

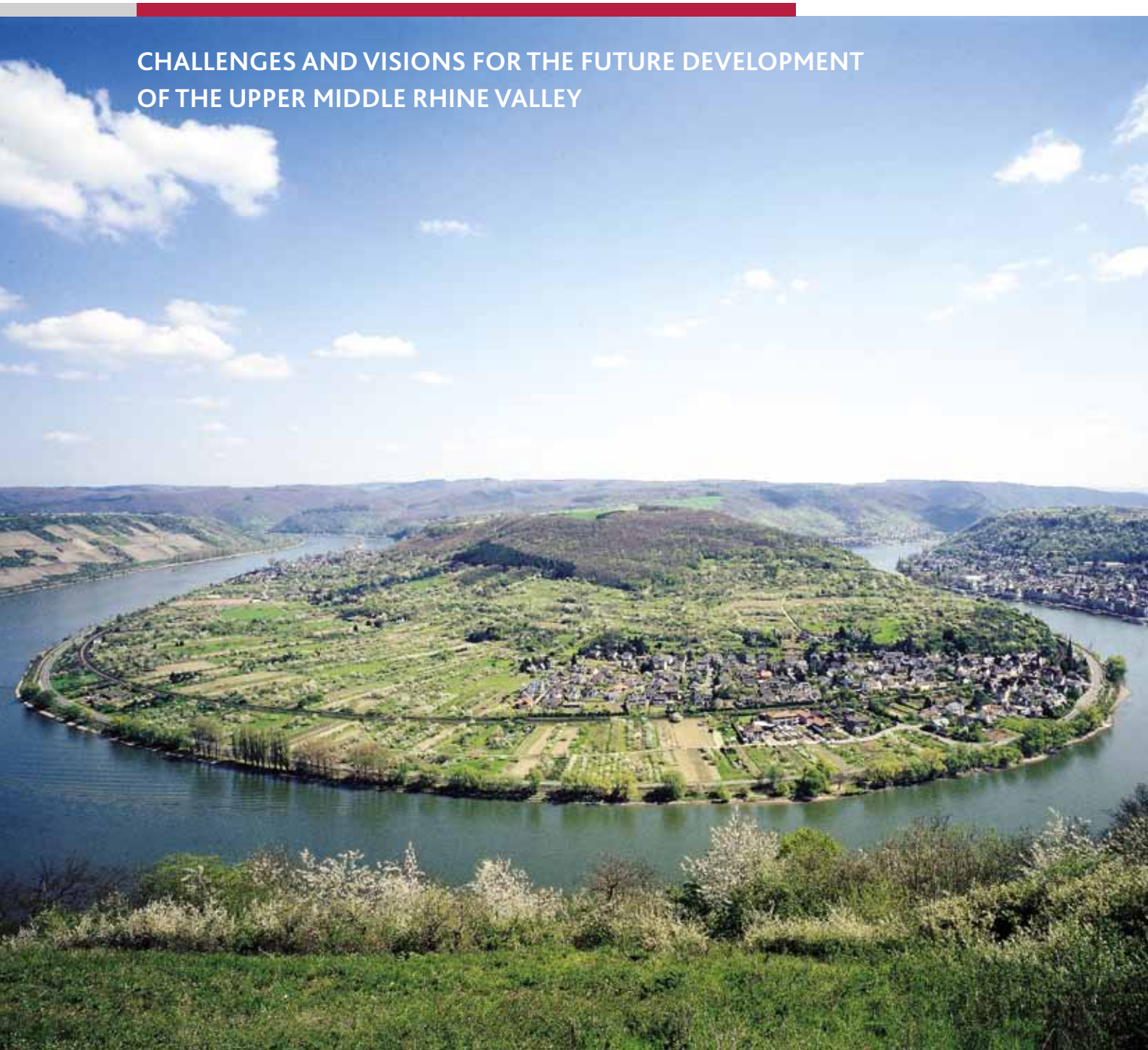


Rheinland-Pfalz

MINISTRY FOR
ECONOMIC AFFAIRS,
CLIMATE PROTECTION, ENERGY
AND REGIONAL PLANNING

WORLD HERITAGE MASTER PLAN

CHALLENGES AND VISIONS FOR THE FUTURE DEVELOPMENT
OF THE UPPER MIDDLE RHINE VALLEY



IMPRINT

Title: World Heritage Master Plan – Challenges and visions for the future development of the Upper Middle Rhine Valley

Published by: Rhineland-Palatinate Ministry of Economic Affairs, Climate Protection, Energy and Regional Planning • Stiftsstraße 9 • D-55116 Mainz • Internet: www.mwkel.rlp.de • E-mail: poststelle@mwkel.rlp.de • Telephone: +49 (0)6131/16 0

Edited by: Rhineland-Palatinate Ministry of Economic Affairs, Climate Protection, Energy and Regional Planning, Department 7: Spatial Planning and State Spatial Planning, Sustainable Development – Supreme Planning Authority • Produced in particular together with the ministries of Rhineland-Palatinate and Hesse, the Structural and Approval Directorates North and South, the Middle Rhine-Westerwald and Rheinhessen-Nahe planning associations, the Upper Middle Rhine Valley World Heritage Association and the Statistical Office of Rhineland-Palatinate.

Translated by: Linguanet sprl • Nijverheidsstraat 11 • Brussels • linguanet@linguanet.be • www.linguanet.be

Image credits: © Heinz Straeter/Generaldirektion Kulturelles Erbe, cover picture • © Eike Kunz/Rheinland-Pfalz Tourismus GmbH, p. 42 • © Karl-Heinz Walter/Rheinland-Pfalz Tourismus GmbH, p. 50 • Michael Apitz, Hausen v. d. H., p. 17, 46 • Rhein-Touristik Tal der Loreley e.V., p. 41 • Thomas Müllen, SGD Nord Koblenz, p. 12, 20, 38, 40 • © Claudia Schwarz/Rhein-Touristik Tal der Loreley e.V., S. 45 • © Detlef Oster/Zweckverband Welterbe Oberes Mittelrheintal, S. 27, 52 • Zweckverband Welterbe Oberes Mittelrheintal, S. 18, 19, 47

Section I designed by: meinhardt Verlag und Agentur • Magdeburgstraße 11 • D-65510 Idstein • info@meinhardt.info • www.meinhardt.info

Printed by: Druckkollektiv GmbH • Am Bergwerkswald 16–20 • D-35392 Gießen • www.druckkollektiv.de • www.gruendrucken.de



Mainz, February 2013

This document was published by the government of the federal state of Rhineland-Palatinate for public information purposes. During the six months leading up to a regional, general, local or European election, political parties, candidates or election workers may not use it for campaigning purposes. Improper use of this publication throughout this period shall be deemed to include, in particular, its distribution at election events or on political parties' information stands and also the insertion, overprinting and adhesion of party-political information or advertising. It is likewise prohibited to pass on the document to third parties for the purposes of election advertising. In addition, the publication may not be used without a temporal reference to an impending election in a manner that could be interpreted as the regional government's favouring of individual political groups. However, political parties may use the document to inform their members.

WORLD HERITAGE MASTER PLAN

**CHALLENGES AND VISIONS FOR THE FUTURE DEVELOPMENT
OF THE UPPER MIDDLE RHINE VALLEY**



PREFACE

Dear reader,

The Upper Middle Rhine Valley World Heritage Site can be summed up in three words: diversity, uniqueness and beauty – though many other equally positive terms could also rightly be said to apply to it. The federal state of Rhineland-Palatinate is still very proud that this extraordinary cultural landscape was inscribed by UNESCO in the World Heritage List more than 10 years ago.

Back then it was a special honour to be able to refer to an entire region, comprising 48 villages and towns along a breathtakingly beautiful 67-kilometre stretch of the River Rhine rich in cultural assets, as a World Heritage Site, and we still feel equally honoured today.

At the same time, World Heritage status is, alas, no barrier to demographic changes, like a dwindling population with an evolving age composition, or to general structural economic developments, like the shortage of skilled workers. Furthermore, the Upper Middle Rhine Valley has long been exposed to high noise levels, mainly attributable to rail freight traffic.

As a result, the protection and continued development of the Upper Middle Rhine Valley's World Heritage Site constitute major challenges which Rhineland-Palatinate is taking up together with other responsible regional actors. The Master Plan will form a key basis for our efforts.

In ten visions, the fruit of a year-long process initiated by the region for the region, the Master Plan maps out the prospects for the future development of the World Heritage Area. In future, in addition to conserving our building culture and protecting our landscape and its monuments, maintaining and enhancing the World Heritage Area's attractiveness as a place in which to live and do business will become increasingly important. Our World Heritage Area is home to around 225,000 people and to many companies who identify with the Upper Middle Rhine Valley and champion its preservation.

I would like to thank all those concerned for channelling such energy and commitment into safeguarding one of our most exceptional cultural and natural areas. It goes without saying that the attainment of the Master Plan's visions for the future has my full support.

Malu Dreyer
Minister-President of Rhineland-Palatinate



FOREWORD

Dear reader,

The future is in our hands, to be shaped by our visions and actions. The Upper Middle Rhine Valley Master Plan constitutes a step in this direction and I would like to offer my sincere thanks to all those involved in its development.

Ten years after the Upper Middle Rhine Valley was awarded UNESCO World Heritage status, decision-makers from the federal states of Rhineland-Palatinate and Hesse and leading officials from the municipalities in the World Heritage Area teamed up with business people, policymakers, administrators and interested citizens to embark on a one-year quest to clarify the prospects for the future development of the unique cultural landscape between Bingen am Rhein/Rüdesheim am Rhein and Koblenz.

In a spatial analysis, in six thematic workshops and at a conference on the future the current strengths and weaknesses of the Upper Middle Rhine Valley were pinpointed and future challenges in all domains were identified. The results produced 10 visions for the future of the Upper Middle Rhine Valley. The top priorities for the inhabitants of the World Heritage Area, which is plagued by severe levels of railway noise, are more peace and quiet in the valley and sustainable mobility. Other main concerns that emerged included the protection of the cultural landscape, the preservation of building culture, the development of communities and also economic development, especially in the domain of tourism. In future the World Heritage Area is to be made more attractive to young people and its regional identity is to be enhanced, primarily through intensive cooperation between all World Heritage actors and greater involvement of volunteers. Another final crucial area will be how we allow Germany's energy revolution to impact on the Upper Middle Rhine Valley.

If these visions are to become reality, they must be actively shaped. Accordingly, the process that led to the Master Plan is to be complemented in 2013 by an implementation concept designed to set the Upper Middle Rhine Valley on track towards effective short, medium and long-term measures.

I would be truly delighted if the Upper Middle Rhine Valley Master Plan inspires you to become actively involved in the future development of this exceptional UNESCO World Heritage Area.

Minister and Deputy Minister-President of Rhineland-Palatinate
Rhineland-Palatinate Ministry of Economic Affairs, Climate Protection, Energy and Regional Planning

CHAMPIONING WORLD HERITAGE



I monitored the process of drafting the Upper Middle Rhine Valley World Heritage Master Plan very closely indeed, personally conducting more than 50 conversations with local mayors in their World Heritage communities and being actively involved in shaping the workshops and the conference on the future. The process itself was open to interested parties at all times and transparently documented on the dedicated website (www.masterplan-mittelrheintal.de). This open approach yielded a large number of ideas and suggestions, especially from committed inhabitants of World Heritage communities, making it a valuable source of 'bottom-up' input for the continuing development of the World Heritage Area as a unique cultural landscape, economic region and living environment. The Master Plan process was particularly enlivened by and gained in authenticity from the exchanges with schoolchildren from Oberwesel and Lahnstein and other young people who conveyed the views of future generations to those responsible for the future of our World Heritage.

Secretary of State Uwe Hüser

Rhineland-Palatinate Ministry of Economic Affairs, Climate Protection, Energy and Regional Planning



I am delighted that the Master Plan for the Upper Middle Rhine Valley has now been completed and submitted to UNESCO. Ten years after being awarded World Heritage status by UNESCO, it was important to produce a detailed overview of the current state of the site, showing how the Upper Middle Rhine Valley has developed, highlighting the challenges it faces and indicating what the future might hold. It will be incumbent on all the respective decision-makers to find solutions for the Upper Middle Rhine Valley in conjunction with UNESCO, taking account of the region's outstanding universal value, and making it both attractive to tourists and an agreeable place to live in. In my view, the Master Plan has delivered further proof of just how many highly committed people are devoted to the preservation and development of this impressive World Heritage Site. Let us keep up the good work!

Secretary of State Walter Schumacher, Rhineland-Palatinate World Heritage Representative

Rhineland-Palatinate Ministry of Education, Science, Continuing Education and Cultural Affairs



In 2002 the Upper Middle Rhine Valley was inscribed on the UNESCO World Heritage List as a cultural landscape of great diversity and beauty. The valley owes its distinctive appearance and exceptionally rich cultural heritage to its natural riverscape and human activity. We must now all work together to maintain and develop its characteristic look and feel. The Master Plan constitutes an important step in that direction. The broadly inclusive, participatory process for drawing up the plan, led by Rhineland-Palatinate with the close involvement of Hesse, developed visions for the future together with local inhabitants right in the World Heritage Area where they live. The Master Plan critically assesses the situation 10 years after the valley's recognition as a World Cultural Heritage Site, taking up current problems like railway noise, but also spotlighting future opportunities, e. g. in tourism. The process of piecing together the Master Plan once again clearly underlined the importance of working alongside all stakeholders to pursue the favourable development of the Upper Middle Rhine Valley and meet the challenge of more firmly anchoring the importance of cultural heritage in people's minds.

Secretary of State Steffen Saebisch, Hesse World Heritage Representative

Hesse Ministry for Economic Affairs, Transport and Regional Development

The Master Plan is a milestone in attempts to protect and further develop the World Heritage in the Upper Middle Rhine Valley. Compressing extensive data into a snapshot of the current situation, the Master Plan indicates the situation 10 years after the valley was awarded World Heritage status. In addition, it sets out a vision for the region that is in keeping with its universal value. The Master Plan is the fruit of input from members of the public and authorities attending thematic workshops and a conference on the future of the region. By organising these proceedings and providing ideas the Structural and Approval Directorate North (SGD-Nord) played a vital role in ensuring the success of the Master Plan process. However, being an informal first draft, the Master Plan merely provides a framework for the future development of the valley's World Heritage. This framework now needs to be fleshed out with specific projects and measures, and appropriate actors must be found to implement them. One thing is clear in this connection: we will only measure up to the task if all the relevant actors – local authorities, the public and the federal state of Rhineland-Palatinate – work in unison.



Dr Ulrich Kleemann, Agent of the designated government representative for World Heritage in the Upper Middle Rhine Valley, Structural and Approval Directorate North

From our point of view the Upper Middle Rhine Valley is not just a living environment and place of work: first and foremost it is our home. Being made a UNESCO World Heritage Site attests to our lasting devotion to this fascinating region and spurs us on to maintain that high level of commitment. Indeed, the conferral of World Heritage status has already made people feel proud about the Upper Middle Rhine Valley and its unique cultural landscape and induced them to identify with their region. For this reason it is crucial to ensure that all generations are actively involved in its future development. When the Upper Middle Rhine Valley World Heritage Association was set up back in 2005, all the local forces were bundled together to create a structure that would enable the region to safeguard and continue to develop its own World Heritage assets. In the meantime, a wide range of different projects has been monitored, implemented and subsidised. The process of drawing up the Master Plan endorsed our past accomplishments, but also identified some new impending tasks and pinpointed a number of new focal points for the Upper Middle Rhine Valley's future development. Tourism may be the major driver of the Upper Middle Rhine Valley World Heritage Site's economy, but the aim must surely be to shore up the competitiveness of the regional economy in its entirety. We must succeed in overcoming the barrier presented by the river and use the so broadly backed Middle Rhine bridge to create attractive possibilities for high mobility within the region. This development, together with a bundle of further measures scrutinised and in some cases freshly proposed by committed members of the public at the workshops held in conjunction with the Master Plan, will open up fresh prospects for the region. In this connection, finding a solution to the problem of railway noise will be of decisive importance, and both short- and long-term measures will be required if the region's towns and communities are to retain their vitality and continue offering a high standard of living. Optimising cooperation within a network can activate hitherto untapped potential with a view to effectively and successfully rising to the many tasks facing the region's sustainable development. The Upper Middle Rhine Valley World Heritage Association relishes the prospect of continuing to rise to a challenge we hold so dear!



District Administrator Bertram Fleck • District Administrator Günter Kern • District Committee Member Karl Ottes, Upper Middle Rhine Valley World Heritage Association



Spatial spread of World Heritage in the Upper Middle Rhine Valley and administrative borders



Middle Rhine-Westerwald planning region

Middle Rhine-Westerwald planning region

South Hesse planning region

Rheinhessen-Nahe planning region

* On 1 July 2012 the municipalities of Braubach and Loreley merged to form an entity known since 1 December 2012 as the Loreley Community Association

Urban municipality of Koblenz

District of Mayen-Koblenz

Collective municipality of Braubach*

Collective municipality of Loreley*

Rhein-Hunsrück-district

Rhein-Lahn-district

Collective municipality of St. Goar-Oberwesel

Rheingau-Taunus district

District of Mainz-Bingen

Town of Lahnstein

Town of Boppard

Town of Bingen am Rhein

Münster-Sarnheim

Collective municipality of Rhens

Braubach

Brey

Span

Dachsenhausen

Filsen

Osterspai

Kamp-Bornhofen

Dahlheim

Wyershausen

Prath

Weyer

Kestert

Nochern

Sankt Goarshausen, Loreleystadt

Sankt Goar

Lierschied

Auel

Patersberg

Reichenberg

Reitzenhan

Urbar

Niederburg

Bornich

Weisel

Dörscheid

Dörscheid

Kaub

Sauerthal

Wiebelsheim

Perscheid

Bacharach

Lorch am Rhein

Breitscheid

Oberwesel

Manubach

Oberdiebach

Niederheimbach

Oberheimbach

Trechtingshausen

Rüdesheim am Rhein

Weiler bei Bingen

Waldgesheim

CONTENTS

I	World Heritage Master Plan – Challenges and visions for the future development of the Upper Middle Rhine Valley	
1.	The importance of the Master Plan	12
1.1	Why have a Master Plan at all?	13
1.2	Tasks and objectives: What should the Master Plan set out to achieve?	15
1.3	Method	15
2.	A snapshot of 10 years of World Heritage in the Upper Middle Rhine Valley	18
2.1	Outstanding Universal Value (OUV)	19
2.2	Management plan	21
2.3	The Upper Middle Rhine Valley World Heritage Association action programme	24
2.4	Structures and organisations	24
2.5	Overview of projects and measures	26
2.6	Strengths and weaknesses	27
2.7	Future challenges	33
3.	Visions for the future of World Heritage in the Upper Middle Rhine Valley in 2015, 2030 and 2050	38
3.1	More peace and quiet in the Upper Middle Rhine Valley World Heritage Area	39
3.2	Forward-looking, efficient, sustainable and affordable mobility	40
3.3	The protection and development of the cultural landscape and perpetuation of its building culture	41
3.4	Forward-looking communities that are attractive and offer a high quality of life	42
3.5	An attractive location for businesses and jobs	43
3.6	Nature and culture-oriented tourism with a regional profile and regional delicacies	44
3.7	Making the region attractive to young people	46
3.8	A sense of identity and responsibility for the Upper Middle Rhine Valley World Heritage Area	47
3.9	Coordinated cooperation, networking and voluntary work	48
3.10	Tailoring Germany's energy revolution to World Heritage interests	49
4.	Conclusion	50
5.	Where we go from here	52

Annex/CD

I World Heritage Master Plan (German and English version)

II A Spatial analysis

1. Spatial structure and legal framework
2. Demographic development
3. Settlement structure and the provision of public services
4. Building culture
5. Economic structure and labour market
6. Tourism
7. Agriculture, forestry, viticulture and fruit-growing
8. Mobility
9. Renewable energies
10. Nature
11. Cultural landscape
12. Regional identity and cooperation
13. Promotional measures

II B The participatory process and strategic recommendations for action

1. Foreword
2. entra's involvement
3. Participatory process
4. Visions and strategies

II C Material for the workshops and conference on the future

1. Workshop on tourism, held in Boppard on 9 May 2012
2. Workshop on mobility, transport and noise, held in Kaub on 16 May 2012
3. Workshop on business and energy held in Lahnstein on 30 May 2012
4. Workshop on community development held in Rüdesheim am Rhein on 11 June 2012
5. Workshop on the cultural landscape, construction, tourism, history and more, held in Koblenz on 12 June 2012
6. Workshop on regional identity held in Bacharach on 20 June 2012
7. Conference on the future held in St Goar on 18 August 2012

II D Indexes

1. Reference list
2. Laws and regulations
3. List of plans
4. List of figures
5. List of tables

1. THE IMPORTANCE OF THE MASTER PLAN



The Upper Middle Rhine Valley between Bingen am Rhein/Rüdesheim am Rhein and Koblenz covers a 67-kilometre stretch of river notable for its high concentration of significant cultural monuments.

Gaining recognition as a UNESCO World Heritage Site on 27 June 2002 was a tremendous accolade for the Upper Middle Rhine Valley, the two federal states in which it is located (Rhineland-Palatinate and Hesse) and the Federal Republic of Germany, which at the same time was given – and duly assumed – responsibility for the further development of this singular cultural landscape of 'outstanding universal value'.

Since then, many actors in the Upper Middle Rhine Valley have done a great deal to preserve and enhance the attractiveness of the area's unique cultural landscape and further develop the living environment that it constitutes.

The Master Plan builds on these activities and on the existing set objectives and action programmes for World Heritage in the Upper Middle Rhine Valley, like the management plan and action programme of the Upper Middle Rhine Valley World Heritage Association, and takes them further. In conjunction with local officials and authorities, politicians, business leaders, representatives of civil society and the inhabitants of the World Heritage Area the Master Plan brings together a series of visions developed on a 'bottom-up' basis about the potential World Heritage situation five, 10 or 30 years from now.

1.1 Why have a Master Plan at all?

Since the Upper Middle Rhine Valley was recognised as a UNESCO World Heritage Site 10 years ago, the area has been affected by general social and economic changes.

Accordingly, its World Heritage is already facing fresh challenges today and will have to continue moving with the times, too.

One challenge this will entail will be coping with the consequences of visible demographic changes, such as empty housing, flats and businesses, and with the attendant decline in available public and private infrastructure and services. Other key challenges will include managing the ongoing economic and touristic development of the region's cultural landscape and the consequences of Germany's energy revolution, anticipating and dealing with future mobility requirements, continuing to develop various ways of crossing the Rhine and curbing noise pollution caused by rail freight traffic passing through the narrow valley.

The creation of a World Heritage Master Plan for the Upper Middle Rhine Valley was originally prompted by Rhineland-Palatinate's plans to build a bridge across the Rhine in the vicinity of St Goar and St Goarshausen. On 29 July 2010, in Brasilia, the World Heritage Committee set out the following requirements in this regard in decision 34 COM 7B.87:

"... it is essential that a 'Master Plan' for the property is developed as the planned Rhine bridge represents only one building block of many in this context of necessary measures ..."

"[Das Welterbekomitee] Stellt auch fest, dass der Vertragsstaat der Meinung ist, dass die Entwicklung eines Master plans für die Welterbestätte als erforderlich angesehen wird, denn die geplante Rheinbrücke stellt nur einen Baustein vieler in diesem Zusammenhang dar." (Decision 34 COM 7B.87 – Upper Middle Rhine Valley (Germany) (C 1066), no. 5. Translated into German by the government of Rhineland-Palatinate)

“... and that a Master Plan should be developed setting out a vision for the property and how it will be realized over the next few decades and thus setting out the further measures that might be associated with a new bridge ...”

“Daher soll ein Masterplan zur Darlegung einer Vision für das Gebiet entwickelt werden, der auch die Umsetzung in den kommenden Jahrzehnten und somit weitere Maßnahmen aufzeigt, die mit dieser neuen Brücke verbunden werden könnten.” (Decision 34 COM 7B.87 – Upper Middle Rhine Valley (Germany) (C 1066), no. 7. Translated into German by the government of Rhineland-Palatinate)

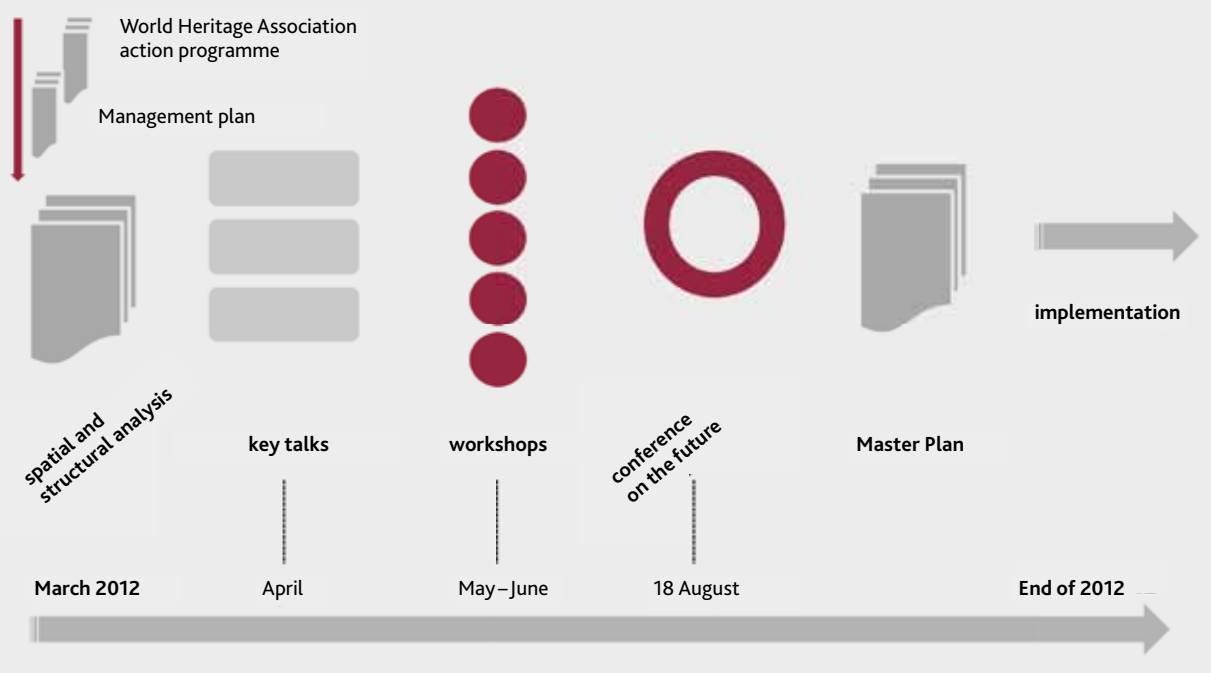
Following the 2011 Rhineland-Palatinate Landtag elections, the federal state decided that: “The plans to build a bridge over the river in the Middle Rhine Valley will not be pursued by the federal state government. An extended ferry service will be given a trial period until 2016.” (In keeping with page 64 of the 2011–2016 coalition agreement of the government of Rhineland-Palatinate entitled ‘Shaping socio-environmental change’.)

In decision 35 COM 7B.93, adopted in Paris on 24 June 2011, UNESCO again deemed essential the development of a World Heritage Master Plan for the Upper Middle Rhine Valley, fulfilling the following functions:

“... set out how its Outstanding Universal Value will be sustained, and how the property might develop in a sustainable way in relation to traffic, noise pollution and demographic and economic developments ...”.

“[Das Welterbekomitee] begrüßt die vom Vertragsstaat zur Verfügung gestellte Information über den Fortschritt in Bezug auf einen Masterplan für die Welterbestätte, der festlegen wird, wie der Außergewöhnliche Universelle Wert erhalten bleibt, und wie eine nachhaltige Entwicklung der Welterbestätte in Bezug auf Verkehr, Lärmbelastung, Bevölkerungsentwicklung und wirtschaftliche Entwicklung aussehen soll.” (Decision 35 COM 7B.93 – Upper Middle Rhine Valley (Germany) (C 1066), no. 3. Translated into German by the government of Rhineland-Palatinate.)

Figure 1: Building blocks and procedure for drawing up the Upper Middle Rhine Valley World Heritage Master Plan



Source: entra, Winnweiler 2012

1.2 Tasks and objectives: What should the Master Plan set out to achieve?

The UNESCO World Heritage Committee and the governments of the federal states of Rhineland-Palatinate and Hesse have agreed to look into the future potential developments of the Upper Middle Rhine Valley in a Master Plan, taking account of the applicable World Heritage requirements.

The Master Plan should set out to devise approaches (dubbed ‚visions‘) and measures that cover all aspects of life and take particular account of the following needs:

- to protect and ensure the sustainable future development of the Upper Middle Rhine Valley, bearing in mind the outstanding universal value of its World Heritage;
- to incorporate the development of traffic, taking particular account of increasing noise pollution in the Upper Middle Rhine Valley;
- to consider the challenges posed by demographic and structural economic developments in the Upper Middle Rhine Valley’s World Heritage Sites.

As things currently stand, this can only be achieved if the visions and measures in question are all equally geared towards:

- protecting, using and developing the area’s natural environment and landscape as well as its historical monuments and building culture;
- stabilising and continuing to provide attractive and suitably modern living conditions for local residents and visitors alike; and
- safeguarding and continuing to develop modern facilities and infrastructure and favourable conditions for businesses and jobs.

1.3 Method

The Master Plan is an informal plan and political declaration of intent based on the spatial analysis and strategic recommendations arising from a broadly based participatory process. Rather than entailing any legal obligations, it relies on self-regulation and voluntary commitment by the respective actors. As a result, communication, cooperation and networking are crucial to the Master Plan’s implementation.

The process of drawing up the Upper Middle Rhine Valley World Heritage Master Plan was officially launched at a public launch event in St Goar on 4 November 2011 and subsequently continued as a participatory process managed by the Rhineland-Palatinate Ministry of Economic Affairs, Climate Protection, Energy and Regional Planning (MWKEL).

The Master Plan builds on existing concepts and strategies and highlights future perspectives in all domains of life and business sectors, as derived in a bottom-up approach from ideas filtering up from people living and working in the Upper Middle Rhine Valley.

For this reason, when devising the Master Plan, special emphasis was placed on transparent opportunities for active participation in the process. Via the media and on a dedicated website www.masterplan-mittelrheintal.de, all citizens, relevant officials and policymakers, businesses, associations and clubs were invited to become involved, contribute ideas or suggestions and become involved in the project.

The three building blocks in the method designed to achieve the desired breadth of participation when devising the Upper Middle Rhine Valley World Heritage Master Plan were as follows:

- drawing up a spatial analysis of the area;
- organising six thematic workshops; and
- staging a 'conference on the future'.

Building on existing programmes, documents and statistics and backed up by interviews with experts and living witnesses, the spatial analysis assessed the current socioeconomic situation in the Upper Middle Rhine Valley, broke it down into 13 domains, evaluated the area's strengths and weaknesses and identified future challenges. The spatial analysis was drawn up and coordinated by the Rhineland-Palatinate Ministry of Economic Affairs, Climate Protection, Energy and Regional Planning (MWKEL) and included input from the respective departments in Rhineland-Palatinate and Hesse, the authorities answerable to them, the Upper Middle Rhine Valley World Heritage Association and some other institutions. The spatial analysis is reproduced (in German) in Annex II A to the Master Plan.

In May and June 2012, six workshops were held, on tourism, mobility, business and renewable energies, municipal development, culture and regional identity. These thematic workshops served as platforms for an intensive exchange between all the responsible and interested parties and, most importantly, prompted intense networking within the Upper Middle Rhine Valley. Each workshop was attended by between 60 and 90 participants, with special efforts made to involve youngsters and young adults, who mainly contributed ideas to the workshop on business and renewable energies and the workshop on regional identity.

The conference on the future, held on 18 August 2012, drew on the pool of ideas arising from the six workshops and on the conclusions of the spatial analysis, which were matched against the ideas of future generations of residents of World Heritage areas from the UNESCO secondary school in Oberwesel and of the renowned futurologist Jeanette Huber, a researcher at the Zukunftsinstitut (Institute for the Future). Then, the most important topics for the future of the World Heritage Sites in the Upper Middle Rhine Valley were identified and prioritised by the 170 or so participants at the conference.

The workshop and conference on the future were organised by the Structural and Approval Directorate North (SGD-Nord). Both events were prepared, chaired and documented by entra, a consultancy firm from Winnweiler in Rhineland-Palatinate. The conceptual organisation of both events was overseen by experts in a steering group consisting of representatives from the Rhineland-Palatinate Ministry of Economic Affairs, Climate Protection, Energy and Regional Planning (MWKEL), the Structural and Approval Directorate North (SGD-Nord), the Upper Middle Rhine Valley World Heritage Association and entra. The steering group was led by the President of the Structural and Approval Directorate North (SGD-Nord). The results of both events are documented and assessed in Annex II B of the Master Plan.

Sections II B 2.2 and 3.1 below also provide details on the methodical concept behind the events and the design of the workshops and conference on the future.

The Master Plan is the product of an informal cooperative process, involving close collaboration between the federal states of Rhineland-Palatinate and Hesse, the Structural and Approval Directorate North (SGD-Nord) and the Upper Middle Rhine Valley World Heritage Association. In addition to the Structural and Approval Directorate South (SGD-Süd) and the Middle Rhine-Westerwald and Rheinhessen-Nahe planning associations, more than 900 other entities and interested parties from political, administrative bodies and business circles, civil society, associations and clubs, plus individual members of the public took part in shaping the Master Plan. This process was documented on an ongoing basis on the Upper Middle Rhine Valley World Heritage Master Plan website, set up at www.masterplan-mittelrheintal.de.



The mascot Uwe by Michael Apitz, Uwe being both, a German first name and an acronym for "Our World Heritage" (UnserWeltErbe in German).

2. A SNAPSHOT OF 10 YEARS OF WORLD HERITAGE IN THE UPPER MIDDLE RHINE VALLEY



Unesco-World Heritage
Upper Middle Rhine Valley



The Upper Middle Rhine Valley's inscription on the UNESCO World Heritage List was the result of activities dating back as far as 1976. In January 1996 the efforts to gain recognition for the Upper Middle Rhine Valley as a World Heritage Site were raised to the status of a cultural policy objective of Rhineland-Palatinate's state government. The management plan (a spatial analysis of the Middle Rhine Valley), the document serving as the basis for the World Heritage application procedure, was commissioned as far back as 1995. Then, in October 1997, the regional actors joined forces in the Middle Rhine Valley Forum Association (Forum Middle Rhine Valley e. V.), and in November 1997 the Rhine Valley Charter was adopted.

In December 2000 the federal states of Rhineland-Palatinate and Hesse finally submitted an application for inscription on the World Heritage List, and on 27 June 2002 UNESCO awarded the Upper Middle Rhine Valley UNESCO World Heritage status. Since the Upper Middle Rhine Valley is the most prominent section of the Rhine, it was included in the list as representative of the entire river.

Since then, a great many public and private actors have done a great deal to preserve and further showcase the uniqueness of this cultural landscape. The Upper Middle Rhine Valley World Heritage Association, founded on 11 May 2005, is the main organisation through which development projects and measures are channelled and implemented. It is also the main forum for intermunicipal cooperation.



2.1 Outstanding Universal Value (OUV)

According to Article 11 paragraph 2 of the World Heritage Convention, a World Heritage Site must possess outstanding universal value (OUV).

“Outstanding Universal Value means cultural and/or natural significance which is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity. As such, the permanent protection of this heritage is of the highest importance to the international community as a whole. The Committee defines the criteria for the inscription of properties on the World Heritage List.” Operational Guidelines for the Implementation of the World Heritage Convention, available at <http://whc.unesco.org/archive/opguide11-en.pdf>, version dated 13 August 2012.)

To qualify as being of outstanding universal value, World Heritage Sites must fulfil at least one of 10 criteria, defined by UNESCO in its Operational Guidelines.

The Upper Middle Rhine Valley fulfils criteria (ii), (iv) and (v). The document awarding it World Heritage status cites and details its function as a transport route, its geomorphological setting and mankind's shaping of the landscape as reasons justifying a favourable decision. The Rhine is an old transport route through Europe, facilitating the exchange of culture between the Mediterranean region and the north. The Middle Rhine Valley is an outstanding organic cultural landscape determined by its geomorphological and geological setting and by human intervention, which created the terracing on its steep slopes and shaped the pattern of settlement there. It exemplifies an ever-evolving traditional way of life and means of communication in a narrow river valley. In this connection, the associative value of the cultural landscape also plays an important role. (See UNESCO decision 26 COM 23.9 – Upper Middle Rhine Valley (Germany).)



The guiding principle of the (preamble to the) World Heritage Convention is the notion that some cultural or natural heritage is exceptionally important and should therefore be conserved as part World Heritage for all humankind. By signing the Convention, as a State Party the Federal Republic of Germany undertook to protect the World Heritage Sites within its borders and preserve them for future generations. The objectives are specified in detail in

Article 4 of the World Heritage Convention, under which each State Party recognises its duty to ensure the identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage situated on its territory and stipulates that it will do all it can to this end, to the utmost of its own resources and, where appropriate, with any international assistance and cooperation, in particular, financial, artistic, scientific and technical which it may be able to obtain.

Regular monitoring reports are drawn up at regular intervals to check the condition of the World Heritage Site. To ensure sustainable reporting, the Upper Middle Rhine Valley World Heritage Association devised a monitoring system in which qualitative and quantitative indicators set out to describe any developments by assigning corresponding threshold, target and actual values and comparing them with set objectives. This way, required future action and guidance can be ascertained and any changes can be initiated at an early stage.

2.2 Management plan

The Upper Middle Rhine Valley World Heritage Management Plan drawn up in 2001 serves as the basis for meeting the obligations arising from the World Heritage Convention with respect to conserving further developing the cultural landscape.

This plan sets out the overall regional concept, defines the respective target groups and areas, and assigns them appropriate objectives. The aims of the management plan concern:

- safeguarding the valley's viniculture;
- expanding its tourist profile;
- conserving its castles, local character and monuments;
- implementing noise abatement measures and an integrated transport concept;
- securing the development of settlements and the economy;
- optimising organisational structures;
- enhancing its image and strengthening the region's identity.

Accordingly, the management plan serves as a strategic framework to guide any necessary or potential developments in the Upper Middle Rhine Valley. Moreover, the plan is legally binding via the incorporation of statements it contains into laws and ordinances, development plans for Rhineland-Palatinate or Hesse, regional and urban plans or other mandatory regulations, and is implemented in the form of projects and measures. What makes the management plan particularly valuable is the fact that all the relevant local communities voluntarily signed up to it and pledged to meet its requirements.

The figure below illustrates the structure of the management plan, namely its guiding principle, the target groups involved, its target areas and objectives.

Figure 2: Excerpt from the Upper Middle Rhine Valley

Guiding principle	A region considers its common strengths:		
Target groups	Enhancement of regional identity and elimination of obstacles to cooperation		Bolstering regional identity and to cooperation
Target groups	Safeguarding viniculture	Expanding the tourist profile	Conserving hilltop castles, local character and monuments
Objectives	<ul style="list-style-type: none"> ■ To ensure that plots of arable land are of a minimum size ■ To promote cooperatives and cooperation between full-time and part-time vintners ■ To market tourism more effectively, e. g. by promoting cooperation with local restaurants or tour operators ■ To produce high-quality (and possibly organic) Middle Rhine wine under the brand name "Mittelrheinwein" or wine made from grapes grown on the valley's steep upper slopes, marketed under the regional label "Steillagenwein" ■ To optimise and modify administrative rules or statutory regulations governing the management of care and cultivation ■ To find alternative uses for abandoned vineyards, e. g. space for fruit-growing, grazing or a 'Rhine Garden' ■ To cooperate with nature conservation bodies, e. g. via nature trails ■ To establish a biotope linkage system and define nature conservation areas ■ To induce vintners to feel a duty to preserve the landscape 	<ul style="list-style-type: none"> ■ To curb deficits in the hotel and catering trade ■ To induce guests to stay for longer and, if possible, spend more money ■ To switch to high-quality tourism by modernising and enhancing tourist infrastructure and services ■ To foster cooperation and regional networking between tourist services ■ To encourage long-term links with existing target groups and attract new target groups ■ To encourage landscape or nature-related and culturally oriented forms of tourism ■ To ensure greater structural linkage between tourism and the region by emphasising regional characteristics ■ To expand and complement existing tourism services ■ To close any gaps in cycle paths and hiking trails and improve their quality 	<ul style="list-style-type: none"> ■ To provide federal state subsidies or set up a foundation to conserve hilltop castles, local character and monuments ■ To coordinate the conservation of castles and castle ruins with nature conservation measures ■ To clear or keep clear any landscapes around castles or castle ruins ■ To set up combined cultural and nature trails ■ To raise the local population's awareness of the historical character of places and landscapes ■ To offer financial incentives for modernisation and repair work ■ To attract new users of (attractive) historical buildings ■ To heighten the experience of people visiting historical buildings and cultural monuments ■ To document memorials to technological development or historical events that are worth preserving and determine cultural identity (memorial topography)

Source: Middle Rhine-Westerwald Planning Association et al. (Ed.) (2001): Spatial analysis of the Middle Rhine Valley, Koblenz, p. 2

World Heritage Management Plan – Guiding principle

The Middle Rhine Valley, a piece of world cultured

breaking down the barriers

Ensuring that the cultural landscape is a multifunctional living and recreational space

Implementing noise abatement measures and an integrated transport concept

- To install low sound barriers that blend into the landscape to absorb a high proportion of railway noise
- To offer additional protection in the form of passive noise abatement measures
- To ask the German Railways to offer voluntary financial support for noise abatement measures
- To divert and scale back rail freight traffic
- To deploy the quietest rolling stock
- To markedly improve the level of services
- To make stations more attractive and create interfaces for mixed services
- To bolster regional rail traffic
- To establish a joint network area with timetables, frequencies of services and tickets applicable throughout the valley
- To provide passenger information
- To provide a 24-hour ferry service or vastly extend ferry services as part of the attempt to regionalise transport services

Ensuring that settlements and the economy both develop

- To designate priority and off-limit areas in conjunction with the urban planning authorities and landscape, monument and nature conservation authorities
- To make good use of any potential spaces freed up in the future following the discontinuation of rail services or industrial activities
- To make the living environment more attractive by implementing urban renewal or transformation measures or gentrifying the areas around railway stations
- To create new jobs by encouraging high-quality service providers to settle in the area
- To prioritise the commercial development of the upper slopes of the valley and put a stop to disruptive activities on the valley floor
- To improve the local provision of goods and services by developing one or two larger shopping districts
- To step up marketing, public relations and corporate design efforts and boost the area's corporate identity

Optimising organisational structures

- To appoint a Middle Rhine consultant
- To boost vertical cooperation (between regional administrative bodies) and horizontal cooperation (between specialist planning authorities)
- To enhance regional land management and introduce a land pool for commercial usage
- To ensure intraregional financial equalisation
- To market the entire region more effectively to tourists and businesses
- To promote specifically targeted marketing within the valley

Image boosting and enhancement of regional identity

- To create investment security
- To market the valley in a manner that showcases features common to the region and regional specialities
- To establish an identity applicable to all regional actors by fostering cooperation in various sectors
- To embrace new approaches when presenting the valley to outsiders, advertising it or designing products and services
- To inform and involve local inhabitants about the need to heed certain rules regarding nature and monument conservation and landscape preservation

2.3 The Upper Middle Rhine Valley World Heritage Association action programme

The Upper Middle Rhine Valley World Heritage Association was set up specifically to optimise the existing municipal organisational structures in the manner set out in the Management Plan (see www.welterbe-oberes-mittelrheintal.de). After its establishment, the association put together an action programme on which its work is based (for the details, see sections II A 12.2.1.3 and 13.4)

The 2006–2011 action programme identified project topics and pinpointed the areas where action is required for the future development of the World Heritage Area. The programme was shaped by the association's underlying aim, namely to consider the Upper Middle Rhine Valley in its entirety and develop its full potential, thus enabling it to react to changing requirements. When the action programme came to an end in 2011, the association launched an evaluation of what it had achieved. A great many projects and measures of numerous kinds have already been implemented. Furthermore, the practicability and sustainability of the 2006–2011 action programme were confirmed.

A successor to the old action programme was then put together by all the members of the association, a wide range of specialist authorities, associations and clubs, and on 25 June 2012 the new 2012–2017 action programme was presented at the festivities marking the 10th anniversary of the Upper Middle Rhine Valley's World Heritage status. This new action programme reflects the voluntary pledge taken by the members of the association to ensure that in the future the region develops as a whole and that any such development proves to be sustainable.

The main elements of development outlined in the 2012–2017 action programme are as follows:

- traffic, mobility and public transport;
- building culture and town planning;
- the cultural landscape;
- the overall development of the Loreley;
- tourism products and services;
- tourist information and marketing;
- renewable energies.

2.4 Structures and organisations

A responsible central point of contact for World Heritage affairs in both Rhineland-Palatinate and Hesse was set up in the form of their joint World Heritage Secretariat.

Through their designated government representatives, Rhineland-Palatinate and Hesse assume fundamental management tasks for all World Heritage Sites within their respective purviews. In Rhineland-Palatinate, since 2004 the agent of the designated government representative for World Heritage in Upper Middle Rhine Valley has been the incumbent President of the Structural and Approval Directorate North (SGD-Nord), who is thus responsible for implementing the Management Plan and discharges his or her duties from within SGD-Nord's Upper Middle Rhine Valley World Heritage Project Group.

The Upper Middle Rhine Valley World Heritage Association serves as the point of contact for all local communities. All the local authorities located within the World Heritage Area have teamed up within it to create a shared, coordinated structure that brings together and coordinates the respective actors and their activities. The association's main task is to secure and further develop the economic, cultural, environmental and social functions of World Heritage, based on the contents of the action programme.

Other key actors in efforts to boost the profile of and develop the Upper Middle Rhine Valley are the Building Culture Initiative, which has its offices at the Structural and Approval Directorate North (SGD-Nord), the Middle Rhine Region Initiative, the company Romantischer Rhein tourism GmbH, the Loreley Valley Tourism Association, the Middle Rhine Wine Association,

the Rural Services Centre (Middle Rhine Cherry Project), the Upper Middle Rhine Valley and Rheingau LEADER action groups, the Middle Rhine-Westerwald Planning Association and the Rheinhessen-Nahe Planning Association. Many other associations and initiatives are also involved in the development of the World Heritage in the Upper Middle Rhine Valley.



Source: Own presentation, Mainz 2012

2.5 Overview of projects and measures

The wide range of measures carried out in the Upper Middle Rhine Valley World Heritage Area over the past 10 years focussed on fostering the urbanistic, economic and social development of the valley's World Heritage, preserving and developing the natural and cultural landscape, enhancing land use, conserving its monuments, adopting flood protection measures and endeavouring to boost tourism and improve the traffic and transport situation (for details, see section II A 13).

Many of these measures were supported by Rhineland-Palatinate and Hesse, though both federal states also coordinated efforts to obtain subsidies, primarily from federal sources (e. g. for transport projects, the federal government's investment programme for UNESCO World Heritage Sites) and from the European Union (e. g. the rural development programmes LEADER+ and LEADER). Other measures were self-funded by the Upper Middle Rhine Valley World Heritage Association, implemented directly by municipalities and districts or came about through the commitment of other public or private bodies.

Over the past 12 years, more than €404 million have been pumped into specifically World-Heritage-related projects and measures, making an average investment in excess of €33 million a year. This total excludes other investments in sectors like transport and especially social infrastructure, which were designed to stimulate general local development and regional development in the World Heritage Area. Equally worth highlighting are the priceless initiatives taken by unpaid volunteers, the value of which cannot be expressed in mere monetary terms.

Important events attracting attention from outside the region include the Rhineland-Palatinate Garden Show held in Bingen am Rhein in 2008 and the National Garden Show (BUGA) held in Koblenz in 2011.

Both these events aroused interest way beyond the World Heritage Area and dynamised the entire Upper Middle Rhine Valley. One exceptional stand-alone project implemented by Hesse involves the valorisation of the Niederwald Monument in Rüdesheim am Rhein, which is a real magnet for visitors coming to see the Upper Middle Rhine Valley's World Heritage. The Niederwald Monument and the renovation of the Hilchenhaus in Lorch am Rhein are subsidised out of the German national programme for UNESCO World Heritage Sites, as well as being funded at federal state level.

The model layout of St Goar, the landscaping of the banks of the Rhine and the projects comprising the Building Culture Initiative are all copybook examples of urban design, contemporary living and efforts to enhance the appeal of the centres of towns and villages. The conservation and maintenance of cultural monuments play an important role in the Upper Middle Rhine Valley World Heritage Area, the main focus being on its forts and castles, historical town and village centres and iconic individual monuments, which help to give the region its characteristic feel. Like the world-famous Loreley, these features attract tourists from around the globe. In the tourism sector, in addition to implementing a wide array of smaller-scale infrastructure and marketing measures, two outstanding walks have been created: the Rhine Castle Trail and the Rheinstieg Trail, establishing a foothold for hiking tourism in the World Heritage Area. Cyclists, too, have benefited from a quantum leap in the quality of cycle paths on both the left and right banks of the Rhine along Federal Highways 42 and 9. The youth hostels in Kaub and Ehrenbreitstein are popular with children, youngsters and families during school holidays and as stopovers for school trips and outings in the World Heritage Area. In addition, the unique cultural landscape is preserved and maintained through a wide range of land management, landscape and nature conservation measures and efforts to develop the natural environment. These measures include scrub clearance initiatives, the resumption of migratory sheep herding and investments in viticulture characteristic of the area, especially on the valley's steep upper slopes.

Over the past 10 years, water authorities have pledged to focus on revitalising and developing forelands in the Rhine, keeping the river's flood plains free, adopting technical flood protection measures and implementing the EU Water Framework Directive with a view to restoring the river to its decent state of old.

Since 2005, the Upper Middle Rhine Valley World Heritage Association in particular has launched, subsidised or coordinated a wide range of initiatives and projects aimed primarily at locals and inhabitants of the region. These include action programmes and the funding guidelines for small-scale projects and showcase projects as well as concepts for the development of the cultural landscape, the restoration of historical parks, a lighting master plan and a global concept for the development of the Loreley. One key activity of the association whose impact extends way beyond the region is marketing. This includes corporate design projects aimed at shoring up the region's identity, the development of an information, guidance and orientation system (ILO), the website, the World Heritage atlas, the World Heritage holiday magazine *Welterbe-Bote*, an image film, the mascot UWE (Uwe being both a German first name and an acronym for 'Our World Heritage', or *UnserWeltErbe* in German) as a joint project by the Upper Middle Rhine Valley World Heritage Association and *Romantischer Rhein* tourism GmbH, as well as a raft of other measures. Noteworthy initiatives in the tourism sector, in addition to the *R(h)ein-Blicke* project, which highlights landmarks by offering exceptional views, and the Middle Rhine pavilion project, inviting proposals for prototypes of small structures designed to blend into the landscape, include the World Heritage Garden Route, the World Heritage rose evocatively named 'Zauber der Loreley' (Loreley Magic), the World Heritage Host and Guide initiative, plus events like *Luminale 2008* (a festival of light), and the *rheinpartie 2009* (a festival of projection art and media).



2.6 Strengths and weaknesses

The greatest strengths of the Upper Middle Rhine Valley World Heritage Area are its unique cultural landscape, the facilities on offer there and the people committed to the protection and development of the cultural landscape.

- The World Heritage Area is characterised by its natural beauty and sumptuous landscapes, the historical centres of its towns and villages with their traditional style of buildings, its forts and castles, its viniculture and fruit-growing, the River Rhine, which has served as a transport route for centuries, and also its culture, identity and the associations it evokes. These features not only constitute the 'backbone' of the valley's World Heritage status, but at the same time form a backdrop for the area's touristic development and local recreation, are an expression of the region's image and identity, and serve as a factor in attracting businesses and events organisers.
- The unique cultural landscape is effectively showcased thanks to its facilities, including basic tourist infrastructure and facilities for the general public. The wide range of cycle paths and walks or hiking trails, accommodation and restaurants (e.g. World Heritage Hosts), cultural events and festivals, public utilities and waste disposal services fundamentally define the quality of life, work and leisure of the Upper Middle Rhine Valley World Heritage Area, as well as making it attractive to visitors.

- Finally, the many different actors involved in the upkeep and marketing of World Heritage Sites in the Upper Middle Rhine Valley, foremost among them the Upper Middle Rhine Valley World Heritage Association, the Structural and Approval Directorate North (SGD-Nord), the Building Culture Initiative, World Heritage Hosts and other providers of tourism services constitute vital hubs, essential way stations on the road to establishing a holistic World Heritage concept geared towards protecting the area's valuable sites.

The most serious weaknesses concerning the Upper Middle Rhine Valley World Heritage Area are the pollution caused by railway noise, the area's general spatio-structural and socio-economic development and its fragmented administration.

- The serious noise pollution caused above all by freight traffic at night affects the quality of life of residents in and visitors to the communities within the World Heritage Area. Railway noise prompts individuals and companies to move out of the area, prevents the continuing influx of new residents and puts tourists off from extending their visits and staying overnight. This state of affairs is like a downward spiral hampering the region's economic and social development in the Upper Middle Rhine Valley. It also impacts on the cultural landscape.
- At the same time, the socio-economic conditions in the Upper Middle Rhine Valley World Heritage Area are suffering a general deterioration. Demographic and structural economic processes of change are already visibly leaving their mark in a large number of World Heritage communities in the form of empty houses or flats, bottlenecks regarding investments in tourist facilities, abandoned commercial premises and closed-down hotels and restaurants. As businesses pull out of these historical town and village centres, the liveliness of the places in question diminishes, as does their attractiveness as meeting points for locals and visitors alike.

Despite substantial investment, there has been no stopping these trends, which were already pointed out in the management plan. Consequently, today many World Heritage communities are left wondering how they can continue to guarantee the provision of public services and facilities for local inhabitants in the future. In addition, many businesses, communities and citizens share the view that a bridge over the Rhine is needed to provide a permanent link for traffic between both banks of the river and at the same time boost trade to eliminate imbalances between World Heritage communities on either side.

- Finally, the fact that there are different administrative authorities in the World Heritage Area and the current lack of an overall concept for the development of the Upper Middle Rhine Valley World Heritage Area necessitate intensive mutual municipal and regional consultation procedures. The large number of actors, programmes and measures involved, which are often insufficiently interlinked or coordinated, is also having a detrimental effect on the sense of common purpose and own responsibility for the protection and ongoing development of the Upper Middle Rhine Valley World Heritage Area.

The figure below divides up the strengths and weaknesses of World Heritage in the Upper Middle Rhine Valley, as highlighted in the spatial analysis and identified at the workshops and conference about the future, into 13 main areas.

**Table 1:
Strengths and weaknesses of the Upper Middle Rhine Valley World Heritage Area**

Strengths	Weaknesses
Spatial structure and legal framework	
<ul style="list-style-type: none"> ■ the great expanse of the World Heritage Area and its favourable location between urban conurbations ■ the current legal framework protecting World Heritage Sites ■ informal structures for cooperation ■ the Upper Middle Rhine Valley World Heritage Association, which serves as a coordination, cooperation and information exchange platform 	<ul style="list-style-type: none"> ■ spatial and structural imbalances, with marked structural weaknesses in the central part of the World Heritage Area ■ the large number of administrative borders and decision-makers ■ the failure to implement measures to protect World Heritage (as opposed to a lack of regulations) ■ a noticeable decline in World Heritage communities' sense of responsibility for the protection and development of World Heritage Sites ■ programmes and measures devised by different people, covering various areas and topics and not all equally up to date
Demographic development	
<ul style="list-style-type: none"> ■ different trends in different places with positive demographic developments here and there 	<ul style="list-style-type: none"> ■ declining and increasingly ageing populations, with all the attendant consequences in all areas of life ■ different trends in different places
Settlement structure and the provision of public services	
<ul style="list-style-type: none"> ■ in many World Heritage communities service provision remains good and facilities are reasonably accessible ■ sufficient numbers of businesses for daily requirements and enough shops in town centres ■ the World Heritage communities' proximity to higher-order regional centres guarantees that special services of general interest are also readily available ■ the presence of local primary schools is a key factor in making the location attractive to families with young children ■ as a matter of principle built-up areas can be developed before greenfield sites, town and village centres making particularly good examples ■ a partial register of empty properties already exists 	<ul style="list-style-type: none"> ■ World Heritage communities, especially in the central part of the World Heritage Area, are mostly residential and lack general public services ■ smaller World Heritage communities in particular tend to have inadequate shopping facilities ■ there is an age-related succession problem where the provision of medical care is concerned ■ vacant properties and their owners' reluctance to invest, resulting in abandoned sites, falling property prices, etc. ■ lack of space and the danger of flooding limit the development of settlements in the valley ■ the dearth of empty spaces in the immediate vicinity of housing lowers residents' quality of life ■ the small size of parcels of land hampers larger building projects in town and village centres
Building culture	
<ul style="list-style-type: none"> ■ great diversity of architectural heritage within a confined area ■ regional building traditions ■ guidelines on construction and colour schemes, competitions, best practices, readily available advice, a substantial network of experts in the Building Culture Initiative 	<ul style="list-style-type: none"> ■ personalised building styles and insufficient identification with regional building traditions ■ the guidelines issued by the Building Culture Initiative are still not sufficiently well known ■ architectural heritage also endangered by the consequences of demographic changes, e.g. vacant properties, noise and barrier effects ■ not enough focus on attaining traditional architectural ambitions because guidelines and other recommendations are not binding

Strengths	Weaknesses
Economic structure and the labour market	
<ul style="list-style-type: none"> ■ most jobs are located in centres within the World Heritage Area ■ low unemployment and a low staff turnover ■ no current shortage of managers or skilled staff in industry ■ the growth of the region's health sector ■ the existence of industrial estates along motorway 61 ■ potential for commercial building sites on the outskirts of towns, especially in the municipalities of Loreley and St Goar-Oberwesel ■ extensive opportunities for promoting economic activity in all sectors ■ the proximity of university cities and towns like Koblenz, Bingen am Rhein, Geisenheim and Mainz 	<ul style="list-style-type: none"> ■ problems of finding successors in numerous sectors and companies ■ a decline in training and a shortage of skilled craftsmen ■ for the most part dwindling commuter traffic in World Heritage communities ■ high numbers of commuters leaving the World Heritage Area indicate an inadequate supply of jobs close to home ■ the low number of vacant lots for commercial developments in town and village centres ■ low demand for existing industrial sites ■ no self-marketing or joint efforts to promote the World Heritage Area as a business location (except in tourism) ■ trade associations and businesses complain about the poor traffic links and the lack of a permanent Rhine crossing
Tourism	
<ul style="list-style-type: none"> ■ the high economic importance of visits by overnight guests and day trippers ■ the cultural landscape and World Heritage status as a magnet for tourists ■ great experiences available to visitors because so many products and services are crammed into such a small area (tourist sights, premium hiking trails, the Rhine Cycle Route, events, etc.) ■ the Loreley is an internationally known unique selling point ■ the positive image of Rhine Romanticism ■ quality offensives like World Heritage Hosts, World Heritage Guides and the mascot UWE, among others, heighten the tourist profile ■ regional products (e.g. wine, Middle Rhine cherries) combine regional traditions with the World Heritage brand ■ increasingly interlinked tour operators, whose network extends to other sectors, too ■ stable visitor numbers over the past 10 years ■ rising occupancy of hotels and other accommodation over the past decade ■ positive effects of the 2011 National Garden Show on hotels and restaurants ■ extensive subsidies available to the tourism sector 	<ul style="list-style-type: none"> ■ the high level of noise pollution puts off visitors ■ substantial investments are needed to maintain the sights and tourist attractions in the World Heritage Area ■ potential damage to the valley's appeal as a tourist destination due to factors including vacant properties and the dwindling population, among others ■ high seasonal dependency, with limited opening times in the winter and few activities on offer when the weather is bad ■ not many children's activities and inadequate facilities for the disabled ■ individual tourism initiatives are not woven into an overall concept or solution that is in keeping with the region's World Heritage commitments, e.g. on the Loreley plateau ■ a still underdeveloped service mentality ■ the local population's still insufficient identification with the region's World Heritage and what sets it apart (the 'pride factor') impacts on tourism ■ the multiplicity of information and marketing channels and tourism organisations in the World Heritage Area (which is particularly confusing for visitors) ■ still inadequate networking, cooperation and communication between the actors in tourism and with other sectors ■ the 4 % drop in the number of overnight guests over the past 10 years (2000-2010) ■ concentration on short-term tourism ■ the structural transformation of tour operators, in particular operational aspects, the problem of succession and the investment bottleneck
Agriculture, forestry, viticulture and fruit-growing	
<ul style="list-style-type: none"> ■ a long-standing tradition of viticulture in the World Heritage Area ■ viticulture, especially on the steep upper slopes of the valley, as an element shaping the landscape ■ the current renaissance of viticulture and fruit-growing (the Riesling Charta quality initiative, Middle Rhine cherries and regional specialities) 	<ul style="list-style-type: none"> ■ declining agriculture and viticulture are altering the region's cultural landscape and economic structure ■ the sectors downstream of viticulture, like the restaurant trade and tourism, need the culture of viticulture to remain intact ■ the declining importance of commercial forestry

Strengths	Weaknesses
<ul style="list-style-type: none"> ■ projects to recultivate abandoned vineyards and promote the production of wine on the valley's steep upper slopes (Steillagenwein) ■ integrative and multifunctional approaches to forestry ■ the particular importance of the characteristic transition from coppiced forest to forests containing precious oaks, warmth-loving trees and other scarce flora and fauna 	<ul style="list-style-type: none"> ■ the dominant location of the steep upper slopes of the valley entails small-scale patchwork forest management
Mobility	
<ul style="list-style-type: none"> ■ the proximity to amenities and good access from outside by road, rail and river ■ good interregional north-south links by road and public transport ■ sufficient capacity in reserve with respect to classified roads ■ the traditional ferry service across the Rhine ■ the partial integration of ferries into the public transport network ■ modern public transport in the Rhine Valley (rail and bus services) ■ public transport services adapted to actual needs at off-peak periods and in the evenings ■ the high quality of the network of cycling paths along the Rhine (important for tourism and everyday traffic) ■ almost ubiquitous basic broadband coverage 	<ul style="list-style-type: none"> ■ noise pollution and inadequate noise protection, which seriously impinges on business and social life ■ inconvenience caused by vibrations ■ potential risk of accidents due to the transportation of hazardous waste or to land-slides or rockfalls ■ the lack of a round-the-clock ferry service ■ the lack of a bridge across the Middle Rhine prompts businesses, as well as numerous communities and citizens, to regard the traffic access as inadequate ■ roads and railway lines act like barriers to towns and villages ■ the high speeds at which cars, lorries and traffic passing through the valley travel ■ the high cost (prices) and limited capacity of the ferry services ■ inadequate public transport services from east to west ■ public transport is based on the need to transport schoolchildren, so outside the 'school run' there are not enough bus links between the valley's slopes and floor ■ little coordination of regional fares (due to the time and expense this would entail) ■ gaps in the network of long-distance cycle paths along the right bank of the Rhine ■ the lack of bicycle storage facilities on public transport, especially at weekends ■ the shortage of parking spaces in town and village centres and the use of significant scenic or urbanistically important Rhine forelands as car parks ■ inadequate high-speed broadband coverage
Renewable energies	
<ul style="list-style-type: none"> ■ basic potential for wind power on the hilltops ■ plenty of sunlight ■ ongoing trials with river turbines ■ eventual potential of exploiting biomass energy from forestry, viticulture or refuse ■ eventual potential of geothermal probes to operate water heat pumps ■ information material on renewable energies and energy-saving in agencies and education in schools 	<ul style="list-style-type: none"> ■ potential clashes between measures to protect the cultural landscape and efforts to exploit wind energy (e.g. the landscape, views of monuments) ■ currently different regulations governing the use of wind power in the core zone and on the periphery of the World Heritage Area ■ possible clashes between the installation of rooftop solar panels, energy upgrades and photovoltaic systems on the one hand, and monument protection or building culture on the other ■ the low rate of energy recovery from biomass ■ potential clashes between geothermic exploitation and the protection of drinking water supplies ■ not enough information material on energy-saving measures is reaching the general public

Strengths	Weaknesses
Nature	
<ul style="list-style-type: none"> ■ the special climate caused by the topography and local features and the duration of exposure to sunshine ■ in principle, future supplies of water and drinking water are secure ■ fully biological sewage treatment plants along the Rhine ever since the 1970s, and the modernisation now required offers opportunities to integrate these facilities into the cultural landscape more subtly ■ flood protection projects to landscape the forelands and banks of the river have opened up the Rhine in many World Heritage communities 	<ul style="list-style-type: none"> ■ the layout of the natural landscape is subject to social and economic influences (soil pollution, changes in flora and fauna and the consequences of climate change) ■ the potential impact of climate change on the supply of drinking water and use of the landscape (especially for viticulture) ■ water conservation areas constrain urban development, especially when water extraction plants are close to the banks of the river ■ the structural condition of some waste treatment plants necessitates their general modernisation in the medium term
Cultural landscape	
<ul style="list-style-type: none"> ■ the cultural landscape is a landmark in its own right and the basis for boosting the profile of the World Heritage Area, exploiting it for tourism, etc. ■ a unique natural and cultural landscape, historical town and village centres, characteristic building culture, forts and castles, viticulture and fruit-growing plus a living culture and identity as a stable backbone in the World Heritage Area ■ the proximity to the Upper German-Raetian Limes World Heritage Site and other significant cultural assets 	<ul style="list-style-type: none"> ■ the danger of losing characteristic aspects of the landscape (e. g. vineyards) ■ the often insufficient application of measures designed to protect World Heritage Sites despite adequate legal instruments ■ still underdeveloped awareness of the need to fulfil the commitment made to act in unison
Regional identity and cooperation	
<ul style="list-style-type: none"> ■ the cultural landscape is a decisive binding element in World Heritage Area and shapes its identity ■ the inhabitants of the World Heritage Area are growing increasingly aware of the exclusivity of the World Heritage label ■ there is widespread will to continue developing the World Heritage Area ■ strong local attachment and regional pride and a proliferation of active associations are driving numerous instances of official and un-official cooperation in the World Heritage Area ■ the World Heritage Logo (corporate design), marketing and events like World Heritage Day create a convincing external image 	<ul style="list-style-type: none"> ■ a decline in the quality of life within the World Heritage Area caused by railway noise, the shortage of jobs, empty properties, etc. ■ the high number of commuters is diluting local affinity ■ the World Heritage Logo is not yet being incorporated into the marketing efforts of local companies ■ as yet for insiders the region has no recognisable uniform self-image ■ the wide range of different actors and programmes, which are often uncoordinated and run in parallel ■ insufficient information about World Heritage, e. g. in schools ■ the fear of a damaged image and a downward spiral
Promotional measures	
<ul style="list-style-type: none"> ■ a high level of specific, long-term commitment to promote World Heritage by the federal states of Rhineland-Palatinate and Hesse, the German federal government and the EU ■ the range of support covers a broad range of topics ■ showcase projects like the model town of St Goar and examples of best practices serve as benchmarks guiding further developments ■ flagship projects with extensive mass appeal and a broad impact, such as the premium hiking trails, in which all World Heritage communities are participating ■ potential subsidies for cultural monuments e. g. using the funds of the State Office for Monument Conservation and the federal programme for investing in Germany's World Heritage Sites 	<ul style="list-style-type: none"> ■ in the past, many small-scale subsidies only had a local impact ■ a continued need for investment in basic transport infrastructure and tourist facilities, measures to enhance cultural assets, urban and village development, flood protection, nature and landscape conservation, etc. ■ the general structural problems of the World Heritage Area, particularly as a consequence of demographic changes, are necessitating additional public and private-sector investment ■ the long-term financing of the Upper Middle Rhine Valley World Heritage Association by Rhineland-Palatinate, Hesse and the respective municipalities has not yet been definitively secured

Source: Own presentation, Mainz 2012

2.7 Future challenges

The spatial analysis, workshops and the conference on the future all took a detailed look at the future World-Heritage-related challenges in the Upper Middle Rhine Valley and identified a large number of requirements in all areas. One especially important source of information was the input from the 170 or so participants attending the conference on the future, who stressed the following three main challenges:

- making the Upper Middle Rhine Valley World Heritage Area a quieter, more peaceful place;
- ensuring sustainable, affordable mobility in the long term;
- protecting and developing the cultural landscape and nurturing the region's building culture.

To attain these objectives, it is absolutely essential that the actors inside the World Heritage Area cooperate more closely in future, shore up their sense of common purpose, strengthen their commitment to protect and development the World Heritage Sites and network more effectively. Mainstreaming the need for intensified information and communication efforts and cooperation and highlighting the need for more strongly coordinated activities, central points of contact and attempts to encourage further voluntary commitment will become increasingly important.

However, the biggest future challenge in the Upper Middle Rhine Valley World Heritage Area will be to protect local inhabitants from railway noise on tracks operated by the West and East Rhine Railways. In spite of a variety of initiatives taken by Rhineland-Palatinate and Hesse as well as by various World Heritage communities and local action groups vis-à-vis the responsible federal government and the German Railways (DB AG), local residents describe the level of noise caused by rail freight traffic in the valley as unbearable. Peaking at sound levels in excess of 100 db(A), damage to people's health cannot be ruled out, and the noise is not only detrimental to living conditions and people's use of their free time, but is also increasingly threatening to undermine the region's reputation as a tourist destination and business location. The noise abatement measures implemented so far by the federal government and German Railways have not yet succeeded in reducing the noise to any noticeable degree. Expanding on a 10-point Quiet Rhine Valley (Leises Rheintal) noise abatement programme, adopted on 25 February 2012 by the federal states of Rhineland-Palatinate and Hesse, politicians, administrative officials, businesses and the general public are demanding that all freight wagons be refitted with composite brakes, calling for innovative, fixed noise abatement measures and pushing for route prices to depend on the noise generated along the stretches of track in question. The state governments of Rhineland-Palatinate and Hesse are pressing hard for a ban on noisy freight trains in the Middle Rhine Valley by 2020. Early in December 2012, all aspects of the Quiet Rhine Valley 10-point programme were reiterated in another joint resolution adopted by Hesse and Rhineland-Palatinate and local action groups when the Middle Rhine Valley project advisory committee was set up under the auspices of the German Federal Ministry of Transport. Since the capacity utilisation of the railway lines through the Middle Rhine Valley is increasingly reaching its limits, both states have also made a strong case for a new freight route to be incorporated into the Federal Transport Infrastructure Plan (BVWP) whilst at the same time advocating the transfer of freight traffic to other routes within or outside Germany and to waterways.

In parallel with these medium to long-term approaches, measures like imposing speed limits on freight trains passing through residential areas and constraints on the number of trains deployed could effectively provide short-term relief from noise and vibrations.

Another future challenge will be the establishment of mobility infrastructure that is efficient and sustainable as well as affordable. The traffic situation in the Upper Middle Rhine Valley needs to be improved. Furthermore, the River Rhine constitutes a natural barrier to both public and private transport. Six ferry services along the stretch of the river between Bingen am Rhein or Rudesheim am Rhein and Koblenz provide traditional bank-to-bank crossings, and a trial extension of these ferry services was ongoing at the time of writing. However, even such more extensive ferry services are considered insufficient by many of the actors in the World Heritage Area. Businesses in particular, like many municipalities, deem the construction of a bridge across the Rhine by St Goar/St Goarshausen absolutely essential for improving the region's transport infrastructure. By contrast, in the May 2011 coalition agreement the government of Rhineland-Palatinate stipulated for the current legislature, ending in 2016, that the plans to build a new bridge across the Middle Rhine Valley would not be pursued any further. However, in addition to this question about how to enhance the existing Rhine crossings in the long run, innovative, economically viable short and medium-term traffic concepts will also need to be developed for the Upper Middle Rhine Valley.

A second important factor will be the ongoing improvement of the safety and quality both of cycle paths and in the day-to-day lives of citizens living within the World Heritage Area and efforts to make the most of tourism. After all, any modern transport infrastructure requires efficient data networks as a basic precondition for modern digital communication. Indeed, rapid access to the Internet is a fundamental prerequisite for economic development, e-government, stronger public participation and the more forceful promotion of media-related competence in schools.

In those areas suffering most from demographic changes, the availability of swift Web-based services and assistance could also open up opportunities in the medical and care sectors. Consequently, in future effective virtual mobility will play a key role in clinching a successful future for the Upper Middle Rhine Valley World Heritage Area.

A third major challenge for the future will entail protecting and developing the cultural landscape and conserving its building culture in the long run, in keeping with the area's World Heritage status. The Upper Middle Rhine Valley's wide range of cultural heritage is its prime asset. Its unique nature and landscape, historical town and village centres, traditional building style, forts and castles, long-established traditions of viticulture and fruit-growing and its living culture and identity constitute the exceptional potential of the World Heritage Area, whilst at the same time serving as a basis for developing tourism and recreational activities, expressing its image and identity, determining the location's attractiveness and, in part, the quality of life of the people who live there. The remit to protect and at the same time develop the future cultural landscape also has to take account of present-day needs (e.g. residents' desire to build homes of their own design, follow individual lifestyles or rise to the challenges of the energy revolution). More than in the past, the complex links and interplay of forces when developing cultural landscapes require participative ideas and the implementation of comprehensive, integrative, multidisciplinary approaches that are viable, affordable and accepted by residents in the World Heritage Area.

The future challenges are summed up in table format in the following table:

**Table 2:
Future challenges for the Upper Middle Rhine Valley World Heritage Area**

Future challenges

Spatial structure and legal framework

- Utilise and optimise existing legal stipulations regarding World Heritage protection
- Consolidate the attachment and commitment to the protection of World Heritage
- Test formal cooperation and step up informal cooperation
- Encourage the usual decision-makers to delegate responsibilities
- Make sure that the administrative outer limits of the World Heritage Area are taken into account in Rhineland-Palatinate's regional and administrative reform (especially the redrawing of district boundaries)

Demographic development

- Raise awareness of the facts and inform people about demographic changes (ageing, the structure of the population)
- Reflect on the consequences of demographic changes with a view to identifying suitable measures to implement
- Fully exploit the opportunities presented by demographic changes in all domains of commercial activity and private life and thereby actively shape their consequences

Settlement structure and the provision of public services

- Adopt a holistic approach aimed at securing services of general interest that both define minimum requirements for such essential amenities and stipulate the acceptable accessibility and capacity of the establishments providing them
- Find doctors, especially general practitioners, to take over any vacant practices in rural and structurally weak areas and secure the supply of skilled health workers
- Devise consumer-oriented supply structures in conjunction with commercial companies and users and develop integrated concepts for the retail sector
- Develop comprehensive, far-sighted approaches and individual spatially adapted procedures for dealing respectfully with undeveloped land, wasteland and vacant properties, not only with a view to saving resources and recycling available spaces, but also paying particular attention to the interests of urban development, building culture, business and tourism
- Systematically keep track of and assess potential settlement areas and devise and implement suitable action plans and measures
- Prioritise both urban development, to make town and village centres in World Heritage communities more attractive, and regional land management

Building culture

- Ensure and continue to cultivate a settlement structure that is compatible with the valley's World Heritage status whilst also conserving and carefully developing the region's typical townscapes and local character
- Revitalise town and village centres and develop high-quality housing, commercial premises and living environments
- Adapt old buildings to modern requirements, taking account of protective requirements whenever cultural monuments are involved
- Tailor building culture to the energy revolution and noise abatement requirements
- Monitor the Building Culture Initiative and continue the debate about quality
- Step up the dissemination of information about building culture, intensify public relations work and networking

Economic structure and the labour market

- Preserve existing sectors of activity, businesses and jobs, network companies and open up new domains of cooperation
- Continue to develop the tourism sector
- Create a profile of the area for businesses (excluding those involved in tourism) and approach new sectors compatible with the valley's World Heritage status
- Adopt basic labour market policy measures and stimulate business activity
- Include economic considerations in any planned actions and involve companies more closely in the work done by the Upper Middle Rhine Valley World Heritage Association
- Make use of the World Heritage logo for companies outside the tourism sector

Future challenges

Tourism

- Show off the unique cultural landscape of the valley's World Heritage Sites to its best advantage and showcase it for tourism
- Continue to improve the quality of services, foster the appropriate mindset and boost customer satisfaction in all domains
- Extend the tourist season
- Create facilities for the disabled and improve signage, e. g. in railway stations
- Get to grips with structural changes affecting the hotel and restaurant sector
- Optimise channels of information and communication in the tourism sector
- Represent and market the Upper Middle Rhine Valley World Heritage Area as a tourist destination in a consistent manner, both to locals and outsiders, including via social media
- Clarify the interfaces between various organisations involved in tourism in the World Heritage Area
- Initiate fresh forms of cooperation between tourism and other economic sectors, culture professionals, etc.
- Incorporate companies outside the tourism sector, too, into ongoing efforts to market tourism and World Heritage, and continue to develop image and location-based marketing
- Raise public awareness to the potential of tourism (e. g. the pride factor, authenticity, hospitality)
- Bear in mind that in future local authorities cannot be expected to be the prime movers in maintaining and creating the necessary infrastructure for tourism
- Accept that private actors and committed volunteers will have to be involved to a greater extent

Agriculture, forestry, viticulture and fruit-growing

- Maintain the region's viticulture, especially on the steep upper slopes of the valley, to maintain the historically evolved charm of the cultural landscape
- Ensure that the long-term structures of vineyards and operational frameworks are suitable for vintners; prevent uncontrolled vineyard closures
- Check the environmental compatibility of alternative uses of abandoned vineyards and incorporate them into global development plans
- Promote tighter networking between producers and sales markets
- Market regional produce more effectively to day trippers and overnight visitors (World Heritage Hosts, small shops selling local produce) and develop a specialty brand
- Commercially re-exploit uncultivated areas of privately owned forest
- Make use of anticipated climate change as an opportunity to learn about forest development strategies

Mobility

- Implement effective noise abatement measures in the Middle Rhine Valley within the near future
- Monitor medium to long-term noise protection measures in the Middle Rhine Valley (e. g. seek an alternative route for rail freight traffic)
- Form a united front and persistently lobby the federal government and German Railways to implement noise protection measures in the Middle Rhine Valley
- Promote innovative transport systems, ensuring that public services meet local requirements and are economically viable
- Continue to make substantial improvements to cycle paths by closing any gaps in the infrastructure and adopting traffic safety measures to pave the way for the development of tourism and the encouragement of cycling as a daily mode of transport
- Organise stationary traffic and optimise the parking situation (including for camper vans)
- In the medium term identify the best way of crossing the Rhine (ferry, bridge, tunnel, etc.) for users of all transport users (drivers, lorry drivers, cyclists, pedestrians) and the purposes of Rhine crossings, taking account in particular of the associated costs, landscape integrity with respect to the area's World Heritage and nature conservation
- Boost the efficiency of broadband coverage where necessary

Future challenges

Renewable energies

- Preferably adopt a comprehensive concept setting uniform benchmarks and criteria for the use of renewable energies
- Ensure that the potential exploitation of wind energy is compatible with World Heritage requirements (e.g. by conducting sightline studies)
- Exploit rooftops outside protected historical town and village centres for solar energy whilst respecting any World Heritage requirements
- Encourage energy-efficient construction and improve the energy efficiency of existing buildings, taking account of building culture and monument protection requirements
- Optimise the potential of hydroelectric power
- Heighten people's awareness of the need to save energy

Nature

- Adapt viticulture and agriculture to climate change
- Raise awareness of the need to treat soil, that non-reproducible resource, with respect
- Implement flood protection measures whilst taking of the need to improve tourists' appreciation of the area and enhance visitors' impression of the River Rhine
- Upgrade sewage plants to modern-day standards, allocating exposed sites to leisure activities and tourism, in a bid to make the Rhine more immediately experienceable
- Launch timely coordination efforts when planning to exploit natural resources

Cultural landscape

- Maintain and continue to develop the cultural landscape in a sustained effort to live up to the area's World Heritage status (e.g. maintaining vineyards)
- Disseminate information about the need to protect World Heritage and about its different forms to a wider audience
- Maintain and continue to develop historical buildings and cultural monuments (reduce the renovation backlog)
- Build up a cultural landscape information system, harmonising existing approaches

Regional identity and cooperation

- Raise awareness, especially amongst younger people, of what makes the World Heritage in the Upper Middle Rhine Valley so special
- Bolster the local affinities of the inhabitants of the World Heritage Area as well as companies' local attachment with a view to consolidating their understanding of what World Heritage means
- Network the respective actors and coordinate joint actions, conveying a uniform regional identity
- Impose an endogenous, independent form of development that draws on the potential, strengths and own momentum of the World Heritage Area
- Initiate regional supply chains, especially with a view to marketing local produce

Promotional measures

- Enhance the effects of public-sector support by enhancing the coordination of concepts, projects and measures
- Underpin the sense of common purpose, consolidate the feelings of responsibility of World Heritage communities and foster the commitment of volunteers, above all by implementing smaller-scale plans
- Raise more private funding and step up sponsoring and fundraising activities
- Develop a new funding concept for the Upper Middle Rhine Valley World Heritage Association

Source: Own presentation, Mainz 2012

3. VISIONS FOR THE FUTURE OF WORLD HERITAGE IN THE UPPER MIDDLE RHINE VALLEY IN 2015, 2030 AND 2050



In the context of the Master Plan, visions should be regarded as ideas for potential future perspectives or desired outcomes. They are necessarily abstract and cover a number of domains.

The 10 visions for the Upper Middle Rhine Valley World Heritage Area follow from the strengths and weaknesses set out in section I 2.6) and the future challenges identified in section I 2.7). At the same time, they stem from the overview provided by the spatial analysis (section II A), thematic workshops (section II B) and the evaluation carried out during the conference on the future (section II B).

Tips for practical measures based on ideas arising from the thematic workshops are given for these visions below.

3.1 More peace and quiet in the Upper Middle Rhine Valley World Heritage Area

For many years now the Upper Middle Rhine Valley World Heritage Area has suffered from railway noise, especially due to freight traffic. Inside the World Heritage Area noise levels are exceeded to an extent deemed unacceptable by the World Health Organisation and experts. Today, the perceived quality of life, work and tourists' experiences is already being seriously affected, as is people's enjoyment of the valley's unique cultural landscape. The forecast continued increase in traffic could result in substantial limitations being imposed on living conditions in the World Heritage Area. Noise is a major cause of the impending downward spiral caused by migration away from the area, properties being left vacant and insufficient investment.

If the Upper Middle Rhine Valley World Heritage Area is to remain attractive to locals, visitors, businesses and investors in the future and be regarded as a good, agreeable place to live, the World Heritage Area needs more peace and quiet.

The German Railways' Noise Abatement Pact 1 has to be followed up by more innovative measures designed to curb noise pollution in the World Heritage Area. Meanwhile, in the short and medium term, freight wagons need to be fitted with more environmentally friendly brakes. Together with local action groups the federal states of Rhineland-Palatinate and Hesse have initiated various activities designed to attain this objective. The prerequisites for long-term success are the adoption of a uniform position by both federal states in tune with regional and local initiatives based on the (10-point) Quiet Rhine Valley noise abatement programme (for details see section II A 8.8.2), which was reiterated in another joint resolution adopted by Hesse and Rhineland-Palatinate and local action groups when the Middle Rhine Valley project advisory committee was set up under the auspices of the German Federal Ministry of Transport at the beginning of December 2012 and continuing to insistently lobby the German federal government and German Railways.

[For references to the spatial analysis, see section II A 8. The ideas arising from the workshop on mobility are presented in sections II B 3.2.2. and 4.1 and in section II C 2.]

3.2 Forward-looking, efficient, sustainable and affordable mobility

Many businesses, communities and inhabitants are dissatisfied with the infrastructure for mobility in the Upper Middle Rhine Valley World Heritage Area. A majority of the participants in the process of drawing up the Master Plan for the World Heritage Area also see the need for a Rhine crossing by St Goar/St Goarshausen to provide a permanent link between both banks of the river irrespective of the time of day or tidal conditions or water levels. Above all, people are clamouring for a better, low-cost way of crossing the river 24 hours a day. In Rhineland-Palatinate's 2011 coalition agreement it was decided not to pursue the plans to build a bridge across the river in the Middle Rhine Valley any further. Instead, an extended ferry service is being implemented on a trial basis until 2016. However, the decision to desist from constructing a bridge over the Middle Rhine Valley during the present legislative period is not meant to halt efforts to improve the transport infrastructure in the Middle Rhine Valley. In addition, there are plans to improve public transport, in particular by stepping up east-west services, amongst other things to link places on the upper slopes of the valley to railway services in the valley below, to arrange through fares covering services provided by all operators, including ferry crossings, and to arrange more frequent services outside the school run to meet other consumers' needs.

The availability of an efficient high-speed broadband network affording access to modern communication highways is particularly important to youngsters and young adults as well as to businesses. If the valley's profile as a favourable location is to be boosted, the Upper Middle Rhine Valley World Heritage Area needs a mobility infrastructure that is not only forward-looking, but also efficient, sustainable and affordable.

The challenges of creating and making the best use of transport infrastructure are extremely cost-intensive and often require long-term commitment. What is more, they are subject to different authorities. Consequently, in the Upper Middle Rhine Valley World Heritage Area, where administrative competencies are highly fragmented, it will first be necessary to discuss the quality standards to be met by future transport infrastructure. The respective district authorities in particular, as the bodies responsible for public transport along with actual service providers and local rail passenger associations, will have to find innovative transitional solutions at the boundaries between neighbouring transport systems and develop them into joint services tailored to users' mobility requirements. Local authorities will also be key players in establishing high-performance broadband connections.

[For references to the spatial analysis, see section II A 8. The ideas arising from the workshop on mobility are presented in sections II B 3.2.2 and 4.2 and in section II C 2.]



3.3 The protection and development of the cultural landscape and perpetuation of its building culture

The valley's unique cultural landscape, with its natural physical beauty and cultural legacy in the form of forts, castles, churches, the Loreley, historical town and village centres, plus the many surviving dry stone walls amongst the vineyards and steep, terraced upper slopes of the valley make the Upper Middle Rhine Valley World Heritage Area not only a desirable place in which to live, work and indulge in leisure pursuits, but also a magnet for international tourists. The region's long-standing tradition of conserving architectural heritage is kept alive not only by the national heritage authorities, which continuously monitor Germany's cultural heritage and monuments, but also by the Building Culture Initiative, through the guidelines it issues, the events, competitions and special visits and viewings it organises.

The Upper Middle Rhine Valley's UNESCO World Heritage status obliges it to protect its cultural landscape, carefully nurture its development and look after its building culture.

Now and then, World-Heritage-related interests clash with others associated with the structural development of space within the Upper Middle Rhine Valley. Major sticking points here include the construction of personalised modern homes, calls for available spaces to be used for residential, commercial or tourism-related purposes and sites required for technical public utilities and waste disposal services. Such conflicts of interest cannot be totally ruled out in the future, and it is essential that stakeholders negotiate sustainable compromises. On the one hand, enduring World Heritage must not exclude modernity or shut out trends; on the other hand political decision-makers, leading officials and administrators, businesses and residents within the World Heritage Area must be made more aware of the need to seek appropriate solutions together in future.



To this end, both the short-term efforts made by local authorities in particular as multipliers, to inform people and raise their awareness of the value of World Heritage, and the medium and long-term efforts to sensitise children and youngsters as future generations of decision-makers need to be intensified.

[For references to the spatial analysis, see sections II A 4, 10 and 11 in particular. The ideas arising from the workshop on culture, landscape, building, tourism, history and more are presented in sections II B 3.2.5. and 4.3 and in section II C 5.]

3.4 Forward-looking communities that are attractive and offer a high quality of life

Demographic changes, namely the dwindling, ageing population, and changes in the structure of the economy, especially in the tourism sector, are already clearly leaving their mark on the Upper Middle Rhine Valley World Heritage Area. Today already, harsh reality is already catching up with some parts of the Upper Middle Rhine Valley World Heritage Area, as reflected by job losses, the area's fading appeal as a place to live, business closures, the exodus of young people in particular from structurally weak World Heritage communities, the high proportion of commuters, an elderly population, the lack of newcomers moving into the area despite extensive potential for the development of homes and commercial premises and the gradual decline of public and private services. Current forecasts on socioeconomic changes show that these trends are likely to be exacerbated in future, exerting a structural impact on all areas of life and business as well as on the cultural landscape. These hard-hitting processes of change, combined with the ever diminishing resources available to national and local authorities will leave all those involved struggling to maintain services of general interest and organise the sustainable development of settlements.

In this respect, the processes of demographic and economic change in the Upper Middle Rhine Valley World Heritage Area should be seen as both a challenge and an opportunity for the region to equip itself for the future by offering its inhabitants, businesses and visitors a high quality of life and a very positive experience as well as by making itself attractive to investors.



Decision-makers in the World Heritage communities thus find themselves facing a series of challenges that can only be approached from a regional perspective, provided that all the actors are prepared to engage in an open, constructive discussion about the development of the World Heritage Area, not to lose sight of the 'big picture', to extend their thinking beyond borders, identify fresh opportunities and, when resources are in scant supply, display great commitment, cooperate to a substantial degree and make the most of volunteers' contributions. If a global strategic approach is adopted for the entire World Heritage Area, the specific nature of problems and task structures will make it possible to develop appropriate individually tailored solutions. In this connection, standards like those governing the guaranteed fulfilment of existential needs to create equal living conditions whilst drawing on tighter cooperation and technically innovative solutions will have to be discussed. One key challenge entails continuing to make public utilities and waste disposal services accessible, sustainable and affordable. Settlement development will also play a key role in exhausting the full potential of town and village centres and avoiding the further development of open spaces.

[For references to the spatial analysis, see section II A 2, 3 and 5. The ideas arising from the workshop on community development are presented in sections II B 3.2.4. and 4.4 and in section II C 4.]

3.5 An attractive location for businesses and jobs

Positive, sustainable economic growth constitutes the cornerstone of regional development.

For the most part, the economy in the Upper Middle Rhine Valley World Heritage Area is highly fragmented. There are a few larger companies, employers and economic centres, mainly in Koblenz, Bingen am Rhein, Boppard, Lahnstein and Wiebelsheim, but the World Heritage Area is characterised first and foremost by small and medium-sized enterprises active in the craft, trading and service sectors. Tourism is a key economic activity. Entrepreneurs in the World Heritage Area describe their employees as down-to-earth, hard-working, flexible and dependable. At the time of writing there was a lack of trainees in smaller craft workshops and in the hotel and restaurant trade as well as a shortage of skilled workers. Larger companies are able to pay higher-than-average wages and therefore make attractive employers.

Over the past 10 years numerous businesses, especially in the hotel and restaurant sector, have closed down. Others have failed to keep pace with modern trends. Operators in the craft sector find themselves ever further removed from sales markets. Moreover, many sectors are dogged by problems of succession. Most business developments are concentrated on the upper parts of the valley that have easy motorway access and in locations offering ample room for expansion. At the same time, within the World Heritage Area there are many potential commercial sites, especially in marginal locations, but hardly any takers.

Many inhabitants of the World Heritage Area work outside it, are highly mobile and commute to nearby regional centres like Koblenz, Mainz and Wiesbaden or to the Rhine-Main or Cologne-Bonn Metropolitan Regions.

As a cultural landscape, the Upper Middle Rhine Valley World Heritage Area is also a place where people work and engage in economic activities. The only way to retain – and bolster – its importance in the medium to long term is if it is also an attractive location both for companies and workers, especially young people.

For some time now the business development authorities have been offering comprehensive programmes designed to help companies develop. Flanking such general measures are special forms of support for the accommodation sector. However, there is no special strategy for exploiting the potential of World Heritage for sectors outside the tourist industry.

Consequently, bearing in mind the role played by the economy in regional development, one key future objective should be to forge stronger links between the protection and development of World Heritage and the stabilisation and development of businesses and jobs within the World Heritage Area. For instance, businesses in the World Heritage Area may find it beneficial to use the Upper Middle Rhine Valley World Heritage Area brand in dealings with their customers or staff and for marketing purposes. Furthermore, there is felt to be a need for more extensive networking and closer cooperation between business backers and between commercial enterprises in the World Heritage Area, so that similar problems like the investment bottleneck, the difficulties in recruiting junior staff, the shortage of skilled workers and managers, the problem of finding successors for established businesses, market positioning, projects, and so on can in future increasingly be tackled via a joint approach. In this connection, regional business innovation councils could play an exemplary role.

Consideration should be given to involving business representatives in the Upper Middle Rhine Valley World Heritage Association with a view to multiplying the contacts between the corporate world and the people responsible for the region's World Heritage.

[For references to the spatial analysis, see sections II A 5 and 6. The ideas arising from the workshop on business are presented in sections II B 3.2.3. and 4.5 and in section II C 3.]

3.6 Nature and culture-oriented tourism with a regional profile and regional delicacies

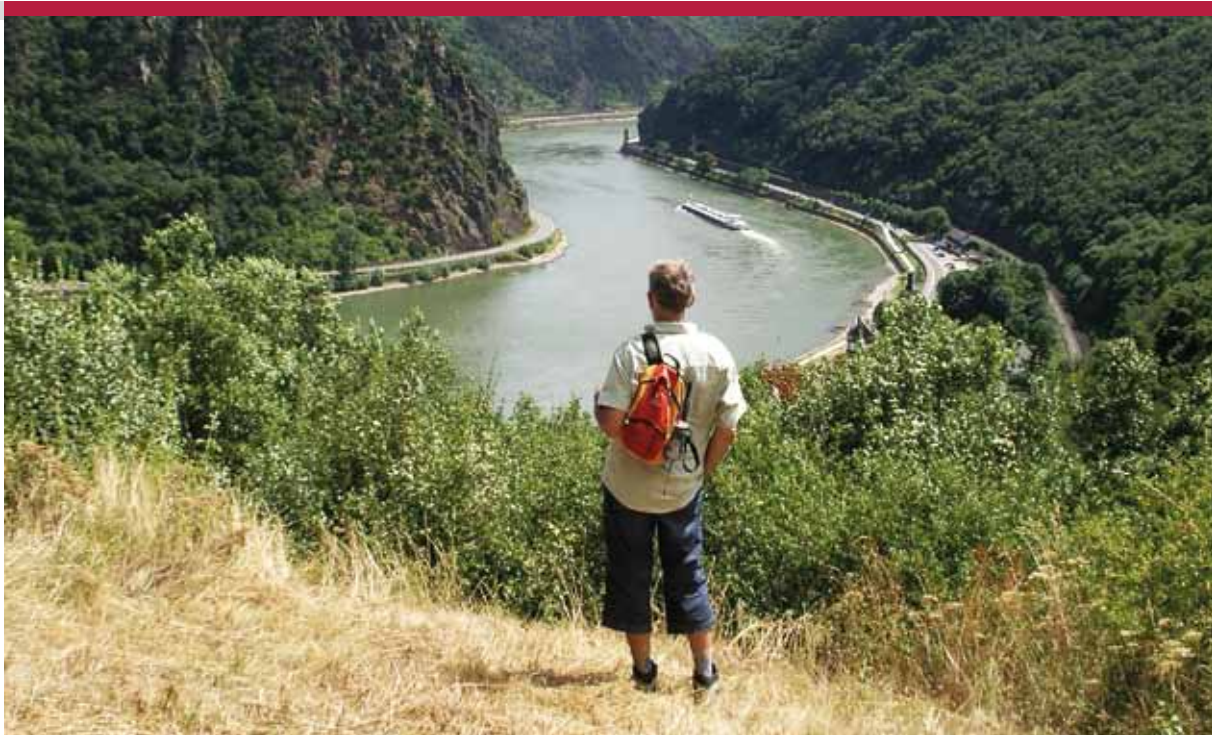
Tourism is a characteristic feature of the Upper Middle Rhine Valley World Heritage Area cultural landscape, as well its main image bearer and marketing vehicle. At the same time, visits by overnight guests and day trippers constitute an economic mainstay of the World Heritage Area. There is thought to be major growth and transformative potential for World Heritage in the development of higher-end tourism.

The tourism sector has long been anchored in World Heritage and can be described as stable, despite waning capacity and a dwindling demand. Compared with the boom back in the 1950s and 1960s, which tended to be dominated by mass tourism and excursion traffic, today the Upper Middle Rhine Valley is focussing more and more on low-impact experiences involving nature, the landscape and historical places, physical activities like hiking and cycling, and the conscious savouring of regional specialities from chefs' kitchens and wine cellars in hotels and restaurants.

The unique landscape of the Upper Middle Rhine Valley, the diversity of its cultural heritage and the region's inhabitants are its prime assets, which also influence the development of tourism there. Accordingly, these strengths should be consolidated, not undermined by factors like railway noise. Likewise, when responding to the energy revolution, efforts need to be made to ensure that the potential exploitation of wind energy is compatible with World Heritage requirements. These efforts must also take account of other interests, like ensuring that tourists' views of major landmarks are not spoiled and that the nature of the landscape is not visibly altered.

Tourism is a challenge of which everyone should be mindful. Its success hinges not merely on tour operators, hoteliers and restaurateurs, but also on anyone providing services associated with tourism, makers of regional produce, features of the cultural and physical landscape, the range of leisure pursuits and cultural activities on offer, the development-related proposals made by local authorities and last, but not least, demand. Consequently, one key challenge for the future development of tourism in the Upper Middle Rhine Valley World Heritage Area will entail creating a more tightly meshed network of the various actors e. g. between tour operators and vintners or culture professionals and recreational facilities.

Many tourist facilities are suffering both from a dip in quality and a serious investment bottleneck, so redressing this situation must be the top priority for future actions. The objective of enhancing the quality of tourism on offer, based on the region's identity and authenticity, is anchored in Rhineland-Palatinate's 2015 Tourism Strategy – which sets guidelines and presents a basic concept for future actions – and will continue to apply in the future in the Upper Middle Rhine Valley World Heritage Area (see www.mwkel.rlp.de/File/Tourismusstrategie-2015-pdf, available in German only). The 2015 Tourism Strategy focusses on Rhineland-Palatinate's most promising domains: hiking, cycle tours, wine and the viticultural landscape, and health tourism. In all these domains, regional identity, culture and nature are key to boosting the region's profile and making the most of what it has to offer. Improving and guaranteeing quality are also strategic lynchpins of Hesse's tourism policy action programme.



Romantischer Rhein tourism GmbH is the company responsible for marketing the river between Bingen am Rhein/Rüdesheim am Rhein and the border of Rhineland-Palatinate. In May 2011, together with numerous other players, it drew up action guidelines for the Romantic Rhine holiday region, formulating a mission statement for tourism and identifying the main priority areas (see www.romantischer-rhein.de, available in German only).

As in Rhineland-Palatinate's 2015 Tourism Strategy, the key objectives include concentrating on the most promising tourist activities, achieving growth in overseas markets, assuring and enhancing the quality of the products and services offered to tourists, tying these products and services more closely together with cultural activities and stretching the tourist season.

Independently of this, in future special importance will be attached to upgrading the Loreley site to make it a more rewarding, authentic experience.

The 'high-end holiday' ethic firmly anchored in the tourism strategies of both Rhineland-Palatinate and Hesse, expressly includes facilities for the disabled or mobility-impaired.

Another key issue is the closer incorporation of regionality and culture into all tourism-related issues. Prerequisites for this are closer cooperation in all domains, particularly with a view to forming a determined, coherent front vis-à-vis the outside world with respect to World Heritage in the Upper Middle Rhine Valley, and a consistent communication and marketing approach.

[For references to the spatial analysis, see section II A 6. The ideas arising from the workshop on business are presented in sections II B 3.2.1., 3.2.6. and 4.10 and in sections II C 1 and 6.]

3.7 Making the region attractive to young people

Like other regions in Rhineland-Palatinate and Hesse, the World Heritage Area is subject to demographic changes. The population is in decline, its inhabitants are living longer, people moving away from the area are no longer being replaced by others coming into it, and the proportion of young people is dropping. Children and youngsters constitute an important potential driving force for communities' and regions' future development and capacity for innovation. After all, today's young people are the next generation. With this in mind it is important to take steps early on to ensure that they enjoy living and working in the Upper Middle Rhine Valley World Heritage Area and are content to do so, thus precluding any strenuous and costly attempts to catch up at a later stage.

However, an Upper Middle Rhine Valley World Heritage Area full of young 'World Heritage citizens' with strong local affinities can only develop successfully if greater efforts are already taken today to the needs of children and young people, if they are given opportunities to become involved and have a say in shaping the place where they live, and if the World Heritage there is attractively presented in a manner fit for the next generation.



Uwe and his friends Ben, Wilhelmine and Günther in the World Heritage Upper Middle Rhine Valley, by Michael Apitz.

In the workshops, young people showed leading policymakers and administrators from the World Heritage communities how they view World Heritage. Many children and youngsters are fond of living in the unique cultural landscape and have roots here via their families and friends. Yet at the same time they complain about the lack of public transport and criticise the substandard quality of current Internet connections. These young citizens of the World Heritage Area know what World Heritage is all about. They are also open-minded, curious to learn more about the landscape, the region's cultural heritage and building culture, traditional forms of land management, and so on, and keen to take part in debates about ongoing plans.

In addition, they are willing to commit actively to the region's World Heritage. In return, decision-makers owe it to young people to take their needs seriously. In this respect, politicians and local officials need to offer young people specific opportunities to become involved in the protection and development of World Heritage in the Upper Middle Rhine Valley, beyond school-based initiatives, so that the youngsters feel truly involved and see their input reflected in how their communities and region actually develop. These young World Heritage citizens can also help to make the World Heritage Area more appealing to young visitors and their families as a destination for day trips or holidays. Consequently, efforts will be made to set up a model project pinpointing those topical areas and structures in which the younger inhabitants of the World Heritage Area can more clearly specify what is important to them.

[References can be found in numerous sections of the spatial analysis, especially in sections II A 2 and 12. The topic was explored in particular in the workshops on business, energy and regional identity, the results of which are set out in sections II B 3.2.3, 3.2.6 and 4.7. The ideas arising from a school project, presented by the young citizens of the World Heritage Area at the conference on the future, are showcased in section II B 3.3.]

3.8 A sense of identity and responsibility for the Upper Middle Rhine Valley World Heritage Area

World Heritage is the main binding element in the Upper Middle Rhine Valley, forming the basis of many different kinds of joint activities and the region's coherent presentation to the outside world. The World Heritage logo sets a visible framework for this, symbolising a common bond, a shared identity and cooperation in the World Heritage Area. Whereas the manner in which the World Heritage in the Upper Middle Rhine Valley is presented to the outside world wins over experts, day trippers and tourists, an inward-looking, uniform self-image and resolute sense of common purpose is not yet recognisable in all domains amongst the inhabitants of the World Heritage Area. The existing administrative structures, the barrier effects of the River Rhine, differences between the situation for people living on the slopes of the valley and on the valley floor, and still insufficient knowledge about the full significance of World Heritage have all hampered the establishment of a congruent regional awareness of its meaning.

In future, instilling a greater sense of identity and responsibility in the policymakers and officials, businesses and social actors in charge of World-Heritage-related issues will become increasingly important if local inhabitants are to be induced to feel prouder and more closely tied to the World Heritage Sites on their doorstep, as will eliminating any deficiencies in information, communication and cooperation.

Regional awareness and a sense of identity and common purpose can only come into being endogenously, from within the region, born of their own momentum, if they are to have a lasting impact. This is the only way of truly implementing a regional identity that is accepted as authentic by and attracts not only locals, but also visitors to the area. Work done by volunteers plays a key role in establishing such regional awareness.



The World Heritage Rose evocatively named "Zauber der Loreley" (Loreley Magic).

The extensive participation in the workshops and at the conference on the future in the process of drawing up the Master Plan is a clear indication of a firm and widespread desire to pursue the development of the region's identity. Achieving an autonomous, endogenous improvement, drawing on the region's potential, strengths and own momentum will constitute a central challenge for the Upper Middle Rhine Valley World Heritage Area. Making people – especially young people – more aware of what makes the Upper Middle Rhine Valley so unique, building up a shared World Heritage consciousness, more efficiently interlinking the various actors and coordinating joint actions are all approaches that should ultimately heighten a uniform profile of the region's World Heritage Sites, tourism, business and quality of life. One way of boosting people's motivation might entail regularly awarding prizes or titles to individuals, associations, clubs, companies and organisations that play a prominent role in the valley's development. Another might be to stage appropriate competitions. Producing a World Heritage newspaper for locals and tourists alike could also make an important contribution in this respect.

[For references to the spatial analysis, see section II A 12. The ideas arising from the workshop on regional identity are presented in sections II B 3.2.6. and 4.8 and in section II C 6.]

3.9 Coordinated cooperation, networking and voluntary work

The Upper Middle Rhine Valley World Heritage Area is a homogeneous cultural landscape that is largely heterogeneously structured, both in spatial terms and from the administrative point of view. Despite the legal framework for the protection and development of its World Heritage Sites, the fact that so many distinct authorities and administrative bodies are involved makes it very difficult to coordinate their efforts. Furthermore, unofficial World

Heritage activities in the Upper Middle Rhine Valley are also characterised by a large number of disparate actors and programmes, some of which are insufficiently interlinked. As a result, frequently such activities only achieve very minor results instead of exploiting general effects to the full and enhancing the impact of projects and measures to an extent that could be achieved by coordinating cooperation and pooling financial resources.

Given the dwindling financial leeway open to public authorities, a firmly established regional identity, intensive networking, coordinated cooperation with clear remits and the large-scale involvement of volunteers are especially important if the uniqueness of the Upper Middle Rhine Valley's cultural landscape and the future development of its World Heritage are to be safeguarded.

The government agreement for the Upper Middle Rhine Valley World Heritage Area stipulates that the maintenance and further development of the Upper Middle Rhine Valley is a joint task for Germany's federal states and municipalities. One future challenge will consist of aligning and coordinating the respective duties and responsibilities more efficiently.

This process should also be harnessed to foster close consensus, rigorous self-regulation and commitment among all the actors in the Upper Middle Rhine Valley World Heritage Area and also to promote the dedicated involvement of volunteers. Encouraging widespread participation and drawing up jointly backed solutions for the overall development of World Heritage in the Upper Middle Rhine Valley could lead to the successful implementation of projects and measures and consolidate voluntary commitment to the World Heritage cause. In future, to optimise the image, profile and effective marketing of World Heritage in the Upper Middle Rhine Valley, cultural, recreational and tourist products and services supplied by different providers are to be more tightly interlinked. At the same time, measures could be taken to more systematically exploit the advantages for the region's economy of cooperation between different sectors of activity, such as the hotel trade and restaurants, retailers and the services sector, on the one hand, and craftsmen, farmers and vintners on the other under the logo of the Upper Middle Rhine Valley.

Building on the visions set out in the Master Plan, in future the federal states, municipalities and all other actors will be enjoined to plan forward-looking projects and measures designed to maintain and develop the World Heritage Sites in the Upper Middle Rhine Valley. To this end, the current structuring of tasks, organisation, funding and subsidies needs to be optimised and consolidated by involving new partners and fostering stronger commitment amongst volunteers.

[For references to the spatial analysis, see sections II A 1, 12 and 13. The ideas arising from the workshop on regional identity are presented in sections II B 3.2.6 and 4.9.]

3.10 Tailoring Germany's energy revolution to World Heritage interests

Of the various factors influencing the homogeneous cultural landscape of the World Heritage Site, there are also some that are less compatible with the characteristic townscapes and scenery of the World Heritage communities. However, at the same time, safeguarding these characteristics constitutes a key element in the future development of the World Heritage Area.

For instance, the inhabitants of the World Heritage Area have to be allowed to modernise and improve the energy efficiency of their properties. High-quality modern building techniques can help the Upper Middle Rhine Valley to develop with caution in a manner that is compatible with its World Heritage status. More and more inhabitants of the World Heritage Area are prepared to take up the advice of the Building Culture Initiative and take on this challenge. The guidelines drawn up so far need to attract more attention, and more intensive networking is also essential. Consequently, whilst constructing energy-optimised buildings and ensuring that renovation work is compatible with the region's World Heritage status is important, another decisive challenge will entail integrating more construction companies into the existing network. Consequently, not only architects and other actors in the building trade are to become more closely involved, so too should DIY stores and builder's merchants.

Given the special importance of World Heritage as a key linking element in the Upper Middle Rhine Valley, particular attention also needs to be paid to any expansion of renewable energies. In particular, any technical developments likely to dominate the landscape or spoil views, such as wind farms or large-scale outdoor photovoltaic facilities must be checked for their compatibility with the region's World Heritage status.

This requires a comprehensive overview of the entire World Heritage Area. Consequently, so the approach needed must be agreed with all the World Heritage communities, resulting in a fully integrated concept with a consistent list of criteria, and be applied everywhere in the same way. To this end, in the ongoing process of partially updating Rhineland-Palatinate's regional development programme (LEP IV), the location of wind turbines and outdoor photovoltaic facilities are subject to key stipulations. At the same time, in addition to this either a high level of commitment could be encouraged with regard to specific thematic parts of the three regional plans, or area development plans with similar contents or a joint land development plan for the entire World Heritage Area could be developed. Whatever happens, the prime objective will be to ensure the more widespread use of renewable energies whilst enabling the World Heritage Sites in the Upper Middle Rhine Valley to conserve their wealth of relative unspoilt cultural assets as the individual feature that sets the valley apart from other localities. In this connection, a special effort has to be made to treat elements that characterise the valley's World Heritage with sufficient caution, examples being significant aspects of the landscape (like its trademark steep valley sides), individual buildings and ensembles of buildings (especially hilltop forts and castles), historical town and village centres, vistas and the protection of their immediate surroundings. A report by an expert recommending which vistas or lines of sight are to remain unimpeded should make an important contribution in this context.

UNSECO will be consulted on the findings of that report.

[For references to the spatial analysis, see sections II A 4 and 9. The ideas arising from the workshops on energy and building culture are presented in sections II B 3.2.3., 3.2.5. and 4.11 and in section II C 3.]

4. CONCLUSION



The contents of the Upper Middle Rhine Valley World Heritage Area Master Plan cover more ground, go into greater detail than and thus build on previous plans or programmes for the Upper Middle Rhine Valley.

The plan takes account of developments that have occurred in the past decade, considers current trends, and places them within an overall spatial and thematic context. The interplay between direct and indirect areas of action designed to protect and develop the cultural landscape becomes particularly clear in the sections of the spatial analysis on demographic trends, settlement structure, economic development, developing the energy supply and exploiting future potential and promoting projects and measures in the World Heritage Area.

In addition, the Master Plan provides information about basic tasks, duties, structures and developments in the World Heritage Area and thus serves as a reference work (see Annex II A).

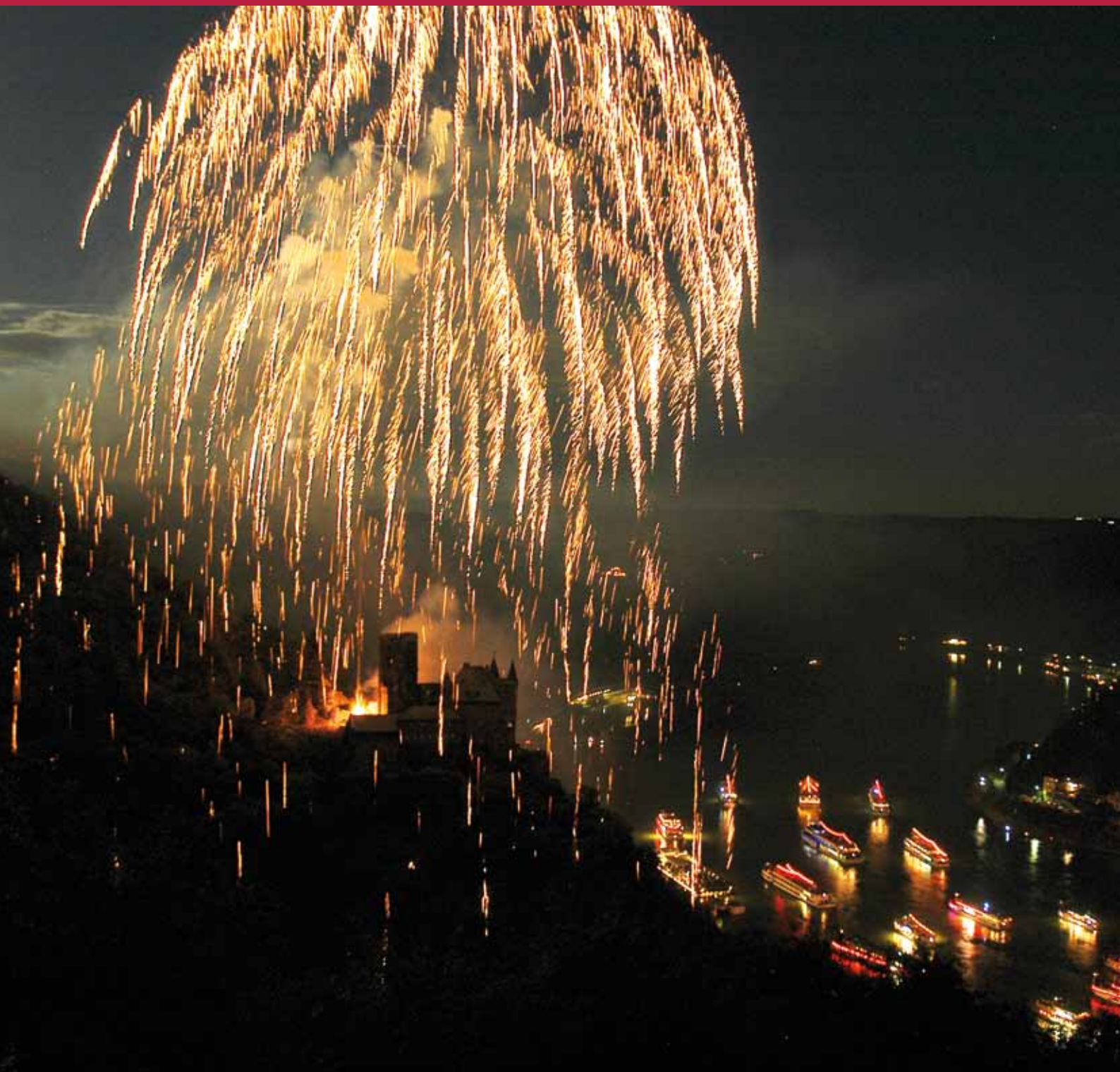
The prime importance of the Master Plan lies in the communicative and participatory process that shaped it, for the methods used to produce it were more expansive and inclusive than most approaches previously deployed within the World Heritage Area. The various events successfully induced a very wide range of interest groups from the political, administrative, economic and social spheres to become actively involved. Special emphasis was placed on participation by young people, who at the workshops and conference on the future put forward the proposals of future generations of World Heritage citizens and brought their needs and youthful ideas to the attention of the established actors.

The six thematic workshops showed which developments, projects and measures are accepted in the World Heritage Area. In particular input from experts, outsiders and people familiar with the region provided the impetus to critically re-evaluate established ideas and work on future prospects on a 'bottom-up' basis. In this respect, the workshops not only served as a factory for ideas, but also made a valuable contribution by providing information, ensuring transparency and forming a consensus about existing activities and between the different actors in the Upper Middle Rhine Valley World Heritage Area.

The main aim of the conference on the future was to pool the results of the individual thematic workshops in a bid to bring together different areas of expertise and competence and overcome organisational and administrative barriers. This approach duly highlighted mutual dependencies and synergies between frequently clashing interests and led to a clearer understanding between different interests in regional development in the World Heritage Area. It also facilitated the forging of new contacts.

The overview of the results of both these core building blocks served as a basis for formulating visions for the future of the Upper Middle Rhine Valley World Heritage Area. These visions were then ranked by the participants at the conference on the future and partially update and improve on the contents of the management plan for the World Heritage Area. They also take up the current action programme of the Upper Middle Rhine Valley World Heritage Association (for details, see section II B 4.12, compared with the management plan and action programme). The deliberately overlapping and abstractly worded visions are accompanied by ideas for projects and measures proposed by the workshop participants, stored in individual pools of ideas and constituting a basis for an implementation concept (see Annex II B).

5. WHERE WE GO FROM HERE



The Upper Middle Rhine Valley World Heritage Area Master Plan was developed on the back of a combined analytical and participatory process. The nature of the Master Plan, the methods applied and its results make it a suitable basis for the medium-term update of the management plan and for the formulation of an integral implementation concept that also contains plans for task allocation, funding and organisation. Furthermore, it is suitable for implementing short-term activities, such as the systematic monitoring of the Upper Middle Rhine Valley World Heritage Area, or immediately tackling specific projects, measures and additional work-related initiatives.

Being the result of a one-year process of investigation, active involvement and planning, the Master Plan should be viewed as a snapshot that produced numerous ideas within a very short space of time and generated greater commitment by existing actors. At the same time, however, the plan generates momentum for a dynamic approach, inviting the continuation of the intensive debate about the future of the World Heritage in the Upper Middle Rhine Valley launched in the spatial analysis, in the workshops and at the conference on the future, and also creating a framework for the implementation of visions that build on existing structures rather than 'reinventing the wheel'.

The respective actors see the Master Plan as a joint commitment to honour the superordinate government agreement regarding World Heritage. They pledge to turn the jointly identified objectives into binding specifications (formal law) and to independently implement appropriate projects and measures.

In short, the following next steps are proposed:

- The existing Master Plan and formulated visions will be fleshed out in further stages into an integrated regional implementation concept for the Upper Middle Rhine Valley World Heritage Area.
- Based on the implementation concept devised for the Master Plan, a broadly based regional debate and participatory process will strive to reach a consensus on short, medium and long-term projects in various domains designed to develop the World Heritage Area.
- In addition to clarifying the organisational aspects and competencies, a medium-term resource plan will be drawn up, based on the implementation concept.
- As with the process used to devise the Master Plan, the drafting of the implementation concept is to be accompanied by a transparently organised communicative and participatory process designed to generate acceptance. To this end, an annual regional conference will be organised.

CONTACT

World Heritage Master Plan

Rhineland-Palatinate Ministry of
Economic Affairs, Climate Protection,
Energy and Regional Planning
Minister Eveline Lemke
Stiftsstraße 9, D-55116 Mainz

Rhineland-Palatinate Ministry of
Economic Affairs, Climate Protection,
Energy and Regional Planning
Supreme Planning Authority
Head of department Martin Orth
Telephone: +49 (0)6131/16 - 58 21
E-mail: martin.orth@mwkel.rlp.de
www.mwkel.rlp.de
www.masterplan-mittelrheintal.de

World Heritage in Rhineland-Palatinate

Rhineland-Palatinate Ministry of
Education, Science, Continuing Education,
and Cultural Affairs
Rhineland-Palatinate World Heritage
Representative
Secretary of State Walter Schumacher
Mittlere Bleiche 61, D-55116 Mainz

Rhineland-Palatinate Ministry of
Education, Science, Continuing Education,
and Cultural Affairs
Rhineland-Palatinate and Hesse
World Heritage Secretariat
Dr Stefanie Hahn
Telephone: +49 (0)6131/16 - 5473
E-mail: stefanie.hahn@mbwwk.rlp.de
www.mbwwk.rlp.de
www.welterbe-rlp.de
www.welterbe-mittelrheintal.de

World Heritage in Hesse

Hesse Ministry for Economic Affairs,
Transport and Regional Development
Hesse World Heritage Representative
Secretary of State Steffen Saebisch
Kaiser-Friedrich-Ring 75, D-65185 Wiesbaden

Hesse Ministry for Economic Affairs,
Transport and Regional Development
Supreme Planning Authority
Dagmar Meinen
Telephone: +49 (0)611/815 - 29 68
E-mail: dagmar.meinen@hmwvl.hessen.de
www.wirtschaft.hessen.de
www.hmwk.hessen.de

Agent of the designated government representative and Project Group for World Heritage in the Upper Middle Rhine Valley

Structural and Approval Directorate North Agent
of the designated government representative for
World Heritage in the Upper Middle Rhine Valley
President Dr Ulrich Kleemann
Stresemannstraße 3 – 5, D-56068 Koblenz

Structural and Approval Directorate North
Upper Middle Rhine Valley World Heritage
Project Group
Sigrid Wirz-Ries
Telephone: +49 (0)261/120 - 2136
E-mail: sigrid.wirz-ries@sgdnord.rlp.de
www.sgd nord.rlp.de/aufgaben/projektgruppe-
welterbe-oberes-mittelrheintal/

Upper Middle Rhine Valley World Heritage Association

Administration Union World Heritage
Upper Middle Rhine Valley
Chairman
Head of District Bertram Fleck
Wellmicher Straße 25, D-56346 St. Goarshausen

Administration Union World Heritage
Upper Middle Rhine Valley
World Heritage Site Manager
Nadya König-Lehrmann
Telephone: +49 (0)6771/599 - 618
E-mail: n.koenig-lehrmann@zv-welterbe.de
www.welterbe-oberes-mittelrheintal.de