DANUBE LIMES BRAND

Extension of the UNESCO World Heritage Site „Frontiers of the Roman Empire“ into the Lower Danube area

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Extension of the Danube Limes UNESCO World Heritage in the Lower Danube
Serial multinational UNESCO World Heritage Site

„Frontiers of the Roman Empire“

Largest archaeological monument

Length

7500 km

On 3 continents in Europe, Near East and Africa

20 countries

(UK, NL, D, A, SK, H, HR, SR, BG, RO, MD, UA, TR, SYR, JOR, ET, LAR, TN, DZ, MA)
2009-2014: new Danubelimes World Heritage Nominations

Already inscribed sections in UK und DE
ICONIC SITES
ICONIC ELEMENTS
South East Europe Project „Danube Limes Brand“ partnership

PARTNER INSTITUTIONS

AT  Department for History, University of Vienna (Leadpartner)
AT  Department for Building and Environment, Center for Architectural Heritage and Infrastructure, Danube University Krems
SK  Municipal Monument Preservation Institute in Bratislava
HU  Department of Tourism and Regional Development, Károly Róbert College
IT  Province of Rimini
RO  Institute for National Heritage
BG  Institute of Archaeology and Museum, Bulgarian Academy of Sciences
RS  Archaeological Institute, Serbian Academy of Sciences
HR  Museum of Slavonia Osijek
EUSDR Flagship project PA 3 Culture and Tourism
A cultural route connecting 10 countries along the Danube
An ideal context through which to promote UNESCO´s values in the modern world
At the heart of Europe´s identity
Sustainable longterm heritage protection for the Limes monuments/sites

Nomination dossier

2012-2014
UNESCO
Tentative List
Entry
HR, SRB, BG, RO

UNESCO
Operational Guidelines

National monument protection law

Spatial planning tools on regional and local level

WH Management Plan

Tourism Action Plan

2015-2018
UNESCO
inscription
HR, SRB, BG, RO

Education & Research Strategy

DANUBE LIMES BRAND
www.danubelimesbrand.org
Inventarisation of monuments, archive work, detailed and broader analysis of monuments and surroundings (database)

Alternative, non-destructive methods of documentation – geophysics
2012-2014 Danube Limes Brand Strategy Tasks

- the brand vision (what we want our brand to become)
- the brand mission (long-term Action Plan)
- the values inspiring the collective behavior
- the position of the brand (with respect to similar brands)

DISCUSSION ON TWO LEVELS

Transnational Cooperation Level
Regional Clusters of Cultural Resources

JOINT DANUBE LIMES ACTION PLAN
Identification of Brand Modules

Festivals
Market Places
Resthouses
Bathing traditions
Bread & Wine
2015-2018 Regional Development – Potential Limes Cluster Areas
Thank you for your attention!
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