

CULTURAL HERITAGE AND COMMUNITY DEVELOPMENT

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Abstract. Upon agreement between the World Bank and the Government of the Republic of Macedonia 4 year Project: Community development and Culture (1999-2003) has been designed and implemented. Principal idea of the project was to establish conditions that facilitate poverty reduction, socioeconomic development, and community development by leveraging one of the county untapped resources, its cultural assets, to create culture-based industries (notably handicrafts and community-based tourism) in areas adjacent to cultural heritage sites, while improving the management of cultural assets, particularly at local level.

Project components are:

Component 1: Integrated development of the Community. This component will seek to develop sets of cultural industries in five pilot sites through priority investments, conservation measures and local capacity building. The selected communities will then receive assistance in the development of site management plans and managerial skills by institutions and also by NGO's.

Component 2: Institutional development on national level. This component will support the local level activities by: providing needed information for the successful mobilization of cultural assets in support of community development. Three studies will be carried out: (a) a national inventory of cultural assets, utilizing community participation, will be developed as a multipurpose (national and regional) tool; (b) a handcraft assessment will determine the scope of existing handicrafts and make recommendations for future development and (c) a tourism assessment will examine the current organization, performance, needs and opportunities for the sector.

Introduction

It is our pleasure to have the opportunity to share with you within this scientific symposium entitled: *Heritage, a driver of Development*, the "story" of a joint initiative of national and international institutions for promotion of cultural heritage protection and social development at local and national level in the Republic of Macedonia.²

In 1998, the Ministry of Culture with the support of the Government of the Republic of Macedonia had submitted

an initiative to the World Bank³, for financing of a project in the field of cultural heritage protection in the Republic of Macedonia. In the course of the year 2000, the World Bank had several missions in the country in order to identify the need for improvement of cultural heritage protection and create a concept for the project. In May 2001 there were negotiations between the Government of the Republic of Macedonia and the World Bank, and towards the end of June of the same year, the Board of the World Bank had accepted the project proposal "Development of Municipalities through Culture"⁴, which was to be financed with a credit.⁵

¹ During the execution of this Project a Model of Cultural Heritage National Inventory has been designed by the author of this contribution.

² The pleasure is even greater having in mind that the author of this contribution had been actively involved in the implementation of this initiative, from its beginning until the completion of the project.

³ The author of this text together with Mr. Mark Laenen, than Director-General of ICCROM, were invited by Mr. Slobodan Unkovski, Minister of Culture at the time, to prepare for the Ministry of Culture a Proposal for support of the enhancement of cultural heritage protection – an activity which was to be supported by the World Bank. The invitation was accepted, and with great pleasure, the Proposal was prepared and supported by the World Bank.

⁴ During the implementation, the project title had been changed into "Community Development and Culture".

⁵ It is a credit granted to the Government of the Republic of Macedonia, under IDA terms (pay off in 35 years including a grace period of 10 years, with an annual interest of 0,75%).

In accordance with the standard procedure, the Project, i.e. the credit was supposed to be accepted by the Macedonian Parliament, which eventually happened at the beginning of 2002, thus enabling the beginning of the project.*

The Project was implemented as a Pilot-Project with duration of 4 years, through a loan for learning and initiating innovations, representing a new instrument of the World Bank, different than the traditional loan types (credits) in project preparation.**

A. Principal goal of the project

Principal goals of the project was to establish conditions that facilitate poverty reduction, socio-economic development, and community development by leveraging of the county untapped resources, its cultural assets, to create culture-based industries (notably handicrafts and community based tourism) in areas adjacent to the cultural heritage sites, while improving the management of cultural assets on national and especially on local level.***

B. Strategic context

B.1. Sector-related Country Assistance Strategy goal supported by the project

Macedonia is situated at the geographic crossroads of the Balkans, Central Europe and the Mediterranean. Emerging from the dissolution of the former Socialistic Republic of Yugoslavia and the impact of war in the neighboring countries with high level of poverty, the country lags behind others in the region and suffers from uneven internal development. Macedonia is short of obvious recourses to support socioeconomic development. However, its unique cultural heritage, the visible evidence of its multicultural origins, is an asset which may be mobilized for socioeconomic regeneration and development. Often these assets are deteriorating as

a result of a serious lack of investment in conservation and management, the construction of Macedonian economy due the conflict in Balkans, over reliance on the public sector, and lack of experience in transforming these resources into marketable assets. This project intends to lay the foundation for reversing this process, and in so doing, utilize them in support of community-driven socioeconomic development.^A In this context, the project will help to achieve the following GAS^B goals:

(i) Promote private sector growth and job creation by creating new poles of visitor an investment attraction at pilot cultural sites in less advantaged areas. This will be done primarily by supporting such cultural enterprises as handicrafts production and cultural tourism based on (a) assessing market-demand opportunities; (b) facilitating access for capital to start up businesses, through existing micro-credit and other financing instruments; and (c) providing business advice and skill training services.^C

(ii) Enhance the efficiency of the state, local government and communities in managing cultural assets through joint activities with local communities and associations and public/private partnership that (a) built project management skills at local and central level, (b) increase technical capacity and (c) improve the conditions and utilization of cultural assets.^D

(iii) Alleviate poverty by focusing pilot site project activities in areas of the country with concentration vulnerable population in order to create jobs and revenue streams for those living in poverty regardless of ethnic origin.^E

The principle underlying these activities is to create synergies between the site management and culture-based activities at pilot sites to create critical new tourist attraction and employment opportunities for local poor communities.^F

* The contract for the credit in the amount of 5.000.000 US\$ was signed on 05.02.2002 and it came in effect on 11.03.2002. Besides the World Bank credit, the Government of the Republic of Macedonia was bound to participate with own funds in the amount of 660.000 US\$, while the municipalities participated with 420.000 US\$ (used for covering a part of the tax), and a donation of 40.000 US\$ from the Italian Government (for preparing a Tourism study), meaning that the project amounted a total of 6.120.000 US\$.

** The standard investment World Bank projects are planned in detail before the start of the implementation, while in the case of loans for learning and innovations only the strategic goals and implementation mechanisms are being defined. They are accompanied with educational upgrade and corrective mechanisms, in order to, if necessary in the course of the implementation, to intervene and make changes in the project.

*** Precisely this is one of the main endeavors of the author in the decentralization of the activities in the sphere of culture from central to local level, a process which is already in place, but going with a slow pace.

^A Quote from: Project Concept Document, page 2 by Emilia Battaglini, Team leader; Alexander Mark, Sector Manager and Christian J. Portman, Country manager – October 11, 2000, all from WB.

^B Sector-related Country Assistance Strategy (from the same paper under 7, page 2).

^C Ibid under 7, page 2.

^D Ibid under 7, page 2.

^E Ibid under 7, page 3.

^F Ibid under 7, page 3.

B.2 Main sector issue and Government strategy

B.2.1 Cultural Assets Conservation and Management: The Ministry of Culture and its six Institutes for the protection of Cultural Heritage are the institutions responsible for protecting national cultural assets. Government has recently redrafted heritage legislation and is considering some form of institutional restructuring.* The Ministry has shown willingness to work with the private and voluntarily sectors in its museums, publications and other activities. The Government places importance on cultural its cultural assets and has asked the World Bank for assistance in improving their management and conservation. Among the chief sector issues are: determining priorities for Government spending; developing policies and incentives that promote cultural assets conservation and compatible adaptive use; integrating cultural heritage conservation into overall urban and land use decisions; securing non-budget sources of financing for cultural asset conservation. and involving the voluntarily sector in the process.**

B.2.2 Tourism: The structure of the tourism industry has changed radically since independence in 1990 when visitor's levels were high and tourism contributed a considerable amount of foreign currency earnings. The Government is grappling with these new set of circumstances but has yet to formulate a coherent strategy. Macedonia is now considered to be in a "bad neighborhood" and tourist numbers have fallen drastically. Today visitors are more likely to travel individually (including members of humanitarian delegation or peace keeping forces) than in the large groups; duration of stays has decreased from 7-14 days to 4-6 days. Information on the structure of the industry is lacking, as is a clear view of the country's comparative advantages, regional positions and target market. Major sector issues are: formulation of a realistic strategy for domestic and international tourism development; definition of Government role in promoting tourism and creating an enabling environment for private sector investment; determining and meeting infrastructure requirements, including in-country transport, road access, water supply and sanitation in tourist areas; raising standards of accommodation and services; identification of potential markets, such as adventure tourists, and marketing strategies; and the role of community based tourism.***

B.3. Learning and Development issues to be addressed by the project:^A

The project will concentrate on four interrelated major sets of issues: improving the contribution of cultural asset to the economy and well-being of local communities; involving local communities in cultural protection and promotion; diversifying and expending the tourist offering of Macedonia; and improving cultural heritage conservation; during identification, the project team

has adjusted the design to reflect the following strategic choices:

(i) Priority attention to economic growth through promotion of SMEs^B and job and revenue generation based on a critical mass of cultural industries and activities at pilot site: The project will provide business planning and training services and facilitate access to small amounts of start-up capital for sound business concept, particularly in the areas of tourism, handicrafts and services;

(ii) Criteria and choice of sites so that dual objective of poverty alleviation and cultural assets conservation is met: Pilot sites will be chosen with a view to investing in less advantaged areas of the country, site with high cultural importance, and site with urgent conservation needs; project design and implementation will support local level socio-economic development through a mix of investment in site improvements (access, didactic materials, visitor services etc.), targeted marketing of the newly refurbished sites, and training opportunities for local seekers.

(iii) Participation of community groups and the voluntary and private sector in project activities, including site maintenance and stewardship, community based tourism, enlarging the national register of historic places and public awareness: Consultation with and direct involvement of local communities, through associations, have proven to raise the awareness of stakeholders and encourage them to participate in regeneration of their own community. The project will support capacity building for community associations, local NGOs, and local government for self management of cultural assets. Partnership between the private and public sector for heritage conservation will be encouraged. This approach will also help ensure the sustainability of site interventions.

* It should be noted that since 01.01.2005 there is a new Law on Protection of Cultural Heritage in force, which enabled the forming of a Cultural Heritage Protection Office within the Ministry of Culture. This institution had taken over many functions which were previously under the inferences of the Institutes for Protection of Monuments of Culture.

** Ibid under 7, page 3.

*** Ibid under 7, page 3.

^A Ibid under 7, page 4.

^B SME – Small and Medium Enterprise Development

(iv) Concentration on local level policy issues for demonstration activities. The project will concentrate on delivery of replicable integrated conservation and economic development pilot activities and will use the lesson learned lessons from these activities needed policy adjustment. The project will engage in capacity building at the Ministry of Culture to the extent necessary to ensure project sustainability; the capacity building aspect of this project focuses mainly on the local community' needs.

B.4. Learning and innovation expectation: *

Economic: Monitoring and evaluation will quantify the economic benefits that accrue to communities at project sites.

Technical: The project will develop and implement a national inventory** of cultural assets, to be used as a planning tool at both the national and local levels. The inventory would consistent with the Council of Europe Core Data Standard, GIS-base and will allow for the recording of a broad range of cultural sites, production and characteristics.

Institutional: The project will be the test methods of strengthening local-level institutions and national-local level coordination.

Social: Social assessment will be carried out at all pilot sites inter alia to facilitate the maximization of the community development impact and ensure treatment of all community groups.

Environmental: Although negative environmental impacts are not expected as a result of project activities a suitable environmental screening will be set under the project. This mechanism is expected to produce lessons regarding the potential environmental risks which may be associated with the mobilization of cultural assets to support community-based socio-economic development.

Subsequent environmental assessment (if needed) would produce lessons about how to mitigate such impacts.

Participation: The participatory process to be embodied in the project is expected to produce the lessons regarding how to mobilize citizens for community development in ethnically diverse transition economies such as Macedonian which should facilitate subsequent development efforts.

C. Project Description Summary

C.1 Project components

The primary activity to be funded under the project is the development of sets of interrelated sub-projects clustered in and around a limited number of communities possessing sites and other asstes of cultural importance. These activities and sites will be selected through a competitive, demand-driven

process. Criteria for selection will be designed to encourage synergies and to promote poverty reduction. These sub-projects will be supported with capacity building measures to help community-based site and business management skills. Thus the first project component will be integrated site development. However, for such measures at the community level to have maximum effect, national level capacity needs to be build. Hence the inclusion of a component for institutional development at the national level as the second component is planned.***

C.1.1 - Component 1: Integrated Site Development

This component had the goal to develop cultural industries and activities in several regions through priority investments, undertaking conservation measures and strengthening of local capacities. In the course of the 4-years duration of the project, this component was implemented in six regions within the country. Municipalities of Berovo, Pehchevo and Delchevo were included in the first pilot-region. The selection of the other regions – municipalities was made upon a pubic competition published in 2003, according to the experiences gained from the implementation of the activities in the first pilot-region.

Concerning the development and promotion of municipalities, several activities for promotion and support of new local organizations and NGOs had been undertaken. In addition, a training of the municipal and non-governmental organizations had been undertaken and was given support to the promotion of partnership of all municipal organizations in the pilot-region.

Regarding the development of crafts, an analysis was made on the existent types of crafts and craftsmanship, as well as an analysis of the existent market. Assistance had been given in the preparation of market strategy by the persons in charge for implementing project activities at local level and offering technical support for the preparation of business plans and giving practical advice for their drafting.

Considering the development of tourism at local level the following had been performed: assessment of the existent sources for local tourism and the tourism market; development of a market strategy: investments in local infrastructure and services supporting also investments from the private sector through an approach for crediting small and medium enterprises for the new tourism industry and offering technical support and advice for preparing promotional literature, guide services, business advice for small and medium enterprises.

* Ibid under 7, page 4 and 5.

** The author of this paper prepared the draft Model for the National Inventory of Cultural Heritage in Macedonia

*** Ibid under 7, page 5.

For supporting this activity, the project had foreseen and implemented three types of grants:

a) *Associative grants*: In the selected pilot-region, citizen's associations* had been allocated grants up to 20,000 US\$ in denars for implementation of projects related to cultural and natural heritage involving the local population and which had certain self-sustainability potential and public interest for initiating new employments in the scope of reducing poverty and enhancing the socio-economic development of those areas.

b) *Community grants*: Small grants up to 500 US\$ were allocated to a group of children – pupils, youngsters and students in the field of improvement and arrangement of the living area (arrangement of school yards, forestation, maintenance – cleaning of classrooms and recreation in urban and rural environments etc.).

b) *Community grants*: Small grants up to 500 US\$ were allocated to a group of children – pupils, youngsters and students in the field of improvement and arrangement of the living area (arrangement of school yards, forestation, maintenance – cleaning of classrooms and recreation in urban and rural environments etc.).

(c) *Grant from the Ministry of Culture*: Part of the governmental financial support** of the project (70%) was used for financing activities related to the protection of immovable cultural heritage. The remaining 30% from this donation were financed by the World Bank credit.

C.1.2 - Component 2 – Institutional development on National level

This component had the goal to support the development of activities at local level through the implementation of the following activities:

(i) *national inventory* of cultural sites, utilizing community participation, will be developed as a multipurpose (national, regional and local) planning tool*** (see Appendix 1);

(ii) *a handcrafts assessment* will determine the scope of existing handcrafts and make recommendations for future development ; and

(iii) *a tourism assessment* will examine the current organization, performance, needs and opportunities for the sector.^A

C.2 Institutional and implementation arrangements

For the implementation of this activity and in line with the signed Contract, the following organizational network had been established at national and local level:

(i) *Main institution for implementation* of the project was the Ministry of Culture of the Republic of Macedonia. The Republic Institute for the Protection of Cultural Monuments (RZZSK), the Ministry of Environment and Urban Planning, the Directorate for Tourism, the Ministry of Local Self-Government, the Ministry of Finance and the Ministry of Economy have been involved through the participation in the project's Steering Committee.

Due to the complexity of the Pilot-Project, the following organizational scheme for implementation was put in place:

(ii) *Project Coordination Unit (PCU)*: Upon a detailed analysis of the condition^B, it had been decided to form such a working unit within the Ministry of Culture, with the task to coordinate and implement the project, offering also technical assistance to all involved stakeholders.^C

* According to the signed Contract for the credit between the World Bank and the Government of the Republic of Macedonia, and the propositions for usage of the credit and its implementation, the grants could be allocated only to legal entities (associations). Physical persons were excluded from the possibility of receiving a grant i.e. they were not eligible to apply with own sub-projects.

** This sum was 660.000 US\$.

*** The author of this text had prepared the Draft Model of the National Inventory for Cultural Heritage, which had been later upgraded and it is now implemented in the process of cultural heritage protection.

^A The assessment and the action plan for tourism were prepared upon the receipt of a grant from the Italian Government by Italian experts.

^B For defining of the condition and preparation of the project, the following World Bank experts participated: Emilia Battaglini, ECSSD Unit, as a co-TTL; Marc Woodward, ECSSD Unit, as a co-TTL; June Taboroff, ECSSD Unit, Cultural Resource Policy; Elena Galliano, ECSSD Unit, Community Development; Bremal a Nathan, ECSSD Unit, Operation Assistant; Julian Lampietti, ECSSD Unit, Economic analyst; Jasminka Varnaliev, ESCPF, Project Officer - Field Officer; Arben maho, ECSSD Unit, Procurement; Ranjan Ganguli, ECSSD Unit, Financial Management; Nikolai Soubotin, LEGOP Unit, Lawyer; Rohit Mehta, LOAEL Unit, Disbursement; Daphine Sawyerr-Dunn, ECSSD Unit, Programme Assistant; Ken Sigrist, ECSSD Unit, Monitoring and Evaluation; Kreszentia Duer, SDV Unit, Peer Reviewer; Raja Iyer, EASUR Unit, Peer Reviewer; Ana Efremova, representative of Boowee Agency-Ministry of Culture, Donor Liasion;

^C All employees (5) were selected with a public competition according to the required qualifications, except for its director who was appointed by the Minister of Culture. From the beginning until the end of the project, Director of the Unit was Ms. Ana Efremova, architect.

(iii) *National Steering Committee (NSC)*: Due to the complexity of the project, this body, comprising of 16 members (representatives of several ministries, citizen's associations and associations and universities) had been formed. The main task of this body was to prepare a national strategy and development assessments for the development of municipalities through culture and to approve the sub-projects submitted by the citizen's associations. Within this body a Working Group was formed and it had the task to prepare the NSC meetings i.e. to give suggestions on certain issues analyzed and adopted by NSC. The Minister of Culture was the President of the NSC.*

(iv) *Local Working Group (LWG)*: In each municipality within the pilot region there were local working groups comprised of representatives from the local self-government, non-governmental organizations, small businesses, businessmen and cultural institutions. The task of these bodies was to inform the local inhabitants about the project, to select representatives for the Regional working group and to prepare local strategy for the development of the project.

v) *Regional Working Group (RWG)*: At regional level, there was a Regional Working Group comprised of three representatives from each of the local working groups. This body had the task to prepare a regional strategy for development of the project and to participate in the selection of the submitted sub-projects.

(vi) *Selection of the pilot-region*: Based on the principle that the project should be implemented on territories with weakest economic and social development, the region of municipalities Berovo, Pehchevo and Delchevo (Eastern Macedonia) had been nominated as a pilot-region.

(vii) *Social assessment and needs assessment* of the first pilot-region (Berovo-Pehchevo-Delchevo): For better informing of the public and for greater inclusion of the local population in the project, the Project Coordination Unit (PCU) hired a consulting company** with the task to prepare the study "Social Assessment and Needs Assessment of Municipalities Berovo, Pehchevo and Delchevo". The goal of the study was to determine the attitudes of the local population face to cultural and natural heritage, as well as to assess their needs, expectations and possibilities to use them for the improvement of their living standard, thus enabling socio-economic development of the region. (See Appendix 2).

(viii) *Promotion and Information of the Project*: In order to enhance the promotion of the project, there were several public campaigns made through contacts with the media in the pilot-region; publishing of a brochure with concrete information, ideas and events related to the project; organizing of public meetings for informing of the public.

(ix) *Selection of sub-projects*: The process of selection of the sub-projects was made in two phases. The publication of a public competition inviting the applicants to submit their project ideas (in line with set criteria),*** was part of the first selection phase. Upon the receipt of the applications (212 of them), an expert-conservator on cultural architectural heritage^A scanned the existent condition and the architectural/built values of the buildings in the proposed project ideas (due to the possible needs of performing architectural/built interventions during the preparation of the main projects). This information served as a useful tool for detailed informing of the members of the bodies for selection of the submitted projects (ideas and main projects)^B. After a selection had been made by the Regional Working Group and by the NSC, the first selection phase ended.

Upon the announcement of the selection results in the first phase, the authors of the approved idea projects (110 of them), published in a List in the daily newspapers, were invited to fill in a defined Form for individual project assessment in accordance with the set criteria and submit the Main projects for assessment. There were 70 complete projects received by the PCU and their selection was made with the same procedure applied in the first phase. A total of 50 projects were supported and they were published in the daily newspapers.^C

* At the beginning of the project, President of NSC was Mr. Blagoj Stefanovski, Minister of Culture and since 2002 Ms. Ganka Samolova Cvetanova, Minister of Culture.

** The Consulting company from Skopje ETTEA Konsalting, "Lermontova" 3/4, 1000-Skopje; tel./fax: +389 2 114 862; e-mail: ettea@unet.com.mk Members: Kokan Grchev PhD, Marija Donevska PhD, Elizabeta Iceva, Vladimir R. Petreski, Jasmina Hadzieva-Aleksievska PhD.

*** It refers only to citizen's associations and associations from the pilot-region, i.e. municipalities Berovo, Pehchevo and Delchevo.

^A The Head of the Working Group within NSC Lazar Shumanov PhD was the author of that study. He could not participate in the selection process, as that would represent conflict of interests.

^B This information served as a tool for correct and adequate selection of the submitted main projects.

^C The complaints of the authors of the rejected projects (3 for idea projects and 8 for main projects) were assessed by NSC as final decisions at highest instance.

(x) *Study of the existing conditions and architectural value of the proposed projects*^{*}: The scanning of the existent condition and of the architectural/built values of the buildings in the proposed Main projects, upon the initiative of the Selection Board, was made according to a pre-established methodology for collecting and presenting the information by the author of the scanning process.

D1. - Final remarks

D.1.1 Integrated Site Development

The presentation of this project in brief (its idea and implementation) has several goals.

First, to support the topic of this scientific symposium, which confirms the thesis that cultural heritage can be an active and important factor for social development in all areas at national and local level.

Second, to show that by its active inclusion in social development as a tool, from a user of budgetary funds for protection it can become a factor for development and producer of self-sustainable sources for its own protection.

Third, that by its active inclusion in life and development of today's society it enables opening of new jobs which reduces poverty and contributes to a faster development of society in all spheres.

Fourth, that cultural heritage had become a reason for active inclusion of the local population through their local, national and non-governmental institutions in the scope of its improved protection and promotion of its management i.e. the population increased its dignity with the fact that it became aware that it owns its values and is responsible for its safeguarding as well.

D.1.2 - Institutional development on national level

The implementation of this activity gave a significant contribution in the improvement of the organization and management of cultural heritage.

This was achieved with the preparation of the Model of National Inventory for Cultural Heritage and the start of its implementation by:

- (i) Equipping of all institutions in the field of heritage protection with the necessary ICT equipment;
- (ii) Organizing trainings for the staff of the heritage protection institutions by applying the new methodology for creation of a new computerized database.^{**}

In addition, a significant contribution of the project is:

(iii) Preparation of an assessment and action plan for tourism, with an emphasis on cultural and eco tourism in Macedonia;

(iv) Preparation of an action plan for craftsmanship in Macedonia.

The positive achievements of this project with the use of cultural heritage as a tool for sustainable development, with an adequate adaptation, could serve as good examples to be implemented in other regions in the world facing underdevelopment and increased poverty.

Appendix 1^{***}

In *Model of Cultural Heritage National Inventory in the Republic of Macedonia* the author had tried to embed his own and the existent experience in the field of documentation of cultural heritage. For the purpose of complete familiarization with the material presented in this study, we would like to present you also its complete contents:

1. Previous actions as a base for the design of the Model;
2. General characteristics of the cultural heritage inventory;
3. Model of national inventory of cultural heritage in the Republic of Macedonia;
4. Authors and managers of the National Inventory;
5. Users of the National Inventory;
6. Draft Model of the National Inventory of Cultural Heritage of the Republic of Macedonia;
- 6.1 Index of data on a historical building or monument of architectural heritage (Specialized Contact Identification Card (SPECIC));

* Ibid as under 30.

** Upon the establishment of the Cultural Heritage Protection Office in 2005 (in accordance with the new Law on Protection of Cultural Heritage, which came into force on 01.01.2005) in 2010 a new Division was formed within the CHPO: Regional Centre for Digitalization of Cultural Heritage, supported by UNESCO and its Regional Bureau – BRESCE in Venice, with the financial support from the Italian Government. The first appointed Coordinator of this Division, by a Decision of the Director of CHPO, was Lazar Shumanov PhD, who carried out this function until 30 June 2011.

In 2009, the Ministry of Culture had formed an expert working group for preparing a draft National Strategy for Digitalization of Cultural Heritage in the Republic of Macedonia, drafted by 15 experts from different institutions in the country, coordinated by Lazar Shumanov PhD. In 2011 the National Strategy was adopted by the Government of the Republic of Macedonia and it is now being implemented.

*** The text is taken from the works of L.Shumanov presented in the References.

6.2 Models of CIC for an object/item of cultural heritage;
6.2.1 Specialized Contact Identification Card (SPECIC) for a historical building and monuments of architectural heritage;

6.2.2 General Contact Identification card (GECIC) for a historical building and monuments of architectural heritage;

6.3 Specialized Contact Identification Card (SPECIC) for movable cultural heritage property;

6.4 Specialized Contact Identification Card (SPECIC) for intangible cultural property;

Appendix I

Appendix II

Appendix III

Bellow we quote some important excerpts from the study.

General characteristics of the inventory for cultural heritage

The inventory, as a system for information and documentation of cultural heritage, and as an element in the management of cultural heritage was initiated with the adoption of the Amsterdam Declaration (1975), while the re-affirmation of the concept “integrated conservation” is made with the Granada Convention (1985), when the “minimum standards” for activities concerning architectural heritage in Europe are being set and which are to become the base for direct communication at national, but also at international level.

This activity had been finalized with the adoption of the *Recommendation No. R(95) on co-ordinating documentation methods and systems related to historic buildings and monuments of the architectural heritage*, by the Committee of Ministers of the Council of Europe.

The development of information technology had contributed even more to the hastened agreement and designing of a compatible system of an INVENTORY of cultural heritage, according to pre-established and determined “minimum standards” for exchange of documentation and information on cultural heritage.

Model for National Inventory of Cultural Heritage in the Republic of Macedonia

Fundamental attributes

For the design of the Model of the National Inventory of Cultural Heritage of the Republic of Macedonia, which should be adequate to the present situation of all relevant factors involved in the treatment of cultural heritage, the international recommendations, and especially the recommendations of the Council of Europe, there is a need for reaching a fundamental agreement that, except for the above indicated features it has to possess (point 2), more

attributes should be adopted. *Draft Model for National Inventory of Cultural Heritage in the Republic of Macedonia*

Introduction

In accordance with the attributes that the National Inventory should be adapted to the present relevant condition in the Republic of Macedonia, i.e. that it should incorporate the adapted recommendations / standards of the Council of Europe, forms, which should be implemented, are being proposed.

Specialized Contact Identification Card (SPECIC) for historical building and monument of architectural heritage

It contains the following information: (i) name of the building/structure, links and unique identification contact number (code-mark); (ii) location; (iii) function and category; (iv) dating; (v) Person and organization related to the history of the building; (vi) Used / built-in construction materials and techniques; (vii) physical condition; (viii) level of legal protection; (ix) Remarks; (x) illustrations.

Conclusion

After the initial approval of these ideas we shall proceed to the definitive design of the final forms of SPECIC and GECIC for all types of cultural heritage properties, in this case the immovable architectural heritage, while for the movable and the intangible heritage we will offer them as ideas.

For receiving additional information on this study, the interested ones are invited to contact its author – Lazar Shumanov.

Appendix 2*

Popularization of the project for the interested citizens and associations

The professional team of ETTEA Consulting in its research project included four main aspects: (i) identification and analysis of the interests of the citizens; (ii) determining of the needs of the local population; (iii) detailed and systematic identification of the local cultural and natural properties including their existent condition; (iv) informative campaign for introducing the communities with the project, the grants and the ways in which they could participate in the competition for grants.

This activity had been implemented in cooperation with the local authorities, non-governmental organizations, as well as the interested citizens in the region.

* The text is taken from the study of ETTEA Consulting.

During the implementation of the activity, 88 interviews had been performed with citizens from the three municipalities, with representatives of the non-governmental organizations, young unemployed people, craftsmen, employees in cultural and sports organizations, users of social financial assistance.

By organizing workshops with the population from all target groups, at which the significance of cultural and natural resources were presented as factors for development of small enterprises; the results of the conveyed research; the significance of revitalization of certain cultural and natural properties; the potentials for tourism development in the municipalities; the role of traditional crafts; the basics of management, additional information were received and they contributed to the final conclusions of the project.

A part of the project were the studies for: *Cultural values in all aspects of material and immaterial heritage in municipalities* (including in detail cultural and natural heritage, crafts and cultural tourism); *Factor in socio-economic development and cost-effective category* (according to the modern definitions, culture of a social community is not only the art it creates, but also the way of living, traditions, beliefs, customs, dances, music, architecture, housing, the arrangement of towns and villages etc.) – the characteristics of these activities create the *cultural identity of the community*. *Protection of cultural heritage ("living heritage") and economic development through its active inclusion in the socio-economic development i.e. its transformation into a cost-effective category;*

The main scope of the project was not to put the region in the service of tourism and the tourism consumers or to the other amateurs of traditional art. The scope of the project was to give a chance to the local and regional communities to build a system of activities for promotion and presentation of cultural and natural heritage which (i) would produce financial income for individuals and the entire community; (ii) would improve the attractiveness of the environment; (iii) would integrate with the other social, local and private activities; (iv) would create a civic potential armed with the feeling of pride for belonging to the region; (v) would develop management; (vi) would create a new working force in the so far underdeveloped branches (tourism, craftsmanship, catering, hotels, conservation, gastronomy etc.); (vii) would create inter-human tolerance and social cohesion.

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