



Europa Nostra Lisbon Congress  
Forum “Saving Europe’s Endangered Heritage”, 2012-06-01  
Panel III – Spotlight on Portugal

## The role of enterprises working in Heritage conservation

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GECORPA – Grémio do Património



- Importance of enterprises for Historic preservation in general and Heritage conservation in particular
  - Importance of enterprise qualification (their ability, proficiency);
  - Enterprise qualification is necessary but not enough.
1. What is GECORPA – Grémio do Património – Portuguese Heritage Guild;
  2. Non-profit association rallying companies from three areas of activity (design, I&T, execution);
  3. Why are enterprises important? They actually take in hand the Heritage. It’s them who put the hands to the plough;
- Interventions in the Heritage are made necessary today for two main reasons:
- A) Heritage is in danger (theme of the E.N, Lisbon Congress);
  - B) The importance of Heritage enhancement for the economy and competitiveness of cities and territories.

(**Donovan Rypkema** (University of Pennsylvania, USA), **David Listokin** Rutgers University, USA), **Terje M. Nypan** (Directorat for Cultural Heritage, NO), **Xavier Greffe** (Université de Paris I, F), **Johanna Leissner** (Fraunhofer Gesellschaft, D); Paris Declaration On heritage as a driver of development. Paris, UNESCO headquarters, December 2011.

## Heritage enterprises' motto

**Strive for quality.**

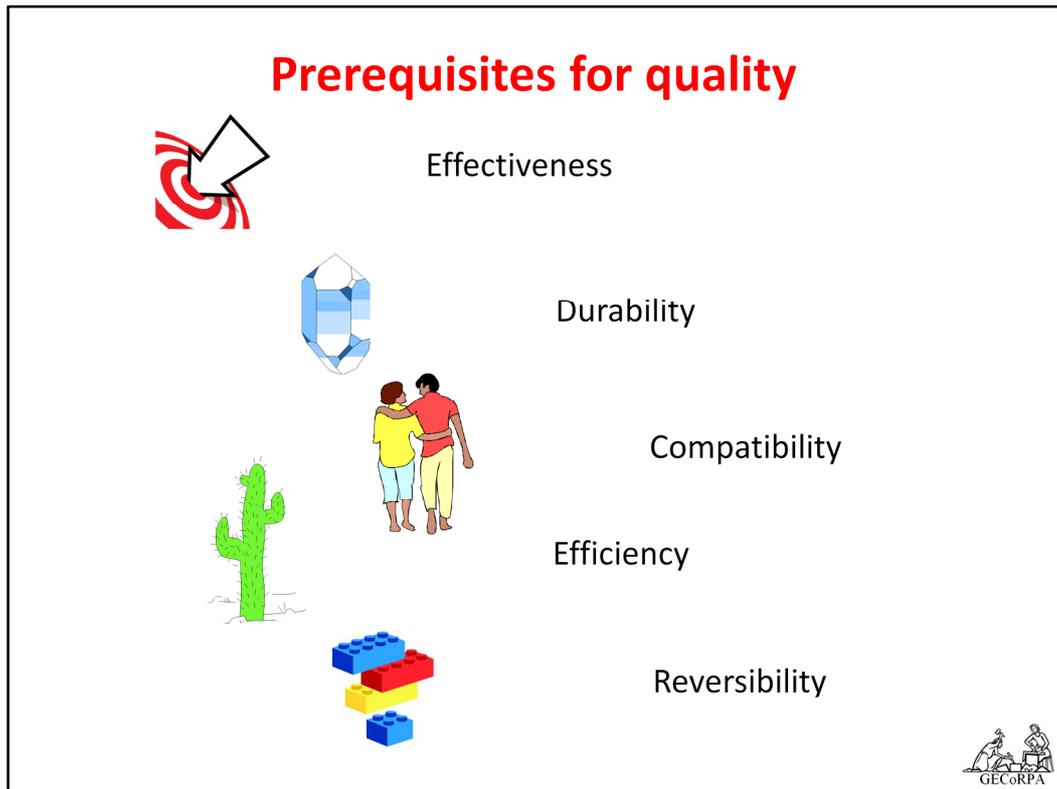


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Quality (excellence, value) is a must in Heritage conservation and historic preservation. Technology and Innovation are key factors for sustained quality.

Without proper quality management heritage enterprises are unable to fulfil their role. This applies to companies in the three areas of activity: design, I&T, execution.



Lack of compliance with this fundamentals may be a threat to Heritage and its management.

Effective: expected results attained;

Durable: lasting effectiveness;

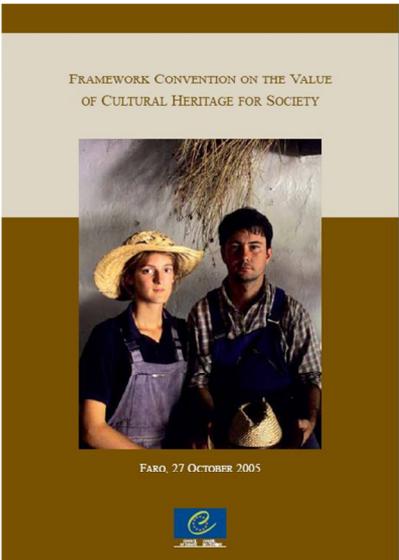
Compatible: new uses, solutions and materials;

Efficient: avoid wasted resources;

Reversible: return to the previous state should be possible.



Low qualification of enterprises = “heritage in danger”



The image shows the cover of the 'Framework Convention on the Value of Cultural Heritage for Society' document. It features a central photograph of a man and a woman in traditional attire. The text on the cover includes the title, the date 'FARO, 27 OCTOBER 2005', and the logo of the European Union. The entire cover is set against a dark olive green background.

**« To sustain the cultural heritage, the Parties undertake to:**

**...  
promote high-quality work through systems of professional qualifications and accreditation for individuals, businesses and institutions.»**

Article 9 – Sustainable use of the cultural heritage  
FRAMEWORK CONVENTION ON THE VALUE  
OF CULTURAL HERITAGE FOR SOCIETY Faro, 27.X.2005

5



The logo for GECORPA (Geographical and Cultural Heritage of the Republic of Poland) is located in the bottom right corner of the slide. It depicts a stylized figure holding a staff, with the acronym 'GECORPA' written below it.

## Strong arguments in favour of enterprise qualification: Faro 2005: Framework Convention on the value of cultural heritage for society

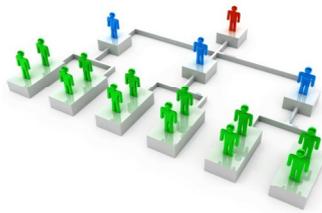
« The responsibility for qualification systems and professional accreditation may be undertaken through agencies such as professional associations or private bodies: the role of the state is to ensure that controls on quality contribute to achieving the aims of this Convention.»

Article 9 – Sustainable use of the cultural heritage  
FRAMEWORK CONVENTION ON THE VALUE  
OF CULTURAL HERITAGE FOR SOCIETY - Explanatory Report

## Prerequisites for enterprise qualification



Skilled and knowledgeable professionals at all levels



Solid organizational framework



Quality management system with the proper scope, is indispensable.

Other key elements in a qualified supplier:

1. Project planning, coordination and management;
2. Training and certification programs for workers;
3. Technology enhancement through innovation.

**Is enterprise qualification enough?**

**No.**



**No.**

There are other key stake holders in Heritage conservation: The most important among them are the owners and promoters, public or private.

- Prequalification of suppliers
- Well planned tender
- Proper selection criteria

are critical for a successful intervention);

Qualification of staff in supervising and regulatory bodies (f.i. engineers and architects deciding on what changes in historical city centres and ancient buildings are acceptable; f.i. Detailed plan for the rehabilitation of Lisbon's downtown, "Baixa Pombalina").

Faro 2005: « *To sustain the cultural heritage, the Parties undertake to:*

...

*promote high-quality work through systems of professional qualifications and accreditation for **individuals, businesses and institutions.***»

## Advantages of enterprise qualification for society

- Better salaries, reduced revenue gap
- Less waste of time and resources
- Preservation of ancient skills
- Higher job stability, better export opportunities.

In conclusion...



The advantages of enterprise qualification extend beyond quality of work...

1. Because Skill, Expertise = Higher added-value of labour, higher salaries, reduced revenue gap (Angel Gurría (OECD), one of the three ways to reduce the revenue gap: *“improve education and training performance at all levels, investing in competence”*.);
2. Through Quality Management (effectiveness, durability, compatibility, efficiency reversibility);
3. Through the “Return to the Art of Building” (Paris Declaration On heritage as a driver of development. Paris, December 2011);
4. Because enterprise specialization = Higher added-value of services rendered, higher employment stability, better export opportunities.

### **In conclusion:**

1. The role of enterprises in Historic preservation and Heritage conservation is paramount
2. Enterprise qualification (expertise, ability, competence) is a must;
3. Enterprise qualification is necessary but not enough. **It will be of no use unless owners and promoters require it.**

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