. She is currently the International Programme coordinator at IAAC Academic Institute based in Barcelona and the Director for Architectural Competition of Strelka KB (Moscow), an independent architecture consultancy agency envisioning better cities and improving tomorrow's world. From 2012 to 2015 she was the Director of the Mies van der Rohe Foundation in Barcelona, Spain, and managed the European Union Prize for Contemporary Architecture.

1.4 Structure of the report

The following topics will be taken into consideration for the report:

1. Promotion of quality architecture inside and outside the EU,
2. Growth, jobs and welfare thanks to Structural Funds applied to Cities,
3. Mobility/Networking and liberal profession in between EU countries,
4. Education,
5. Heritage and Urban Regeneration,
6. Social inclusion,
7. International export of professionals,
8. Role of "state" architect in EU.
9. The economical dimension of architecture within Europe

2 Background

The following Building Blocks could provide concrete insights on possible ways forward with regards to Architectural Policies and might help to improve and put into practice the Policies within the 28 Members States of the EU.

The final objective of this document is to provide specific examples to prove the role of architecture in fostering growth, social inclusion, democratic participation and – ultimately – individual and societal well-being for city residents.

These objectives can only be fulfilled if the public domain (starting from the EU and its cities) promotes good practices, good architecture by fostering urban developments, urban regeneration and public buildings.

It is important to consider that the particular examples proposed in each Building Block could also be used in more than one Building Block. This is due to the fact that in reality, it is not possible to divide those Blocks into separate compartments. Many projects, programmes and actions would then have multiple purposes.

2.1 Promotion of quality architecture inside and outside the EU (including in the general public)

In 2000, under the French Presidency, the first EFAP conference draft “Resolution on Architectural Quality in Urban and Rural Environments”, was drawn up and successively adopted by the EU Ministers of Culture in 2001. This document represented the political recognition of the value of architecture for the quality of life of European citizens. The document refers in detail to the importance of the architecture in history, culture fabric and professional activity. It highlights the fact that EU cities have common characteristics, such as the importance of the historical community and public areas and urban diversity, and it underlines the importance of promoting the quality of architecture by means of public building policies and fostering the exchange of information and experience in the field of architecture.

The 2008 Council Conclusions on architecture encourage “high quality architectural creation as an economic stimulus and tourist attraction for towns and cities”.

“Quality of Architecture”, definition: Prizes, such as the “European Union Prize for Contemporary Architecture - Mies van der Rohe Award”, describe a quality that does not only refer to aesthetic principles:

“the projects selected have to follow the principles of functionality, sustainability, eco-friendliness/energy/efficiency, their integration in the built environment and public space and user-friendliness.”

How to promote Quality of Architecture?

A_Inside Europe:

Structural Funds:

(Cohesion and Regional)

The promotion of Quality of Architecture inside Europe is fundamental because European cities and local governments are encouraged to foster new projects on every scale: from urban planning to public space and infrastructure to quarters and buildings.

Over the period of 2014-2020, the EU has allocated EUR 454 billion to European Structural and Investment funds and it represents the EU's main investment policy tool. It could be important to add "qualitative criteria" in each of the 5 investment areas.

Moreover, it should be a priority for the EU to explicitly introduce the promotion of architecture and urban planning in the programmes to guarantee sustainable development and an impulse into the economy.

The European Commission should add "qualitative criteria" to the Structural Funds. If these criteria are applied to Cohesion and Regional funding, it can be better ensured that local governments will follow rules more strictly when they develop infrastructure and large-scale transformations for cities. Likewise, such as the "Interreg Programme", different cities and/or institutions are obliged to add qualitative criteria to their cross-cultural projects. Moreover, the fostering of the promotion of Regional and Cohesion Funding through the quality of architecture by the EU represents the "good examples of good practices" that other local governments and cities should follow".

Architectural Prize:

For a quarter of a century, the "European Union Prize for Contemporary Architecture", the Mies van der Rohe Award, has achieved the status of being one of the most prestigious in Europe. On the one hand, the addition of selected projects and Prizes accrued along 25 years allows for a large-scale database that represents the "making of Europe" since the fall of Berlin wall but on the other hand, the selection procedures are the same and no longer reflect reality. The institutions that select the projects submitted to the Jury Members are in most cases obsolete, either in terms of "institution" (old and blurred procedure of selection) or in terms of representativeness of the countries. In many countries, Architectural Associations are just surviving economically; they have been in existence for too long and are too heavily structured to transform according to the changes of society. A new way of selecting projects from each country has to be determined to guarantee the same level of rigor.

The EU should add in a very important requirement, which is to refresh the criteria of selection of projects in the next call for proposals of the "European Prize for Contemporary Architecture" (edition 2019-21). The actual institutions from each Member State no longer reflect the panorama of architecture in each country and in some cases these institutions are too politicised, which is not a criterion to choose projects. In addition, the presence of social media is becoming more and more influential, and this should be taken into account as one of the requirements of the choice of architectural projects.

The Prize could hereby also increase its visibility by gaining a wider audience within the European countries and outside the “professional and endogamy world”.

Bill on Architecture quality:

The Italian Council of Ministers approved “a bill on Architecture quality” in 2008, which established instruments for the promotion of quality, such as: competitions, prizes for young professionals, the obligation of the government to allocate 2% of spending to new buildings – an amount in excess of one million euros – the inclusion of works of art, and a three-year plan for the architectural quality in public buildings.

In addition to the Italian bill, there is also a French, Dutch and Swedish bill. These constitute good examples to be extended to all 28 EU Member States.

The EU could promote a “Bill on Architecture” for all Member States to assign 2% of spending to public architecture (new buildings, public spaces, infrastructure). In this respect, this requirement would guarantee the production of good architecture in each European country.

“Comprehensive Architectural policy”:

One of the best incentives to promote the mobility of professionals between EU countries is the production of a “Comprehensive Architectural policy” at the European level and able to make the practice of architecture as uniform as possible.

This document should describe the global approach towards architecture and the main goals, objectives and guidelines to create quality in design and in buildings for subsequent implementation by local governments and public authorities.

Countries such as France, UK, Sweden, Italy, Netherlands, Ireland, Denmark and Norway have adopted architecture policies that describe “guidelines” to ensure the best public buildings and public infrastructure. U.K. law is especially and profoundly developed (CABE).

How to target: the EU “comprehensive Architectural Policy” should firstly be approved by the EU parliament, then at the Ministerial level and finally published in an official document and applied to all EU Member States.

Guidelines and Manuals:

In Europe there is a big difference between each State with regards to “architectural rules and guidelines on good practices” and there are seldom manuals that ensure the quality of architecture.

The United Kingdom has given the example of a guide called “Creating Excellent Buildings”, by the English Commission for Architecture and the Built Environment (CABE). The guide advises clients (public and private) on the best possible procedures for the construction of buildings. This example could be used as good basis for “European Guidelines” because it—promotes architectural quality by means of exemplary public building policies. These directives of “best procedures” should be fulfilled and adopted according to the laws of each Member State.

The "European guidelines" could be presented to the EP as an important requirement to homogenise the quality of the architecture production and at the same time they would help to foster the professional exchange between professionals.

The guidelines could be divided into 4 categories that tackle all the scales of the territory and typologies of intervention:

1. Urban planning
2. Integration of the old with the new
3. Public Space
4. Buildings

Moreover, the "Venice Charter for the Conservation and Restoration of Monuments and Sites" that gave in 1964 an international framework for the conservation and restoration of historic buildings could be updated. Since its publication, the Venice Charter has periodically been under review (1977 in Ankara, and 1990 in Lausanne), but so far no substantial actualisation has occurred or been provided.

State architect and City Architect:

State and City Architects are appointed by the government to promote cohesion in architectural policy and to implement architectural aspirations for the country and/or the city. Moreover, the State architect should predominantly promote the cohesion and quality of public buildings in the country, and create coherence in urban planning in cities and urban areas. It is probable that a key figure is missing: a "European Architect", who would supervise and guarantee the application of Architecture Policies and Directives in each country and at the same time promote International Architecture Public Competitions that should be used as good practices for Member States.

The European Architect could collaborate with ACE and at the same time have meetings with State or City architects of the Member States 3 times a year in order to monitor the production of European cities' architecture and therefore, guarantee quality.

OMC Group:

As from 2019, an OMC Group could promote a forum on the "quality of architecture in Europe", when the new Council Work Plan for Culture has been adopted. This is a very important action to consider, since the OMC exchanges good practice and contributes towards improving the design and implementation of policies, without regulatory instruments.

Architectural festivals and events:

In order to gain a wider audience and sensitise towards the importance of architecture, Europe should foster festivals and biannual events in many Member States (possibly funded through "regional funds"). Biannual and Triennial events, such as in Venice, Lisbon, Rotterdam, Vienna, and recently and successfully in Oslo, have shown that such events create opportunities by gathering different professionals through conferences, debates, exhibitions, design workshops. In addition, they are also capable of attracting citizens as well, if these events are interrelated with other cities' events.

By promoting and supporting those festivals within the EU Countries, the EU also promotes the attraction of creative people and talents and at the same time it demonstrates the importance of Architecture as a "social inclusion" factor. The EU could support these events and by doing they could be used as a requirement

to introduce events and activities that involve civil society. Citizens should understand the importance of architecture in the quality of life and the improvement of cities' economies. Architecture festivals and events could embrace the city as a whole with performance events that include all inhabitants. These events should be less endogamic.

Architectural Competitions:

One of the most successful instruments in raising the quality of architecture in Member States is through the implementation of the Architectural Design Competitions.

These promote innovation, stimulate creativity and innovative solutions in terms of technologies, architectural designs, spatial planning solutions, and they foster the knowledge exchange between professionals and students.

Competitions provide several feasible solutions to a brief (a single project) and therefore stimulate debates, confrontations and design tendencies that can be adopted in cities or even in countries (during the nineties "the Dutch School" of architecture was exported to all other Member States and even outside Europe). This is a priority for Europe.

Europe should promote the existing competitions (such as Europan) even more by adding other categories to the competition topics and/or by creating new typologies of Europan (such as heritage competition, infrastructure competition). Only by the promotion and organisation of Public Design Architectural Competitions can changes to cities and territories, according to the public interests, be made possible.

B_Outside Europe:

Architectural Prize:

The "European Union Prize for Contemporary Architecture" should also be known outside the borders of the EU countries. There are a number of ways to do this:

- The first is to foster the international presence through events, debates, exhibitions, and participation in Intercontinental Biennials around the world. This possibility should be explored with EU delegations on the other continents.
- Another way could be to expand the "European Prize" on other continents is by promoting European professionals (architects, builders, clients) who export their knowledge and work abroad, and thereby create added value.

Presence of EU Architecture in International Biennials and Triennals around the world:

The Creative Europe programme could promote a "competition open to all European architects" to select the best talented European architects (could be 50 out of 28 Member States with 20 under the age of 40) to submit their recent works (realised in the last 5 years). Winners, divided by categories, would be presented as "the best examples of European practices" of contemporary European architecture production around the world.

Moreover Creative Europe could organise a "European Pavilion" on those events (such as the one that exists in the Venice Biennale) whose role would be to showcase the multi-identity of European architecture developed on our continent. European Identity is quite diverse and rich, but there is a common factor and that is the complexity of

the territory, traditions and heritage. Working with the complexity and dealing with heritage is without any doubt the added value that European professionals can export internationally. That is why the European Pavilion could help to provide the evidence of this variety of European architecture production.

This is could be considered as a priority for the EU. It is important to include additional funding in "Creative Europe" to promote the presence of Europe with a competition of the 50 best talented architects and their visibility in prestigious international architectural events.

This new programme would constitute a win-win situation:

- to enhance and promote the "EU quality label" outside Europe
- to promote the competitiveness between European architects to produce good architecture.

Architectural websites /Database:

Social media and the internet are nowadays a fundamental tool in disseminating knowledge and information on architecture, urban developments, urban regenerations, culture and professional exchange. Several Member States are creating portals to show information about architecture, urban design and heritage, created by different national or semi-public institutions that support and promote architecture.

The European Commission could actively use more databases and the website of the "European Contemporary Architecture", by promoting it between the Member States and at the same time outside Europe, within specific programmes and EU exchanges with other countries at cultural and territorial levels.

Moreover, the European Contemporary Architecture webpage and database should be used to incorporate educational material (EU programme of professional exchange) and also to promote the most important architectural events (Biennale, Triennale) and conferences.

How to target: It should be a requirement for the next "Call for proposal of the European Union prize for contemporary architecture" to use the website to promote the European Architecture and allow applicants to submit proposals.

2.2 Growth, jobs and welfare thanks to Structural Funds applied to Cities

"The European Regional Development Fund (ERDF) and Cohesion Fund (CF), both through the project for European Territorial Cooperation/INTERREG, and the Cohesion Funds are the most important funds related to territorial cooperation and build environment. Cohesion funds, for example give economic support to those countries in which the gross national income per inhabitant is less than 90% of the EU average,

"According to Council Conclusions of 2008, "architecture is a fundamental feature of the culture and the fabric of life of each our countries", the EU underlines "the building culture and calls for the adoption of an integrated urban development approach converting the economic, social, ecological and cultural aspects of cities, on the basis of cooperation between the different tiers of administrations and political responsibility and between public and private sector."

Europe should be the first public institution to promote good architecture, good infrastructure, good urban regenerations, good urban redevelopment, and to support the implementation of territorial development strategies. Europe represents the public domain interest of our continent, and it should be the first entitled to set the example of good practices for local governments and for cities in fostering the competitiveness of European cities and towns.

The definition of "Quality" and "Qualitative criteria", as mentioned before, could be added in the Structural and Investment Funds Public Procurement. This could be an added value in order to guarantee good examples of urban regeneration, public building and active preservation of heritage.

How to target the importance of the role of cities' developments in Structural Funds: European Regional Development Fund, Cohesion Fund are the two structural funds that directly address: environment, territorial cooperation, infrastructure projects, public transportation, intermodality, rail transport, renewable energies, research and innovation.

In both Funds, the specification that all these programmes are developed in "Urban" environment could be added. The word "Urban" is important to include and promote all those projects that have a direct impact on cities and their urban environment. For instance, during the period 1990-1999 (Interreg I and Interreg II), many infrastructural projects applied to cities that helped to enhance their economy and social cohesion were realised.

If Europe doesn't encourage high-quality architecture creation as an economic stimulus and as young capital attraction for cities, then there will be a high risk of our continent transforming into a "big tourist attraction" without competitiveness.

The 2016 "Pact of Amsterdam" that describes the main features of the EU Urban Agenda "will contribute towards identifying, supporting, integrating, and improving traditional, innovative and user-friendly sources of funding for Urban Areas at the relevant institutional level, including from the European structural and investment funds (ESIF) (in accordance with the legal and institutional structures already in place) in view of achieving effective implementation of interventions in Urban Areas. The Urban Agenda will not create new or increased EU funding aimed at higher allocations for Urban Authorities for the EU. However, it will draw from and conveyed lessons learned on how to improve funding opportunities for Urban Authorities across all EU policies and instruments, including the Cohesion Policy."

2.3 Mobility/Networking in between EU countries

European Scholarship to the best European architects under 40:

The "European Centre for Architecture Art Design and Urban Studies", together with the Chicago Ateneum, launched a yearly programme for "Europe's most important and emerging young architects and designers under 40". The EU should supervise the quality of the selection of the young architects.

How to target: These architects should be promoted in an international network of European professionals through the web page of the "European Union Prize of Contemporary Architecture", because it recognises the excellence of architecture.

European:

The European competition "European" represents an incredible opportunity of networking and commitment between cities (public administrations) and architects under 40.

"European is open to any team consisting of one architect in partnership or not with one or more professionals of the same or other disciplines of the urban-architectural field (architects, urban planners, landscapers, engineers, artists...). Every team member, whatever his/her profession, must be under the age of 40 at the closing date for submission of entries."

The organisers of each "European site for each city" undertake to abide by the decisions of the national juries and to pay the reward within 90 days of the announcement of the results. 2017 already represents the 14th edition. The EU should consider the improvement and strengthening of this competition as a priority by adding multi-category projects. (urban planning, heritage, public spaces, infrastructure etc.).

URBACT III programme:

"Through three types of interventions: transnational exchange, capacity-building, capitalisation & dissemination, the Urbact target participants include practitioners, city managers, elected representatives and stakeholders from other public agencies, the private sector and civil society with the objective of using resources and know-how to strengthen the capacity of cities to deliver thematic integrated urban strategy and action, according to their challenges." This programme helps to promote the various networks between cities.

How to target: this programme should not only understand and adapt and reuse the good practice but also create action strategies for cities. By doing so, it will be fostering the professional exchange of technicians and professionals between cities.

Capacity Building is a powerful tool to exchange professional experience. This should be considered as a way to teach education at governance level. Not only by exchanging practices, but also by exchanging knowledge and promoting new good practices that can be adapted accordingly in each specific reality of each city.

2.4 Education

The role of the schools in Europe is very important and the role of the European Commission's support to educational exchange is fundamental in fostering a comprehensive and more homogeneous knowledge between EU Member States.

Training Activity:

The role of architects and their responsibilities is different in each country, which makes it very difficult to be able to practice the profession in all the Member States. The training and the education for architects is also different between countries. Architects are not specialised in the same manner or equally qualified. Educational programmes at universities should be more unified, as well the "training experience" at the start of the profession.

The number of European programmes for practical exchange either between universities or between professionals (scholarships for young professionals) should be increased.

Erasmus Mundus programme:

The famous European student exchange programme established in 1987 and ended in 2013, substantially helped the mobility of students between European cities. A number of these students found jobs and life opportunities outside their countries of origin. There are 2 entire generations of European students that benefited from this. Since 1992 there has been an increase of students' mobility within the architecture sector, and around 40% has found job opportunities outside their country of origin. (from Mies van der Rohe Award: "25 years Construction of Europe")

"There are currently more than 4,000 higher institutions participating in Erasmus across the 37 countries involved in the Erasmus programme and by 2013, 3 million students had taken part since the programme's inception in 1987".

This program is a very good example of promoting mobility and an educational exchange programme between young European students. It is fundamental to keep training European students at the level of excellence in order to be competitive in the professional market.

Erasmus + programme:

This represents a new programme to support education, training, youth and sport in Europe. The launch of an annual work programme guarantees the exchange of individuals and organisations in Europe and abroad, especially in the field of education. "Erasmus+ has supported a project entitled "Confronting Wicked Problems: Adapting Architectural Education to the New Situation in Europe". The European Association for Architectural Education has run the project with ACE. The results delivered in the Summer of 2017 helped us identify the needs and how the EU could contribute to the response.

"Continuous training is essential in a sector that needs to react quickly to evolving needs and stay abreast of new technological developments."

YTAA:

This very recent prize was promoted in relationship to the European Union Prize for Contemporary Architecture. 2016 was the first edition. YTAA is an opportunity to promote the quality of architecture and also to enhance the competitiveness between students with their "diploma project" in schools.

What can be improved: This programme should be reinforced with previous agreements with schools with a very well prepared document to explain the "requirements" that each institute and each professor should meet.

2.5 Heritage and Urban Regeneration

EU Urban Agenda and Pact of Amsterdam 2016:

The Pact of Amsterdam (that describes the main features of the Urban Agenda) barely mentions architecture and culture. DG REGIO and Member States recognise the value of city planning, of urban cohesion and urban sustainable development. Nevertheless, there is no specific way to allocate the importance of the architecture and urban planning (in cities and rural developments).

It has to be considered as a priority to add "Architecture and Urban Planning" to the Objectives and Scope of the Urban Agenda as disciplines that enhance the quality of life of European citizens, create social cohesion and improve the cities' economies.

Out of the "12 Priority themes" of the EU 2020 strategy for smart, sustainable and inclusive growth, there are nine where architecture and urban planning could almost be directly addressed.

These 9 priority themes are:

- Inclusion of migrants and refugees
- Air quality
- Urban poverty
- Housing
- Circular economy
- Climate adaptation (including green infrastructure solutions)
- Energy transition
- Sustainable use of land and Nature-Based solutions
- Urban mobility
- Digital transition.

Each of the Priority themes above is tackling the complexity of today's urban challenges. Unprecedented growth and expansion of urban settlements and compacting cities are encompassing all aspects of the built environment. To face these various challenges and problems, various disciplines are engaging in constructing theoretical, practical and applied knowledge as an answer to present and future problems of the urban realm for the XXI Century. Cities are humanity's biggest invention. We have reached a point of no return and face unprecedented problems, such as environmental damage, rapid technical advancements, social conflicts, degraded/outdated urban habitats and economic inequality that are reclaiming urgent actions.

Cities are the biggest problems today. However, it is in cities where the opportunities lie to experiment and to implement solutions for the sustainable development of humanity. The complexity of urban challenges requires integrating different urban poverty policy aspects to avoid contradictory consequences and make interventions in urban areas more effective. Architecture and urban planning could directly solve the problems of inclusion of migrants and refugees thanks to an active and efficient policy of social housing and public spaces that can agglomerate people from different cultures.

Air quality is related to the health of cities: cities' metabolism, cities' services are the elements through which it is possible to measure Urban PH, and make it possible to solve the inequalities between quarters (from the center to the periphery). Urban mobility is also related directly to urban planning: in a few years the change of typology of mobility will be a reality. Existing infrastructure and its role in the cities will not be useful anymore. We are living the 3rd Industrial Revolution (Rifkin 2011): the "Digital Era" that shifts the society and the economy from material to intangible goods: a new world economy where services generate added values and employment. Digital data are generating such enormous quantities of information that cities have to deal with real-time data that will be useful to change and improve the quality of life of citizens.

European Year of Heritage 2018:

(and the importance of heritage)

The Urban Agenda addresses new challenges implicit in the transformation of our urban environment: from good-quality housing, creating public spaces able to face cultural changes, organising new infrastructures able to ensure the quality of life of people who are becoming more and more urbanised.

Heritage is not only intended and related to the conservation of buildings or monuments. Culture and collective memories are the keys to making cities attractive. The protection of urban identities is also fundamental, especially in Europe, with such a large number of historical cities and towns. Today, urban heritage can play a fundamental role in enhancing cities' identities and in providing a platform for social and economical development. On the one hand, there is the importance of preserving the historical areas of cities as an asset for the development of the urban community and as the core of its identity. Many historic cities have been especially recognised under "Unesco patronage" for their historical monuments or historical parts. According to Unesco, this traditional view changed around 1960 towards the recognition of public domain and public perception.

European cities are running the risk of becoming merely an attraction for tourists without using their heritage as "an active" tool to generate new economy and therefore, to attract young people.

Here are some action plan suggestions with regards to "heritage and cities: how to foster economies".

Observatory of heritage's European cities:

Contemporary societies, which are increasingly connected, enhance the potential of the creative economy in cities. There are many cities "protected by a Unesco label" for their history but also for their collective memories. The rehabilitation of cultural heritage could transform it into creative facilities. The "Observatory" could be a possible place to generate a center that develops projects in a network of similar cities. It could generate activities related to the sphere of design, architecture, visual and performing arts and media in the areas of food and fashion. A common agenda regarding: sustainable tourism, urban and cultural heritage and promotion of the local economy could be created. In other words, this Observatory could foster a creative economy around a cultural context in the network of cities, with a variety of services where innovation meets capital and where market forces operate. The Observatory could launch shared programmes such as: projects and competitions to improve the city centre, to promote a sustainable development of the tourism; debates and conferences that help to promote their visibility.

Mapping places of "collective memory heritage"

According to the 2014 Communication "Towards an integrated approach to cultural heritage for Europe": "Heritage has many dimensions: cultural, physical, digital, environmental, human and social. Its value - both intrinsic and economic - is a function of these different dimensions and of the flow of associated service". Nowadays, we are living in a society where technologies are influencing the places of collective memories and therefore, places with heritage, such as: low cost flights, Airbnb, airports, very high-dense commercial streets.

How to target: It would be very useful to create a database based on the heritage of today and what the new influences are towards creating new collective memories and places of attraction.

Rehabilitation and transformation of heritage buildings:

In all of Europe there are buildings such as industrial, religious, military, cultural (ex: public libraries), buildings, markets etc. that are empty, not used anymore but many of them still have a high architectural quality because of their design and also the period that they represent.

Europe should launch a programme to rehabilitate /redesign and transform these buildings and give them another destination that could help to generate economy to attract young talents from within Europe and internationally.

The programme could also be a series of "architectural competitions" (such as "Europan") open to all European architects. Moreover, this project would represent another way of promoting quality in architecture.

Urban regeneration of historical places:

Formalised in the 60's, "Urban Regeneration" may be interpreted in various ways, depending on the level of development of the country. In the developed countries it means to implement initiatives to improve the quality of the environment operating in a wide sense towards smart growth. There are many places of collective memory in many historical cities and towns in Europe that are becoming merely a place of contemplation of the past by tourists. This is one of the biggest threats in Europe. There is a need to launch programmes with incentives that regenerate projects (urban and architectural) in order to attract economies and to create programmes that could breathe new life into these historically old centres.

2.6 Social inclusion

The project "Voices of Culture" of the European Commission promotes a structured dialogue between the EC and the cultural sector through brainstorming sessions. One of them focused on bringing different communities together in "shared public spaces." "As common goods we also have to consider culture and public spaces if we want to create a dialogue between them". This programme should explicitly include the debate between city-makers and citizens.

The EU could add in the programme public discussions and fora regarding architecture and city planning in order to make citizens aware that our cities are the engine of our economies and of our quality of life.

Public Spaces: Prize and events

European public spaces are very heterogeneous and at the same time unique because they were built in different periods of European history on the continent, by different cultures. A successful public space gathers people together from different cultures and at the same time helps to solve social inequities and create social balance. Europe is the reference continent for public spaces. The European Prize for Public spaces could be an incredible tool to foster events in all European cities that have their projects selected and/or its finalists. The European Commission and the organisers of the Prize could coordinate these events and they could be related to music, food, different cultural traditions, and architecture.

How to target: All these events could be broadcasted in streaming in order to create a more intense network and relation between cities.

Participatory process in architecture and competitions:

To increase the community-building of fragmented societies, the participatory process management of urban planning and architecture is becoming a very precious and important tool for city administrations. Residents of a quarter and or in general citizens should have the right to vote and to give their own opinion on new urban developments, urban planning and architecture.

Sometimes participatory processes could be focused on limited groups, such as women, children, and residents. But even then, the participation is an inclusive process because it involves invalid and handicapped minorities, refugees etc.

An OMC group was established on the participatory governance of cultural heritage in 2015-2016. How to target the increase of public participation: The participatory process could be implemented in public architectural competitions, especially for public building and public spaces. The EU should encourage all Member States and cities to include the "participatory process of citizens" to the brief and recommendations of public competitions. The participatory process could be carried out through questionnaires before any project development in order to understand the wishes and needs of citizens and/or users, and also once the projects are under development, to understand eventual changes that can still be made. The participatory process is also a precious tool used by the public administration to let citizens vote for programmes of public buildings or for public spaces. Recently, this has become even more relevant.

2.7 The promotion of architecture and architects abroad

Cities are the accumulation of experiences in successive decoding of operations carried out over the centuries. Europe is undoubtedly the region where the broadest range of architectural styles, typologies and forms of artistic expression have been developed. This makes up the backbone of the idea of Europe. It's not the same to say 'made in the EU' and 'European architecture'. 'In 2012, 4,909 projects were published in ArchDaily and 2,330 were produced within EU countries'. The European continent accounts for only about 11% of the world's population, while European architects accomplished at least 47% of the published architecture on a reliable global index of architectural production. More than any other continent, European expertise is requested abroad thanks to the complex cultural background that we acquired by definition in living on our continent. ACE expressed the need to help architects to export their know-how and gain contracts abroad.

How to target: DG GROW and DG TRADE could play an important role in signing Mutual Recognition Agreements with other countries, as has already been achieved between ACE and Canada.

European Delegations:

The role of European Delegations could be important as a facilitator and promoter of European professional expertise by promoting and encouraging commercial agreements and cultural exchange in the different countries. Delegations will act as local platforms for cultural institutes and other stakeholders in facilitating coordination and cooperation. The EU Delegations can help identify local needs and opportunities, ensuring that actions fit with local cultural contexts, while simultaneously serving the

EU's strategic objectives. Cultural focal points in major EU delegations will disseminate best practice and provide training on the cultural dimension of development and external relations for staff.

Cultural Diplomacy:

It could be important to consider Architecture as a tool of Cultural Diplomacy between the EU and partner countries. The Cultural Diplomacy platform launched by the European Commission in March 2016 could introduce and consider architecture, urban planning and urban regeneration as important disciplines towards promoting cultural exchanges, people-to-people activities and co-creation processes between Europeans and citizens from countries all over the world.

Erasmus plus, YTAA:

These programmes can help to foster the high recognition of European students in between European countries but also abroad, internationally. These academic programmes should help the network of European universities to reach out to international ones, not only for student exchanges, but also for programmes and professors. European professors and academic teaching are very highly appreciated abroad, especially in North America and Asia (China).

2.8 Role of "state" architect in the EU

Herewith, a table extracted from research developed by IAAC, Barcelona, December 2016. The document is an analysis of the persons responsible for architecture, urban and territorial planning in various countries of the world:

United States:

- California
- Ohio
- Tennessee

Europe:

- Belgium (Flanders)
- The Netherlands

Australia:

- New South Wales
- Northern Territory
- Queensland
- South Australia
- Victoria
- West Australia

The Chief State Architect promotes and monitors the urban integration and architectural quality of all government buildings, creates a strategy in urban and rural planning areas, and ensures the conservation of the urban heritage actively. In some of the States, the State architect is responsible for selecting and proposing architects for developing public buildings or public spaces, based on tender procedures.

The conclusion of this research is that all seven states of Australia constitute a network of government architects of all states that work in a very active way to exchange experiences and help each other. In other words, if this Australian model were transferred to the European case, each country in Europe, such as the

Netherlands, France, Spain, amongst many others, would have an architect with the main mission of trying to promote and coordinate the various departments of the state itself, focusing on the quality of architecture and relating to other states to develop common public policies.

How to address: the EU could create a new professional figure: "European State Architect" and Chief of European Architecture. This figure could then coordinate European city and state architects with regards to the main principles of "quality of architecture", to promote and coordinate international public architectural competitions, and foster events such as public debates regarding the role of European architecture inside and outside Europe.

Figure 1 Roles of the state architect

Territory	California	Ohio	Tennessee	Flanders	Netherlands	New South Wales	Northern Territory	Queensland	South Australia	Victoria	Western Australia
Responsibilities											
Provides design and/or program guidance	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Directs the construction process	Yes	Yes	Yes	Yes					Yes		
Review approval of state buildings	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Networks of government architects						Yes	Yes	Yes	Yes	Yes	Yes
Publish best practice guides								Yes	Yes	Yes	Yes
Organising competition / conceptual case studies development	Yes			Yes	Yes	Yes		Yes	Yes	Yes	Yes
Oversight of building construction and renovation, demolition and land and lease transactions of real estate property owned by the states	Yes	Yes	Yes	Yes	Yes						
Promotion and support within government for emerging architectural practices				Yes	Yes			Yes		Yes	Yes
Finance and funding programs	Yes	Yes	Yes	Yes	Yes	Yes		Yes	Yes	Yes	Yes
Manage renting and selling of real estate properties	Yes		Yes	Yes				Yes			

Source: IAAC, Barcelona, December 2016.

Possible elements of Provides design and/or program guidance:

- architectural services
- urban and landscape advice and design
- heritage advice and design
- heritage advice and design
- indigenous advice and design
- quantity surveying
- building engineering
- water savings
- energy savings
- electro-medical advice and services
- engineering emergency management

The following table provides an overview of possible sources for each of the regions:

Table 1 Sources of information

California	www.dgs.ca.gov
Ohio	ofcc.ohio.gov
Tennessee	www.tn.gov
Flanders (Belgium)	
Netherlands	www.collegevanrijksadviseurs.nl
New South Wales	www.publicworks.nsw.gov.au
Northern Territory	
Queens-land	www.dilgp.qld.gov.au
South Australia	odasa.sa.gov.au
Victoria	www.ovqa.vic.gov.au/
Western Australia	www.finance.wa.gov.au

2.9 The economic dimension of architecture within Europe

Does architecture bring an added value to enhance the economy of the cities and if so, in which sector?

The Public Sector is the only authority able to envision the future of the cities and their inhabitants, to promote urban developments, urban regenerations and projects related to the preservation of cities' heritage, according to the public interests of cities and citizens. Big infrastructure projects (such as public works, energy, telecommunications and heavy industry) can move the economies of the cities and also create job opportunities.

Since more than 2 decades already, the Construction Industry contributes substantially to the GDP for most European Cities. For a large part, this concerns spending by the Public Sector. In accordance with the Treaty on the Functioning of the European Union¹, most of the investment goes through public procurement contracts. It is estimated they contribute to more than 16% of the Union's GDP.² Relevant regulations recently changed: on 26 February 2014, the European Union adopted the Public Procurement Directive (2014/24/EU), which replaces the 2004 directive on public works, supply and service contracts. The Member States had until 17 April 2016 to enact the new rules in their national law.

A way to enhance the internal economic development in the EU Countries could be the encouragement of the EU Members' Public Construction Procurement in order to push the Public Private Partnership (PPP) for Public Tenders. Public Tenders will ensure better allocation of economic resources and more rational use of public funds. One of the best examples of Public Procurement Methods is the so-called Design-Build-Finance-Maintenance-Operate (DBFMO), applied in the Netherlands. This model of Public Procurement procedure could be used as a good practice example for an EU Directive. From the 1980's the Dutch Government implemented the PPP model to be applied in the construction and rehabilitation of government Real Estate. Nowadays, after several adjustments to the Public Construction Procurement, the DBFMO has been created and now represents the core of public-private partnerships.

This model covers the entire process, from the production of a design to a fully operational building with all the associated services. The tendering procedure involves

¹ In particular, Articles 26, 34, 53(1), 56, 57, 62 and 114.

² according to Public Procurement Contracts, European Parliament, available at: http://www.europarl.europa.eu/atyourservice/en/displayFtu.html?ftuId=FTU_3.2.2.html

a competitive dialogue, according to the EU public procurement procedures, inviting three bidders. More bidders would result in too high transaction costs for the construction market and the client. "The innovation of DBFMO is the integration of activities and therefore a more collaborative environment, the use of output specifications, the possibility of optimising costs and performance through lifelong commitments and risk transfer from public to private parties" ("Innovative Solutions in Dutch DBFMO Projects", Delft 2012). The winning consortium is responsible for the delivery of several activities over a relatively long period of time (20-30 years).

PPP for Public Procurement is also recommended and pushed by ULI (Urban Land Institute) for Urban Sustainable Development in European cities. In 2016, a report was published ("from principles to practices") showing the best projects realised using this method³.

³ Friedman, Stephen B., editor. Successful Public/Private Partnerships: From Principles to Practices. Washington, DC: Urban Land Institute, 2016. Available at <http://uli.org/wp-content/uploads/ULI-Documents/Successful-Public-Private-Partnerships.pdf>.

3 Conclusions

During the last 20 years major steps have been taken towards the integration of the role of architecture and the importance of it, at least as a fundamental feature of culture and as a tool that provides economic growth and social cohesion. (Council conclusions of 2001, 2008, their implementation as of 2013 in Taking Stock, but also in the Survey on European Forum for Architectural Policies of 2012).

All the documents analysed underline the importance of the contribution of architecture to the identities of European towns and cities with the importance of historical continuity, quality of public areas, the social mix and the richness of urban diversity (Council conclusions 2001).

The importance of using Structural Funds for sustainable development and cultural heritage has also been underlined.

The full report shows evidence that architecture is a transversal discipline that embraces all different projects and programmes on any scale, from the territorial to the rehabilitation of buildings. Most of these suggestions are related to one another and sometimes it is difficult to define whether a chapter should be included in one block or another (for instance: the promotion of architects and architecture internationally is also related to the mobility; or that the suggestion of "guidelines and manuals" is related to the promotion of quality of architecture, but also it could be an important block for the education in architecture and at the same time an important task for the role of the State Architect.) This document could be interpreted as a holistic vision of the role of architecture in most of the European programmes that deal with environment, society, infrastructure, territorial cooperation, heritage, and by reading it, the consequentiality continuity of each block and programme should be understood. The report should be read as one coherent "building block" that tackles all different aspects of European programmes.

Despite great efforts already done in recognising the importance of architecture in our economy and civil society, further steps must be taken. This document, the implementations of the "Building Blocks for an EU Policy in the field of Architecture", has the main target of providing concrete examples of projects, programmes and initiatives that can be promoted by different DGs and European Platforms.

It is important to underline that the universal definition of "quality of architecture" in all EU documents and programmes is still missing. This is a very important issue to consider, because it represents the first step towards systematising the level of requirements of the programmes and projects that the EU impulses in all Member States.

The richness of Europe is in their cities. Cities are composed by a stratification of cultures and their diversity is so evident that is what makes Europe special. It is clear that the local European identities of many cities are so unique in the world that they are renowned for their unicity: Milan can't be Paris, Berlin can't be Amsterdam, Barcelona can't be London and so on. Europe is undoubtedly the region where the broadest range of architectural styles, typologies and forms of artistic expression has been developed.

That is why the EU could consider the explicit introduction of Architecture and Urban Planning in the programmes and activities mentioned above as a priority.

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