

*Webinar:*

**Mega-events in heritage-rich cities:  
From research to principles and policy recommendations**

The webinar will introduce and launch the “**Charter for Mega-events in Heritage-rich Cities**”. During the sessions, leading international experts and policy-makers will discuss the current and future challenges regarding mega-events, heritage and the city.

*Date:* 08.07.2021

*Time:* 11:00-15:30 (CET)

*Registration Link:* <https://www.eventbrite.com/x/157464756325/>

*Contact:* zachary.jones@polimi.it

*Description:*

Mega-events have been changing their relationship with the city, now more commonly using existing infrastructures and facilities. In Europe and other parts of the world, this may put historic city centres and broader heritage assets under stress. **How can cities rich in culture host mega-events without putting their own heritage at risk? How can mega-events become effective ways to promote and protect tangible and intangible heritage?**

The webinar will introduce and launch the “**Charter for Mega-events in Heritage-rich Cities**” that responds to these questions. The Charter derives from the HOME research project that investigated case studies across Europe and involved organizations, experts and professionals in the field.

The **Charter consists of 13 key principles** which represent its core values and are structured within the four themes: context matters, planning legacies, inclusive governance, communities and identities. They are supported by more detailed **guidelines and recommendations** aimed at policymakers, as well as event organisers, heritage officials and the local community. The accompanying **snapshots** section provides concrete examples of each of the 13 principles, presenting the cases in which they were observed.

Local policymakers can refer to the Charter’s recommendations from the initial bidding stages and throughout the planning of the event and its legacy. More broadly, the Charter can be useful for organising other large cultural events, festivals, and sport mega-events that interact with cities’ tangible and intangible heritage.

During the webinar sessions, **leading international experts and policy-makers will discuss the Charter and engage with current and future challenges regarding mega-events, heritage and the city.**

*The webinar is part of the JPI Cultural Heritage funded project:*

HOMEE: Heritage Opportunities/threats within Mega-Events in Europe

*More information:*

<https://mck.krakow.pl/https-mck-krakow-pl-homee-about-the-project>

<http://www.tau-lab.polimi.it/research/homee/>