BLACKBIRD FOR TRAINING

Certified Urban Heritage Professional Training Program

8 – 12 March 2027
Vienna (Austria)



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Why This Course

Urban heritage is a vital part of a city's identity, memory, culture, and long-term value. As cities continue to grow and modernize, professionals need the ability to protect historic places while also supporting sustainable development, community needs, and responsible urban transformation.

This intensive 1-week Urban Heritage Management Training program equips urban planners, heritage professionals, and related practitioners with practical knowledge and tools for managing and preserving heritage within modern city planning. The course covers heritage assessment, documentation, conservation planning, adaptive reuse, legal frameworks, policy requirements, stakeholder engagement, heritage tourism, and innovative technologies. Through case studies and practical exercises, participants will learn how to balance development priorities with cultural preservation and sustainable urban growth.

What You'll Learn and Practice

By joining this program, you will:

- Understand the meaning, significance, and value of urban heritage.
- Identify current challenges in urban heritage preservation.
- Apply international charters, guidelines, and conservation principles.
- Assess and document urban heritage sites effectively.
- Identify heritage values and create structured heritage inventories.
- Use digital tools and technologies for heritage documentation.
- Develop conservation management plans for urban heritage areas.
- Apply adaptive reuse strategies for historic buildings.
- Integrate heritage conservation into urban master plans.
- Implement sustainable conservation practices in urban environments.
- Understand legal, policy, and heritage impact assessment requirements.
- Engage communities and stakeholders in heritage conservation.
- Develop heritage tourism initiatives that support local value and preservation.



The Program Flow

Day 1: Introduction to Urban Heritage Management

- Define urban heritage and understand its cultural, social, and economic significance.
- Explore the historical development of urban conservation practices.
- Identify current challenges affecting urban heritage preservation.
- Review international charters and guidelines for heritage conservation.
- Understand the role of heritage management in sustainable city planning.

Day 2: Heritage Assessment and Documentation

- Apply methods for identifying tangible and intangible heritage values.
- Conduct urban heritage site surveys using structured assessment techniques.
- Use digital documentation tools and technologies for heritage recording.
- Organize heritage data into clear and useful documentation formats.
- Create comprehensive heritage inventories to support planning and decision-making.

Day 3: Conservation Planning and Strategies

- Develop conservation management plans for historic urban areas and sites.
- Apply adaptive reuse strategies for historic buildings and urban assets.
- Integrate heritage conservation into urban master plans and development strategies.
- Balance preservation needs with functionality, accessibility, and urban growth.
- Implement sustainable conservation practices that protect heritage value over time.

Day 4: Legal and Policy Frameworks

- Understand international, national, and local heritage legislation.
- Apply heritage impact assessment processes to proposed urban developments.
- Explore financial incentives and funding mechanisms for heritage conservation.
- Navigate policy requirements related to development rights and preservation obligations.
- Balance conservation priorities with investment, regeneration, and development pressures.

Day 5: Community Engagement and Heritage Tourism

- Conduct stakeholder analysis for urban heritage projects.
- Apply community engagement strategies that support inclusive heritage management.
- Use participatory approaches to involve residents, authorities, investors, and cultural groups.
- Develop heritage tourism initiatives that respect local identity and conservation needs.
- Review case studies of successful urban heritage projects and lessons learned.



Individual Impact

- Build confidence in managing urban heritage within modern planning contexts.
- Strengthen skills in heritage assessment, documentation, and conservation planning.
- Improve understanding of legal and policy frameworks for heritage preservation.
- Gain practical tools for community engagement and stakeholder coordination.
- Develop stronger ability to balance urban development with cultural heritage protection.

Work Impact

- Improve the quality of heritage-sensitive urban planning and development.
- Support more sustainable conservation of historic buildings, districts, and cultural assets.
- Strengthen compliance with heritage policies, impact assessments, and preservation requirements.
- Increase community participation and public value in heritage projects.
- Support responsible heritage tourism and culturally informed urban regeneration.

Training Methodology

This program combines heritage management theory with practical urban planning application through:

- Case studies of successful urban heritage conservation projects.
- Heritage assessment and site documentation exercises.
- Conservation management planning workshops.
- Adaptive reuse and urban master planning activities.
- Legal framework and heritage impact assessment discussions.
- Stakeholder engagement and heritage tourism development exercises.

Beyond the Course

Upon completion, participants will be able to:

- Create comprehensive urban heritage management plans.
- Assess, document, and inventory urban heritage sites effectively.
- Integrate heritage conservation into urban development and master planning.
- Navigate legal, policy, and heritage impact assessment requirements.
- Engage communities and stakeholders in conservation efforts.
- Develop strategies that balance urban growth with heritage preservation.

