

NOTES

PRESERVATION OF EUROPEAN CULTURAL HERITAGE: EXPERIENCE AND MODERN TRENDS

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1. Introduction

European cultural heritage is a rich and diverse mosaic of cultural and creative manifestations, a legacy from past generations. It includes natural, built and archaeological sites, museums, monuments, works of art, historical cities, literary, musical and audiovisual works, as well as the knowledge, practices and traditions of European citizens.

Policy in this area primarily depends on the EU member states, regional and local authorities, supranational institutions, as well as their strategies and programs. The EU seeks to popularize cultural heritage sites and provide wide access to them, trains specialists in this field, develops conservation and restoration methods, as well as coordinates the efforts of European states and private actors.

According to the 2017 Eurobarometer survey on cultural heritage, 73% of respondents live near cultural heritage sites, 51% regularly visit them, 68% think that the presence of a cultural heritage site can have an influence on their holiday destination, 68% would like to know more about cultural heritage, and 84% consider cultural heritage to be important to them personally and for the community as a whole (Eurobarometer Report 466, 2017).

There are many world cultural heritage sites on the territory of Europe, which make up almost half of the UNESCO tangible cultural heritage list. Italy, Spain, France and Germany are at the top of the list of countries with the largest number of such sites. Italy is a leader in the number of World Heritage Sites.



The cultural heritage of the prehistoric era is represented in Europe by such objects as the Lascaux Cave (France), the rock drawings of Valcamonica (Italy), the Altamira Cave (Spain), the megalithic monuments of Stonehenge and Avebury (England). The cultural heritage of Ancient Greece includes the ruins of the city of Delphi, the ensemble of the Acropolis of Athens, the archaeological sites of Delos, the monasteries of Meteora, the city of Rhodes, etc. The cultural heritage of Ancient Rome includes the Villa Adriana at Tivoli, the Villa Romana del Casale, the archaeological areas of Pompeii and Herculaneum, ancient Syracuse, etc. The cultural heritage of Medieval Europe includes Speyer Cathedral (Germany), Chartres Cathedral. The cultural heritage of the Renaissance includes the historical center of Florence (Italy), Venice, Rome, Verona, Siena, Pisa, the Church of Santa Maria delle Grazie with "The Last Supper", etc. The cultural heritage of the modern age includes the ensemble of the Palace and Park of Versailles, the palaces and parks of Potsdam and Berlin. The cultural heritage of the contemporary age includes the work of Antoni Gaudi in Barcelona, Le Havre (France), the architectural work of Le Corbusier, the Rhaetian Railway in the Albula, as well as the Auschwitz concentration camp, which was added to the World Heritage List not because of its architectural significance, but for the memory of cruel acts in order to attract the attention of young generations to the problems of Nazism and discrimination (World Heritage list, UNESCO).

European cultural sites also occupy a significant part (a quarter) of the UNESCO intangible cultural heritage list. These include, for example, Flamenco dance (Spain), French cuisine (France), beer culture (Belgium), falconry (Austria), etc. The intangible heritage list is aimed at overcoming the extinction of local cultures and strengthening the role of traditions and customs, because unlike tangible monuments that can be restored, intangible ones can disappear by nature (Intangible World Heritage list, UNESCO).

Human activity often has a negative impact on world cultural heritage sites. The list of world heritage in danger is expanding due to human actions, such as economic activity or environmental conditions. With regard to this problem in the European region, in 2016 the question arose of removing the city of Vienna from the UNESCO World Heritage List due to the violation of height restrictions, which is now a common problem for many cities with a historical center. It was also demanded that the city authorities of Prague reconsider their plans for the construction of high-rise buildings, which could disrupt the architectural ensemble of the city center and jeopardize being on the list. In 2009, UNESCO excluded the city of Dresden from the world cultural heritage list due to the fact that the city authorities decided to build a transport bridge over the River Elbe, thereby disrupting the historical appearance of the city¹.

2. International and European legislation in the field of cultural heritage protection

International legislation in the field of the protection of cultural heritage monuments develops ethical and legal principles for state activities, calls for cooperation between

¹ Dresden removed from UNESCO World Heritage List (2009). (online). Available at https://www.bbc.com/russian/rolling_news/2009/06/090625_rn_dresden_unesco.



state structures and civil society institutions, and encourages the protection of cultural heritage in order to maintain sustainable development.

The UNESCO World Heritage List is a register of cultural monuments, each of which meets one or more criteria. The status of a World Heritage Site provides the following advantages: raising the level of culture in the region; serving as an additional guarantee of preservation; increasing the prestige of the territory; promoting the popularization of objects and ensuring the influx of tourists and investments; providing adequate financing; ensuring control over the condition of the sites.

The 1972 UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage is of fundamental importance in the protection of tangible cultural heritage. The Convention defines cultural heritage as monuments (architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science), groups of buildings, and sites that are of outstanding universal value from the historical, aesthetic, ethnological or anthropological point of view (UNESCO Convention, 1972).

A UNESCO document devoted to intangible cultural heritage is the Convention for the Safeguarding of the Intangible Cultural Heritage 2003. According to the Convention, the "intangible cultural heritage" means the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. The intangible cultural heritage also includes oral traditions and expressions, including language, and performing arts. It should be noted that not all European countries have acceded to this convention: the UK still does not consider this a priority (UNESCO Convention, 2003).

Going forward, we should turn to the legislative framework of the Council of Europe. It begins with the European Cultural Convention of 1954, the purpose of which was to develop mutual understanding among the peoples of Europe and reciprocal appreciation of their cultural diversity, to safeguard European culture, and to promote national contributions to European common cultural heritage (European Cultural Convention, 1954).

Later, in 1985, the European Convention on the Protection of the Archaeological Heritage was adopted in Granada, the main purpose of which was to strengthen and promote the policy of preserving Europe's heritage. The document also reaffirmed the need for European solidarity regarding the preservation of heritage and was called upon to facilitate practical cooperation between the Parties. In 1992, the document was revised, and a new "European Convention on the Protection of the Archaeological Heritage" was signed in Valetta, Malta. It established a new basic legal standard for Europe, which should be consistent with national policies for the protection of archaeological assets as sources of scientific and documentary evidence, in accordance with the principles of integrated conservation (European Convention, 1992).

The Council of Europe's latest document on cultural heritage is the 2005 Framework Convention on the Value of Cultural Heritage for Society, signed in Faro, Portugal. The aim of the Faro Convention is to draw international attention to cultural heritage as a



broad and cross-disciplinary concept that focuses on people and human values, to outline the basic principles of the approach to cultural heritage, and to emphasize “the value and potential of cultural heritage wisely used as a resource for sustainable development and quality of life in a constantly evolving society.” The Convention calls on us to recognize that sites and places alone are not what is important about cultural heritage. They are important because of the meanings and uses that people attach to them (Faro Convention, 2005).

The role of the European Commission is based on Article 3.3 of the Lisbon Treaty, which states that the Union “shall respect its rich cultural and linguistic diversity and shall ensure that Europe’s cultural heritage is safeguarded and enhanced.” The Treaty on the Functioning of the European Union gives the Commission specific tasks to contribute to the flourishing of cultures in the Member States, while respecting their diversity and bringing “the common cultural heritage to the fore” (Article 167). The role of the European Union is to support and complement the actions of the Member States in preserving and safeguarding Europe’s cultural heritage. The Commission has developed a number of relevant strategies and programs, and also supports and encourages policy cooperation between the Member States and heritage stakeholders (Lisbon Treaty, 2007).

During the recent presidency of the EU, some countries have been actively discussing cultural heritage issues. At the conference on the “Cultural Heritage and the EU 2020 Strategy - towards an Integrated Approach” in 2013, the Lithuanian Presidency put forward the concept of local and civil society participation in cultural heritage issues and the need to include public opinion in all areas of cultural policy. In the first half of 2014, the Greek Presidency organized a conference linking cultural heritage with sustainable economic and social development in the EU. In the second half of 2015, the Luxembourg Presidency responded to the destruction of World Heritage Sites in Iraq and Syria, including the destruction of cultural heritage and the trafficking of its artifacts as a means of financing terrorist activities. In March 2017, the EU adopted the Rome Declaration, which defined the preservation of cultural heritage, together with the promotion of cultural diversity, as an element of a social Europe. In the second half of 2017, the Estonian Presidency devoted its activities to cultural heritage in the digital age.

In May 2014, EU Ministers for Culture called for the “mainstreaming of cultural heritage in national and European policies” and “the development of a strategic approach to cultural heritage.” Responding to this call, in July 2014, the European Commission adopted a Communication: “Towards an Integrated Approach to Cultural Heritage for Europe” (Communication from the Commission, 2014).

3. Contemporary EU initiatives for the protection and promotion of cultural heritage

Currently, there are three EU programs specifically dedicated to cultural heritage: the European Heritage Days, the European Heritage Label, and the EU Prize for Cultural Heritage.



The European Heritage Days is the most widely celebrated cultural event in Europe, which takes place every year in September. The Council of Europe began its initiative in 1985, which later became a joint action organized with the EU. In both organizations, the program is recognized as one of the main flagship initiatives and an example of successful cooperation at the European, national, regional and local levels (European Heritage Days).

The European Heritage Label is a prototype of the World Heritage List, but at the European level. This distinguishing label marks European cultural heritage sites, which is a recognition awarded to buildings, documents, museums, archives, monuments or events that are considered as milestones in the creation of modern Europe. The program is managed by the European Commission (European Heritage Label).

The EU Prize for Cultural Heritage was launched in 2002 by the European Commission in partnership with the Europe Nostra organization (a pan-European federation created to promote and safeguard Europe's cultural heritage). The award recognizes and promotes the best cultural heritage preservation activities, management, research, education and communications in this area. It is designed to attract public attention to cultural issues and is aimed at recognizing cultural heritage as a strategic resource of European society.

During its existence, organizations and individuals from 39 countries submitted a total of 2,883 applications for the Prize. As for the number of applications by country, Spain ranks first, with 516 projects, followed by Italy, with 296 entries, and the UK, with 289 applications (EU Prize for Cultural Heritage).

The EU officially declared 2018 as the European Year of Cultural Heritage. The aim of this initiative is to raise awareness of the opportunities that cultural heritage brings to European communities, mainly in terms of intercultural dialogue, social cohesion and economic growth. From June 18 to June 24, 2018, the European Cultural Heritage Summit was held in Berlin. This Summit, with the motto "Sharing Heritage – Sharing Values," was recognized by the European Union as one of the key public events of the European Year of Cultural Heritage. The key initiatives within the framework of the Year are based on such ideas as engagement, sustainability, protection and innovation (European Year of Cultural Heritage 2018).

4. The "common good" theory and participatory governance of European cultural heritage

The great importance of the community's participation in the preservation of cultural heritage is confirmed by a wide range of literature, including scientific research and institutional conventions. However, there is no comprehensive definition for a "community", as the interpretation of this word varies according to different contexts. Community can be defined as "a people with common interests living in a certain area" or "a body of persons having a common history or common social, economic, and political interests" (Participatory governance, 2015).

In the World Heritage Convention, the word "community" is used interchangeably with "international community", "local and regional governments", "present and future



generations of all humanity", "local communities, non-governmental organizations and other interested parties", the general public, civil society, and the local population.

The Council of Europe's Faro Convention suggested the notion of "heritage community" to refer to people "who value specific aspects of cultural heritage which they wish, within the framework of public action, to sustain and transmit to future generations." Members of a civil society as a whole can constitute a "heritage community" if they mutually perceive cultural heritage as an emotional and intellectual platform on which individual and community values are built. Community is essentially valuable, as the cohesion of people ascribes a common interest.

European cultural heritage must be considered from the point of view of the common good theory, since ultimately it belongs to humanity, European society, and is managed by cultural heritage institutions for future generations of Europeans.

In a general sense, the term "common good" describes a specific "good" that is shared by everybody and beneficial. The common good does not belong to anyone; it is common, but beneficial for everybody (Starr, 2013).

Historic city centers, monuments, local museums, parks, and landscapes benefit the community, can be key to local development, helping to improve the quality of life of this community, and, ultimately, provide integration, social cohesion and develop a sense of belonging.

Cultural heritage, which is a common good for the entire European community, needs to be governed, and in this regard, it is necessary to refer to the term "participatory governance", or as commonly called in the Russian tradition, "public-private partnership", that is, the paradigm of the participation of citizens and communities in issues affecting them.

Participatory governance is to strengthen relations between cultural heritage sites and professionals, as well as everyone interested in cultural heritage. The participatory governance of tangible, intangible, and digital cultural heritage is an innovative sustainable approach that makes a real contribution to the governance and valuation of cultural heritage.

The Council of the European Union in its "Conclusions on the Participatory Governance of Cultural Heritage" of November 2014 called for the participation of the public and private sectors at all levels of decision-making. It also called for "increased cooperation among EU Member States in order to identify and disseminate best practices on bottom-up approaches for joint inclusive management of cultural heritage."

The document invites Member States "to develop multilevel and multi-stakeholder governance frameworks which recognize cultural heritage as a shared resource by strengthening the links between the local, regional, national and European levels of governance of cultural heritage, with due respect to the principle of subsidiarity, so that benefits for people are envisaged at all levels; promote the involvement of relevant stakeholders by ensuring that their participation is possible at all stages of the decision-making process; promote governance frameworks which recognize the importance of the interaction between tangible, intangible and digital cultural heritage and which address, respect and enhance its social, cultural, symbolic, economic and environmental values;



promote governance frameworks that facilitate the implementation of cross-cutting policies, enabling cultural heritage to contribute to objectives in different policy areas, including to smart, sustainable and inclusive growth..." (Conclusions on the Participatory, 2014).

European states recognize the importance of protecting historical and cultural monuments and pursue an active policy in this area, based on the concept of participatory governance.

Italy, being the leader in the number of monuments of cultural heritage, gives their protection one of the priorities in cultural policy. The country has created a system of state bodies and institutes for heritage protection: the Ministry for Cultural Assets and Environments (transformed into the Ministry of Cultural Heritage and Activities), the Ministry of Public Works on Restoration of Objects, the Ministry of Tourism, and the Ministry of Civil Protection.

Attracting private investment to heritage protection is widely used in the country. About 60% of Italy's national property is privately owned. Sponsors are banks, enterprises and insurance companies. The successful experience of cooperation has prompted government agencies to create such structural units of governance as mixed private-state funds. Public organizations, such as the Italia Nostra, which has been operating since 1955 to protect cultural monuments, play a large role in the cultural heritage government system (Mironova, 2009).

An example of a successful public-private partnership in Italy is the protection of the World Heritage Site 'The Archaeological Areas of Pompeii, Herculaneum and Torre Annunziata'. These archaeological areas, buried by the eruption of Vesuvius, were for a long time in state ownership and governance, regulated by a centralized state system, and experienced chronic underfunding. During the reform, the local heritage office received financial and administrative autonomy from the ministry, which provided increased funding and reduced bureaucracy. In 2001, a public-private partnership known as the Herculaneum Conservation Project 79 was implemented, which contributed to the conservation and governance of the archaeological area. The success of this initiative brought a number of factors, and the project was based on actions taken by the local heritage office. The Herculaneum Conservation Project, which is jointly coordinated by the Packard Humanities Institute, the British School at Rome and the Soprintendenza Archeologica di Pompei, is engaged in restoration, conservation of organic materials, and documentation (Hammer, 2015).

The UK offers an original approach to heritage protection. Here a special role is played by a charitable organization, completely independent of the state, founded in 1895 – The National Trust. It is based on membership fees, donations and income from various events. The organization's goal is to safeguard protected areas, farmland, archaeological remains, nature reserves, villages, historic houses, gardens and even pubs (National Trust annual report, 2017).

In Germany, the Berlin Museumsinsel, a UNESCO World Heritage Site since 1999, is a good example of the participatory governance of a cultural heritage site. The museum is the most important institution of cultural heritage, becoming more open and democratic, less elitist. Berlin is a very modern and rapidly developing city, and the Museumsinsel



has become one of the centers of its cultural and economic development by attracting investment. The museum has collaborated with many international companies for its development: Alliances Group, Bank of America, Merrill Lynch, Deutsche Bank. Private investments in the development of the facility reached 2.8 million euros in 2012 (Ioannou, 2013).

As for the initiatives to preserve European cultural heritage "from below," one should mention crowdfunding, the so-called "public funding", which is a voluntary association of grassroots for collective cooperation and financing of any projects. In the field of financing cultural heritage projects through crowdfunding, Europe has made a major breakthrough in recent years (Crowdfunding in the EU, 2016).

By order of the European Commission, to make the crowdfunding tool more accessible for cultural and creative projects, the pan-European Internet Crowdfunding4Culture platform (www.crowdfunding4culture.eu) was created. In France, since 2010, the Ulule platform has been operating, on the basis of which more than 4,000 cultural projects have been implemented. Sweden launched CrowdCulture (www.crowdculture.se), Spain – Goteo (www.goteo.org), Italy – Derev (www.derev.com), Switzerland – Wemakeit (www.wemakeit.com). In Greece, the Act4Greece platform was launched in 2016 with the support of the National Bank of Greece. Within the framework of this platform, the funds were fully collected for the restoration of the Karolos Koun Art Theater.

5. Conclusions

In conclusion, one should note that European culture and its values remain the most important achievement of mankind, which must be simultaneously protected and developed. Europe has been and remains the leader among the regions of the world in the number of cultural heritage sites, which is a determining factor for the development of the European region.

Europe's cultural heritage is what makes its inhabitants European, as it reflects their different and common values, culture and history. This is the true embodiment of the European "unity in diversity", which nourishes a sense of belonging to the local community, and a sense of unity and solidarity in Europe. Cultural heritage connects generations over many centuries of common history, being the basis for a respectful dialogue of cultures and interaction between communities in Europe and other cultures of the world. Cultural heritage is also a key factor in the sustainable development and strengthening of social cohesion; it brings beauty to the environment and, thus, improves well-being and quality of life.

It is safe to say that the topic of safeguarding European cultural heritage is extremely relevant, as many initiatives and programs in this area have been implemented precisely in the last few years.

The key new phenomenon is the concept of participatory governance and a shift from the understanding that the protection of cultural heritage is only a state prerogative to the understanding that society should and is interested in participating in the governance of cultural heritage. Thus, the conceptual basis for the study of European cultural heritage



should be the "common good theory" and the "grassroots theory", as the EU legal documents refer to the "community heritage" categories.

As the recognition of the link between cultural heritage and social well-being is growing, the call for wider public participation in conservation practices is gaining strength and momentum. Therefore, the preservation of cultural objects today should be more focused on serving people and on the dominant role of local communities in influencing decisions.

The joint governance of cultural heritage offers opportunities to promote democratic participation, sustainability and social cohesion, as well as to solve social, political and demographic problems; supports the active participation of relevant stakeholders (within the framework of public actions), that is, government agencies, private actors, civil society organizations, non-governmental organizations, and volunteers, in decision-making, planning, developing, monitoring and evaluating cultural heritage policies and programs to increase the accountability and transparency of investment in public resources, as well as to strengthen public confidence in political decisions; promotes awareness of the values of cultural heritage as a shared resource.

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