

Aligning Heritage Policy with the Sustainable Development Goals



Dr. Ege Yıldırım

Heritage Planner, former ICOMOS SDGs Focal Point,
Sustainability Coordinator for OurWorldHeritage Initiative

**2021 INTERNATIONAL ONLINE SUMMER COURSE
ON JOGJA WORLD BATIK CITY**

*Balancing Creative Economy and Heritage Saujana Conservation
to Foster Sustainable Development Goals (SDGs)*
April 9th - June 13th, 2021

4th International E-Public Forum

**Intangible Cultural
Heritage and Sustainable
Development**

**FRIDAY
MAY 21ST, 2021**
02 - 06 PM WESTERN INDOONESIAN TIME

Organized by:
Center for Heritage
Conservation
Department of Architecture
& Planning, Faculty of Engineering
Universitas Gadjah Mada

In collaboration with:



Supported by:



Happy World Day for Cultural Diversity for Dialogue and Development!



United Nations

World Day for Cultural Diversity for Dialogue and Development

21 May

[A-Z Site Index](#)

Home

Background

Stories

Resources

UN Observances



PHOTO: Illustration of hands (left): ©UNESCO Almaty. Photo (right): ©UNESCO/Venuca Evanan, Violeta Quispe and Gaudencia Yupari.

Outline

- **Heritage, Intangible and Beyond**
- **Overview of the SDGs**
- **Heritage and the SDGs:**
 - UNESCO, ICOMOS, C2030, CHN, Policy Guidance
- **UN International Year of CE for SD**



Heritage, Intangible and Beyond

‘Culture’: the whole complex of distinctive spiritual, material, intellectual and emotional features that characterise a community, society or social group. (... arts and literature, ... modes of life, the fundamental rights of the human being, value systems, traditions and beliefs... living or contemporary characteristics and values of a community...)- UNESCO 1982)

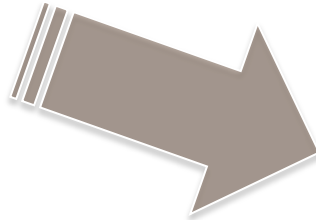
‘Cultural heritage’: The tangible and intangible expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expression and values (ICOMOS 2002); ‘the entire capital of knowledge derived from the development and experience of human practices, and from the spatial, social and cultural constructions linked to it, which may be encapsulated in the word, ‘memory’ (ICOMOS, 2016)

‘Intangible Cultural heritage’: *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. Transmitted from generation to generation, it is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity (UNESCO, 2003).*

‘Natural heritage’: Land, water, landscapes, geological and physio-geographical formations, biological diversity, biological processes, and ecosystem-provided environmental services that are valued and have significance. (UNESCO 1972, 2011)



Heritage, Intangible and Beyond

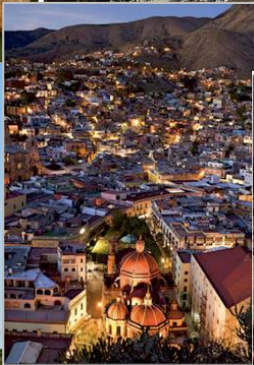
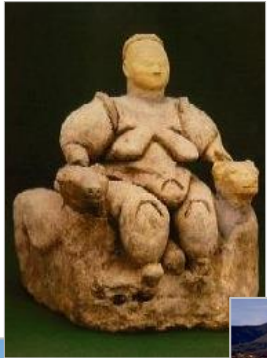


‘Heritage’:

A holistic concept, covering cultural, natural, tangible and intangible aspects: made up of sites, landscapes, traditions and knowledge, ...

heritage reflects the identity and values of a society and passes them on from generation to generation; the preservation of this heritage fosters the sustainability of development.

(Government of Quebec (2006), in ICOMOS 2021)



Overview of the SDGs

Broader discourse of sustainability:

1962: Rachel Carson, *Silent Spring*: hazards of pesticide DDT, questioned faith in technological progress

1972: Meadows et al, *Limits to Growth*: exponential growth vs finite resources

Environmental ethics: Values of 'respect for nature' and 'development of human character'

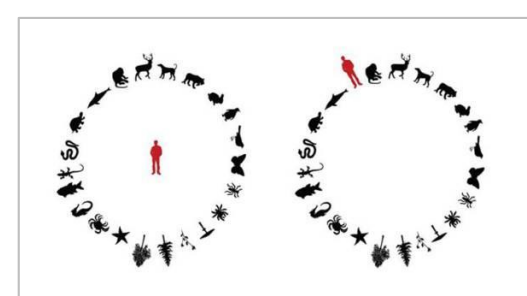
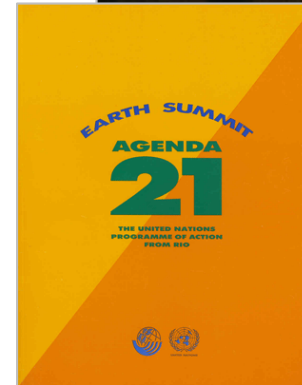
Deep ecology: 'universe of all living beings', welfare of living creatures have inherent value

Anthropocentric → **Biocentric** approaches

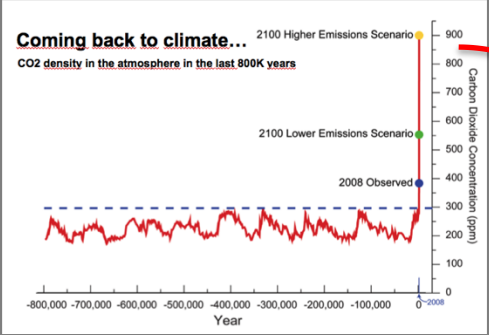
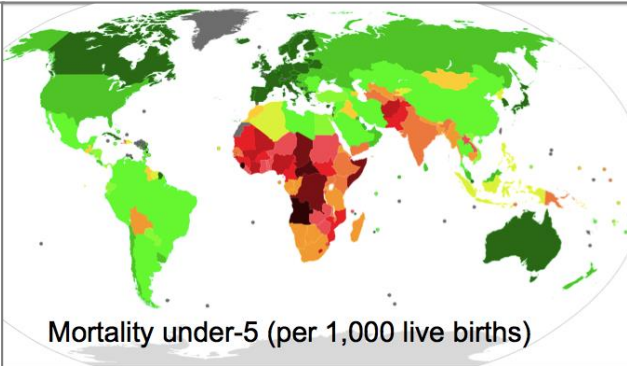
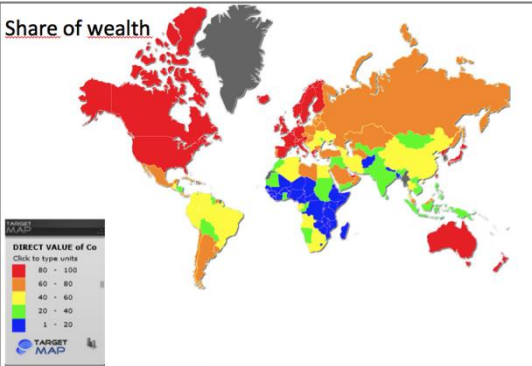
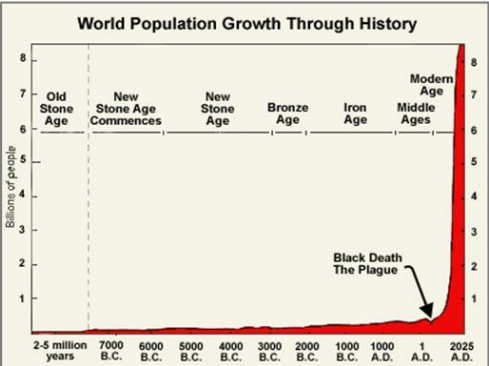
1987: WCED, 'Our Common Future' (Brundtland Report):

"A global agenda for change", urgent call by UN General Assembly, to propose: long-term environmental strategies for sustainable development by 2000 +

Sustainable development: Development that meets the needs of the present without compromising the ability of future generations to meet their own needs (WCED, 1987)



Overview of the SDGs



Millennium Development Goals (MDGs), 2000-15

Source: UNDP Turkey



Overview of the SDGs

MDGs → SDGs, post-2015...

“Transforming Our World: UN 2030 Agenda for Sustainable Development”

A global plan of action for people, planet and prosperity + peace, partnership (5Ps) ,

(inc. 3 dimensions/pillars): society, economy, environment (+ 4th: **culture**); 17 Goals (SDGs), 169 Targets

For a more just and resilient world: Human rights; inclusiveness; vulnerable groups **#LeaveNoOneBehind**



SUSTAINABLE DEVELOPMENT GOALS



Overview of the SDGs

Associated thematic UN Agendas:

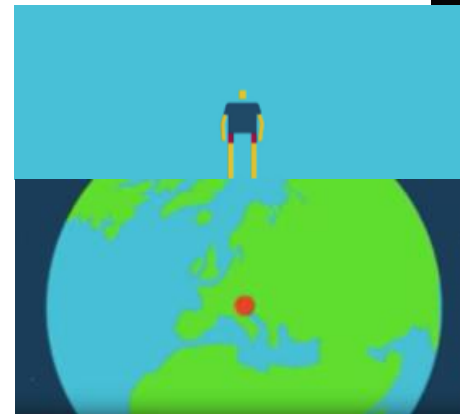
Urban, Climate, Disaster, Finance

Implementation:

- Localizing: Local/ urban level: ideal platform
- Monitoring: Indicators, Annual Reviews at UN High-Level Political Forum (HLPF): Voluntary National Reviews (VNRs) + Local (VNRs) + thematic/ agency inputs
- <https://sdgs.un.org/>



PARIS2015
UN CLIMATE CHANGE CONFERENCE
COP21•CMP11



Heritage and the SDGs

“Heritage is more than just monuments...”

“Heritage is an evolving **resource** that supports identity, memory and ‘sense of place’, and has a crucial role in achieving sustainable development. It enables social cohesion, fosters socio-economic regeneration and poverty reduction, strengthens social well-being, improves the appeal and creativity of regions, and enhances long-term tourism benefits. We must take up the challenge of conserving this fragile, non-renewable resource for current and future generations.” (ICOMOS 2011/2021)

*A vital link between past, present and future, grounding us with a sense of continuity, **especially in times of uncertainty like COVID19.***



Re-definition → culture + nature:

- “All heritage is cultural”... inseparable nature of ‘culture’ and ‘nature’ ‘rediscovered by modern society’, while always present in Indigenous contexts
- The culture-nature connection endorsed at UN level: 1972 UNESCO World Heritage Convention; SDG Target 11.4 to ‘protect the world’s cultural & natural heritage’

Widening of scope, silo-breaking and synergizing:

- **Communicating** and partnering with new sectors, actors and stakeholders traditionally considered external to heritage, but important for development policy and practice.
- **Reconceptualization** of ‘risk’ and ‘resilience’ – ‘**change**’ as a constant, natural state: adaptation, Change management
- **‘Living heritage’** can be a key connecting theme

Heritage and the SDGs

Getting culture and heritage in the global policy documents...

UNESCO meetings and documents since 1970s; Hangzhou Declaration 2013; Culture-Urban-Future 2016; UN resolutions on Culture & Development since 2010; **However: potential of culture and heritage to address global challenges under-represented and underestimated**



Target 11.4: 'protect the world's cultural and natural heritage'
Indicator 11.4.1 "Total expenditure (public and private) per capita spent on the preservation, protection and conservation of all cultural and natural heritage, by type of heritage, level of government, type of expenditure and type of private funding".
But there is much more to heritage than expenditure...

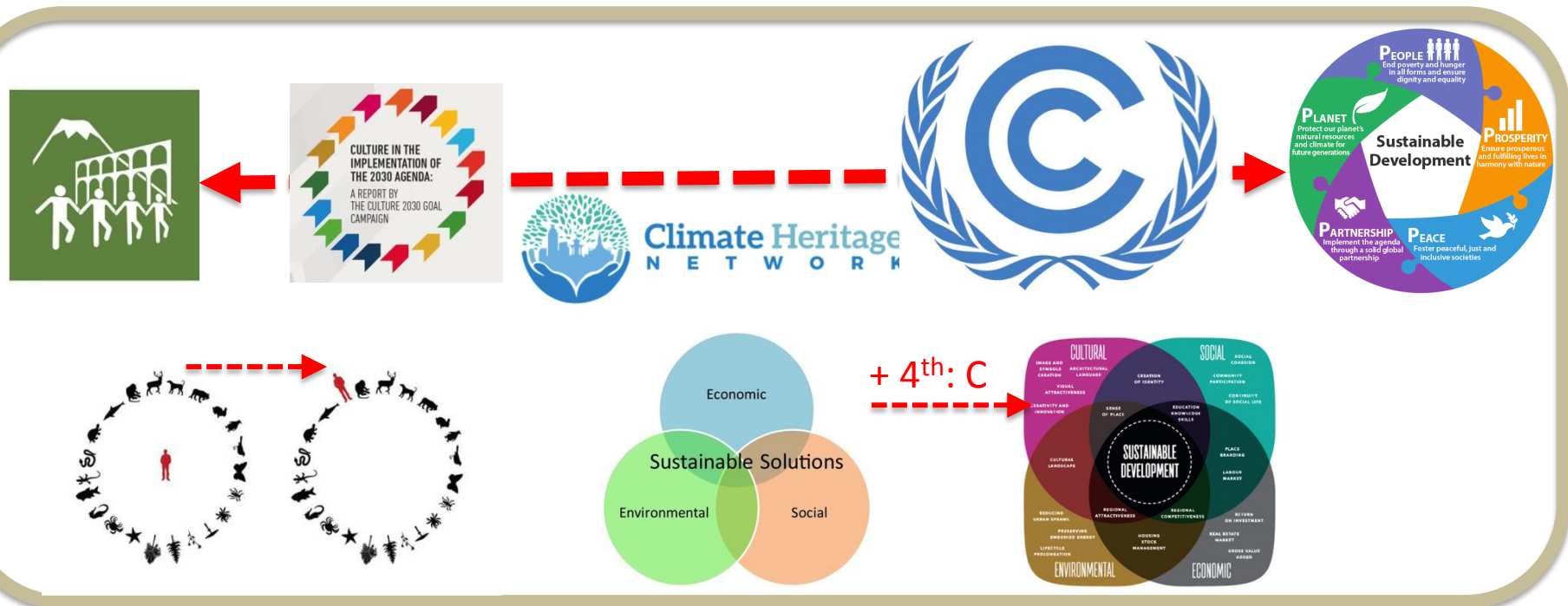
Cultural diversity and intercultural understanding: Introduction (para. 8, para. 36). // **Education:** **Target 4.7** // **Creative economy and tourism:** **Targets 8.9 and 12.b** // **Urbanism:** **Target 11.4** // **Literacy:** Introduction (para. 7) // **Creativity:** **Target 8.3** // **Food security:** Goal 2 // **Natural heritage and cultural landscapes:** Goal 6, Goal 15, Targets (6.6), (14.5) (**14.7**) (15.1), (15.4) (15.6). // **Peace and justice:** Target **16.4, 16.10**



Heritage and the SDGs

Integrating and mainstreaming a policy framework

- Human & planetary crises (both having human factors at their root causes)
inequality, conflict, consumption, biodiversity loss, climate change, pandemics...
- Two-way advocacy (culture, heritage \leftrightarrow climate action, sustainable development)
 \rightarrow strengthened action for a resilient future



Heritage and the SDGs

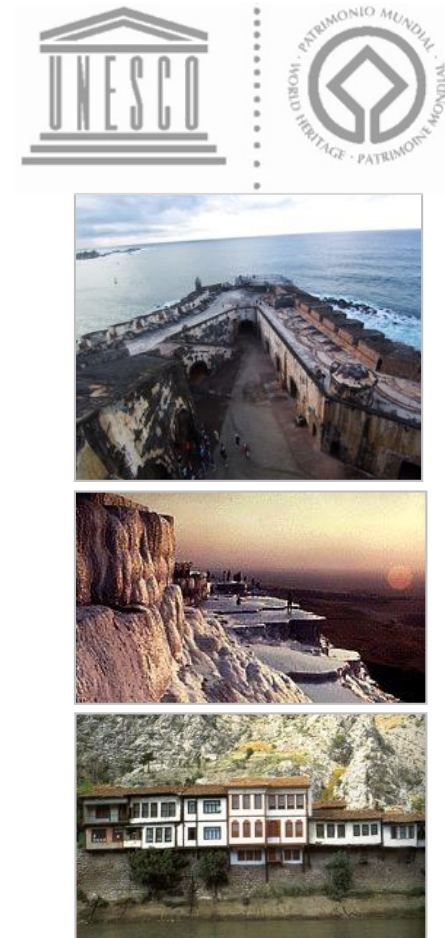
UNESCO: Building Peace in the Minds and Men and Women...

‘Third-generation’ human rights, inc. the right for social and economic development, to enjoy the **cultural heritage** of mankind, to live in a healthy and **ecologically balanced environment**.

6 Culture Conventions:

1. Protection of Cultural Property in the Event of Armed Conflict (1954) (Hague)
2. Fighting against the illicit trafficking of cultural property (1970)
3. **Protection of the World Cultural and Natural Heritage** (1972) (Paris)
‘Common heritage of mankind’ // Culture + nature + society → integrated landscapes: cultural landscapes, Historic Urban Landscape // UNESCO WH & SD Policy (2015)
4. Protection of the Underwater Cultural Heritage (2001) (Paris)
5. **Safeguarding of the Intangible Cultural Heritage** (2003)
6. Protection and Promotion of the Diversity of Cultural Expressions (2005)

+ Man and Biosphere Program, Geoparks Programme
Network of Creative Cities, Learning Cities



Heritage and the SDGs

UNESCO Recommendation on the Historic Urban Landscape (HUL) (2011)

Better integrate and frame urban heritage conservation strategies within the larger goals of overall social and economic development

“The urban area understood as the result of a historic layering of cultural and natural values and attributes, extending beyond the notion of “historic centre” or “ensemble” to include the **broader urban context and its geographical setting.**”

- *topography, geomorphology, hydrology & natural features, built environment, both historic and contemporary, its infrastructures above & below ground, open spaces & gardens, land use patterns and spatial organization, perceptions & visual relationships, + all other elements of the urban structure. ++ Social and cultural practices and values, economic processes and intangible dimensions of heritage*
- Preserving the quality of the human environment, + the productive and sustainable use of urban spaces, while recognizing their dynamic character, promoting social and functional diversity and identity



Four sets of tools:

- *Civic engagement*
- *Knowledge and planning*
- *Regulatory systems*
- *Financial tools*

Heritage and the SDGs

UNESCO WH and SD Policy (2015)

(UNESCO Policy on the Integration of a Sustainable Development Perspective into the Processes of the World Heritage Convention)



+ Peace & Security

Heritage and the SDGs

UNESCO Operational Directives for the implementation of the Convention for the Safeguarding of the Intangible Heritage (rev2018)

Chapter VI - Safeguarding intangible cultural heritage and sustainable development at the national level

- VI.1 Inclusive social development
 - VI.1.1 Food security
 - VI.1.2 Health care
 - VI.1.3 Quality education
 - VI.1.4 Gender equality
 - VI.1.5 Access to clean and safe water and sustainable water use
- VI.2 Inclusive economic development
 - VI.2.1 Income generation and sustainable livelihoods
 - VI.2.2 Productive employment and decent work
 - VI.2.3 Impact of tourism on the safeguarding of intangible cultural heritage and vice versa
- VI.3 Environmental sustainability
 - VI.3.1 Knowledge and practices concerning nature and the universe
 - VI.3.2 Environmental impacts in the safeguarding of intangible cultural heritage
 - VI.3.3 Community-based resilience to natural disasters and climate change
- VI.4 Intangible cultural heritage and peace
 - VI.4.1 Social cohesion and equity
 - VI.4.2 Preventing and resolving disputes
 - VI.4.3 Restoring peace and security
 - VI.4.4 Achieving lasting peace



Heritage and the SDGs

ICOMOS and the SDGs Working Group

ICOMOS

international council on monuments and sites

supports the Sustainable Development Goals



SDGWG

“Considering the urgencies the world’s societies are facing today affecting the cultural and natural heritage, and the potential of heritage to help address these, **the 2030 Agenda is an imperative to transform the framework of cultural heritage protection.**” – ICOMOS ADCOM 2019, Marrakesh

ICOMOS is well-positioned to play a leading role in integrating cultural heritage within sustainable development: Primary global cultural heritage NGO (10K+ members, 100+nat.coms, 29 ISCs, 6 WGs), developing conservation doctrine, mobilizing global/local networks; enormous resource of experts

HERITAGE: DRIVER & ENABLER OF SUSTAINABILITY



www.icomos.org/en/focus/un-sustainable-development-goals



Heritage and the SDGs



Groupes de travail de l'ICOMOS



ICOMOS Action Plan for Cultural Heritage & Localizing SDGs (2017)

Principles: ICOMOS visibility/ Unique contribution/ Consistency / Inclusiveness / Effective language/ Concrete action & outputs/ Universality of heritage & partnerships/ Regional & local diversity/ Culture-nature connection/ Culture & sustainability

Three Action Areas:

1. **Organizing:** mobilize internally within ICOMOS, develop external partnerships
2. **Localizing:** provide guidance, support and leadership to stakeholders at all levels and across sectors, encourage heritage-related policies, strategies, tools
3. **Monitoring:** support development and application of indicators of progress

7 Priority Actions (2018)

1. SDGs Policy Guidance
2. Engagement with UN HLPF
3. National liaisons and localizing
4. World Heritage and HUL
5. Urban Partnerships and NUA
6. Metrics and Indicators
7. Fundraising and HR

Echoing the Paris Declaration of 2011, our vision is the

**“recognition,
mainstreaming and
contribution of cultural
heritage as a driver and
enabler of sustainable
development”**

Transversal working mode:

Universal nature of sustainability;
coordination & mainstreaming across ICOMOS organs; collaborations with other ICOMOS WGs, to integrate climate, sustainability, human rights, indigenous concerns into doctrines and practices; Building partnerships with relevant external stakeholders

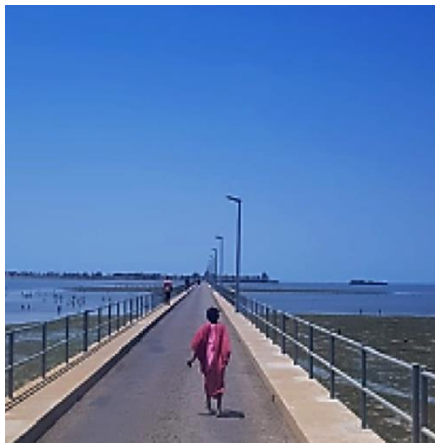


Heritage and the SDGs

ICOMOS Joint WGs Resolution 20GA/19, 2020 on “People-Centred Approaches to Cultural Heritage”

- “Promote **people-centred** approaches, the **connections of people with heritage and places**;
- **intercultural dialogue and understanding**, sustainability and well-being when addressing
- local, national, and international heritage policies and practice. This will better realise the full potential of cultural heritage to deliver **climate-resilient pathways to strengthen sustainable development**, while promoting a **just transition to low-carbon futures**”

*“Work to synergise cultural heritage conservation and management sustainably with the diverse cultural, environmental, and socio-economic concerns of people and communities, through building partnerships with relevant sectors, such as **social and health services**; **[peace-building and conflict resolution]; cultural and creative industries**; **nature and biodiversity conservation**; **tourism**; **urban and territorial planning and development**; and **infrastructure and energy provision**.*



Heritage and the SDGs

Cultural Heritage and Climate Action



Climate Heritage
NETWORK



The Climate Heritage Network is a voluntary, mutual support network of arts, culture and heritage organisations committed to aiding their communities in tackling climate change and achieving the ambitions of the Paris Agreement.

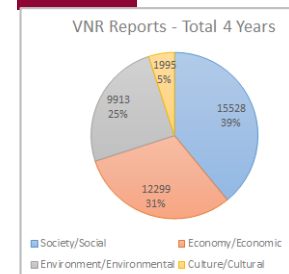
2019: ICOMOS Climate Change and Heritage Working Group report: The Future of Our Pasts

2020 GA: ICOMOS declares Climate Emergency
Secretariat for the Climate Heritage Network

Culture 2030 Goal Campaign

“Culture in the Implementation of the 2030 Agenda” Report (2019)

- **Policy implementation: how is culture addressed?** Analysis of SDG reviews submitted to UN High-Level Political Forum (HLPF), 2016-19; **presence of culture** and associated concepts in 135 Voluntary National Reviews (VNRs) + Parallel policy developments, stakeholder inputs, Voluntary Local Reviews (VLRs)
- **Key Findings:**
 - *Interesting, promising evidence of cultural policies; diverse entry points for culture*
 - *Limited amount of references of culture in VNRs and in broader HLPF documents; representation of cultural dimension lags significantly behind other SD dimensions*
 - *Potential remains largely untapped in national strategies to implement the SDGs*
 - *Increasing number of VLRs. A VLR movement is growing*
- **Key Avenues of Action for All:**
 - Consider culture actively, transversally, from the outset, consulting cultural actors, in national development planning frameworks, reporting, targets, indicators
 - Build a coherent, inclusive community around culture and sustainable development: Hold a high-level meeting on culture in future HLPF, create a global momentum
 - Improve collection and dissemination of data, to support evidence-based research; quantitative and qualitative indicators (UNESCO Culture 2030 Indicators)



Culture 2030 Goal Campaign

#culturecovid19
statement (2020)
Please endorse!

Coordinated by UCLG, with support of IFLA et al. Culture & Covid-19 Statement, launch event with WHO participation (May), endorsed by the UNPGA (June)
HLPF 2020 Virtual Side Event (July), Press Release for UN75 (Sept)



ENSURING CULTURE FULFILLS ITS POTENTIAL IN RESPONDING TO THE COVID-19 PANDEMIC

STATEMENT BY THE CULTURE2030GOAL CAMPAIGN
20 APRIL 2020

With the world faced with the COVID-19 pandemic today and the need to rebuild our societies tomorrow, culture should be at the heart of the response. Culture brings inspiration, comfort and hope into people's lives. To harness this potential, the Culture 2030 Goal movement, in the context of its engagement in the United Nations 2030 Agenda, calls on UN agencies, governments and all other stakeholders to act.

The COVID-19 pandemic is an unprecedented challenge requiring an unprecedented response. All actors can and should play their part, not least the cultural communities, sectors, actors and agents.

Clearly, the primary concern must be health. We would like to extend our thanks to all those working in the frontlines, in particular the hospitals, public health teams and elsewhere in the health sector who are doing so much to care for the ill and protect the well now, as well as all other essential service providers.

Alongside them, artists, creators and culture professionals, as well as organisations in the culture sector, have a fundamental role in promoting well-being and resilience in individuals and communities, guarantee access to information, encourage awareness, tolerance and build the capacities to imagine the societies of the future, which are already in formation due to the ongoing global upheaval.

The cultural communities have responded. There have been countless initiatives to boost access and engagement and to create together new expressions, meanings and



Heritage and the SDGs

ICOMOS SDGs Policy Guidance (March 2021)

Flagship initiative, which aims to provide a robust and versatile resource to all kinds of stakeholders, within and outside of the heritage community, illustrating the numerous ways in which heritage can address the SDGs and demonstrates the potential of harnessing heritage in achieving sustainable development.

(Labadi, S., Giliberto, F., Rosetti, I., Shetabi, L., Yildirim, E. (2021). Heritage and the Sustainable Development Goals: Policy Guidance for Heritage and Development Actors. Paris:

ICOMOS.) [https://www.icomos.org/images/DOCUMENTS/Secretariat/2021/SDG/ICOMOS SDGs Policy Guidance 2021.pdf](https://www.icomos.org/images/DOCUMENTS/Secretariat/2021/SDG/ICOMOS_SDGs_Policy_Guidance_2021.pdf)

**HERITAGE AND
THE SUSTAINABLE
DEVELOPMENT GOALS:**
POLICY GUIDANCE FOR HERITAGE
AND DEVELOPMENT ACTORS



ICOMOS
International Council on Monuments and Sites
supports the Sustainable Development Goals

“Harness the power of heritage to accelerate achievement of SDGs”

People (SDGs 1, 2, 3, 4, 5, 6, 11)

Planet (SDGs 6, 7, 11, 13, 14, 15)

Prosperity (SDGs 5, 8, 9, 11, 12, 14)

Peace (SDGs 10, 11, 16)

Partnerships (SDGs 11, 17)

Three-fold approach to recommended actions:

- 1. integration** of heritage as positive contributor to sustainable development
- 2. protection** of heritage from harm during development processes
- 3. improvement** of heritage practice for better alignment with SD objectives.



*End poverty in all
its forms everywhere*

Baseline

Poverty is a complex phenomenon that cannot be understood only in terms of income or employment. It is estimated that 10% of the world population lives in extreme poverty, struggling to fulfil the most basic needs including access to water, sanitation, or education. Social protection systems help prevent and reduce poverty and provide a safety net for the vulnerable. However, social protection is not a reality for a large majority of the world's population. Disasters, including climate-related ones, or biological ones like pandemics, as well as wars and conflicts, can exacerbate poverty, especially for the most vulnerable.

skills, can help to reduce exposure and vulnerability to climate-related extreme events and other environmental shocks and disasters. Despite the power of heritage for poverty reduction, many groups suffer from social and economic exclusion because of their culture and heritage.

Heritage can contribute to eradicating extreme poverty for all. The rehabilitation of historic urban centres, undertaken in full respect of heritage values, can provide access to basic services and infrastructures, as well as access to traditional water and sanitation systems. Access to heritage can support productive activities, decent job creation, entrepreneurship, creativity, and innovation that make use of local resources and skills. Intangible heritage, including Indigenous knowledge and local

Policy Statement

*Harness the potential of heritage
to eradicate extreme poverty for all.*

- Leverage heritage in all its forms to provide sustainable livelihoods for all.
- Ensure access to affordable services and infrastructures provided by tangible and intangible heritage assets.
- Reduce exposure and vulnerability to climate-related extreme weather events and other economic, social, and environmental shocks and disasters by integrating heritage and Indigenous knowledge in community planning and services.
- Enhance sustainable socio-economic opportunities for all through heritage. Promote capacity building with a focus on helping to develop a diverse local economy and avoiding mono-economies that are dependent on tourism and growth.
- Ensure that any heritage-based sustainable economic opportunity benefits from social protection systems for vulnerable groups.
- Ensure that no one suffers from socio-economic exclusion because of their culture and heritage.

Case Study

Rehabilitation of the Medina of Fez

Location: Medina of Fez, Morocco

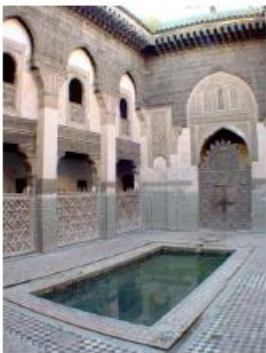
Timeframe: 1981 – 2020

People/Institutions involved: Moroccan Government; World Bank; Arab Fund for Social and Economic Development (FADES); UNESCO; Agency for the De-densification and Rehabilitation of Fez Medina (ADER-Fez); Moroccan ICOMOS Members; Local Authorities; Public Authorities; Civil Society; Private Sector (Private national and international donors).

The financial structure of the conservation programme reflects the intensive participation of the local authority, municipal councils, NGOs, national/international donors, and national/international financial institutions. The different ministries (especially the Ministry of Housing and Urban Planning, the Ministry of Cultural Affairs, and the Ministry of Islamic Affairs and Waqf) have participated financially in different programmes according to their prerogatives.

During the period from 2005 to 2013, the historical place integrated the new territorial development approaches launched by the National Initiative for Human Development (INDH), the Regional Development Programmes of Tourism and Crafts, and the Millennium Challenge Corporation. The second period of development, from 2013 to 2018, focused on implementing restoration and rehabilitation programmes for historical monuments and the treatment of buildings that were threatened with collapse, based on conservation and sustainability strategies.

Project Description:
The most serious issues facing the *Medina of Fez UNESCO World Heritage Site* included the deteriorating residential zones, the degradation of the infrastructure, the transformation of traditional handicraft activities into partially mechanized small-scale manufacturing, the significant number of low-income households, the complex property ownership and occupancy patterns, and the environmental pollution. To address the situation, the Moroccan public authorities,



SDGs addressed:



8 DECENT WORK AND ECONOMIC GROWTH



Promote sustained, inclusive, and sustainable economic growth, full and productive employment and decent work for all

Baseline

Sustained and inclusive economic growth can create decent jobs for all and improve living standards. However, sluggish growth overall and increasing inequalities have prompted a rethinking of economic and social policies, calling for the adoption of supplementary models which go beyond financial growth figures and Gross Domestic Product (GDP) to capture the full spectrum of social capital and impact. Such models would increase formal employment opportunities, especially for young people, reduce inequalities across regions, age groups, and genders, and promote safe and secure working environments for all workers. The COVID-19 pandemic has caused massive economic setbacks in most countries, indicating the need for more resilient economic protection systems and implementation of the 'building back better' approach.

Heritage sites embody a wide range of values that can be valorised by and for local communities. The social, cultural, and natural capital of heritage places play an important role in attracting creative industries, businesses, inhabitants, and visitors, fostering economic growth and prosperity.

When managed carefully, they can be a source of activities that provide employment and support sustainable local economies, resources that are not often fully recognized in formal economic models. These include, but are not limited to: hospitality and tourism-related industries (which are major drivers of many countries' economies); site management, urban regeneration, and building maintenance/adaptation (which enhances real estate and land values); crafts, cultural production, and creative industries; food & retail; archaeology; museums; interpretation, and education. However, these economic activities do not always provide decent employment or inclusive economic development, and often lead to gentrification and relocation. Heritage is often threatened by tourism and other forms of development that favour rapid economic returns or prioritize growth, at the expense of safeguarding heritage resources, their long-term resilience, and their contribution to the well-being of local communities.

Additionally, heritage sites and associated practices can be sources of conflict,

inequality, or oppression. This potential is often exploited for political ends or exacerbated by predatory economic business

models that exclude local beneficiaries, therefore requiring careful consideration, management, and risk reduction strategies.

Policy Statement

Harness heritage as a resource for inclusive and sustainable local and regional economic development.

- Value and sustain traditional knowledge and ways of production as a source of social capital and an economic base for the local community.
- Promote innovative and inclusive heritage-based investments and decent job creation in, but not limited to: urban development, tourism and creative industries, and skills development and training.
- Protect the tangible and intangible heritage of communities from threats posed by unsustainable economic growth, through appropriate preventive, regulative, and educational policies.
- Promote and manage tourism in ways that respect and enhance the integrity of heritage and living cultures of host communities and their environments, encouraging a dialogue between conservation and the tourism industry interests.
- Encourage and incentivize communities' engagement as stakeholders in heritage (including in but not limited to the tourism sector), to foster creativity, personal development, entrepreneurial spirit, and economic empowerment.
- Integrate considerations of inclusive economic development in heritage protection and management plans, projects, and practices including, in particular, employment and livelihood opportunities for local communities and sustainable financing for preservation and maintenance.

Case Study

Augtraveler - Use of Interpretation Technology to Build a Sustainable Tourism Model

Location: Jaipur, India: Amer/Amber Fort as part of the *Hill Forts of Rajasthan UNESCO World Heritage Site* and Chowkri Modikhana, within *Jaipur City UNESCO World Heritage Site*.

Time frame: November - December 2019

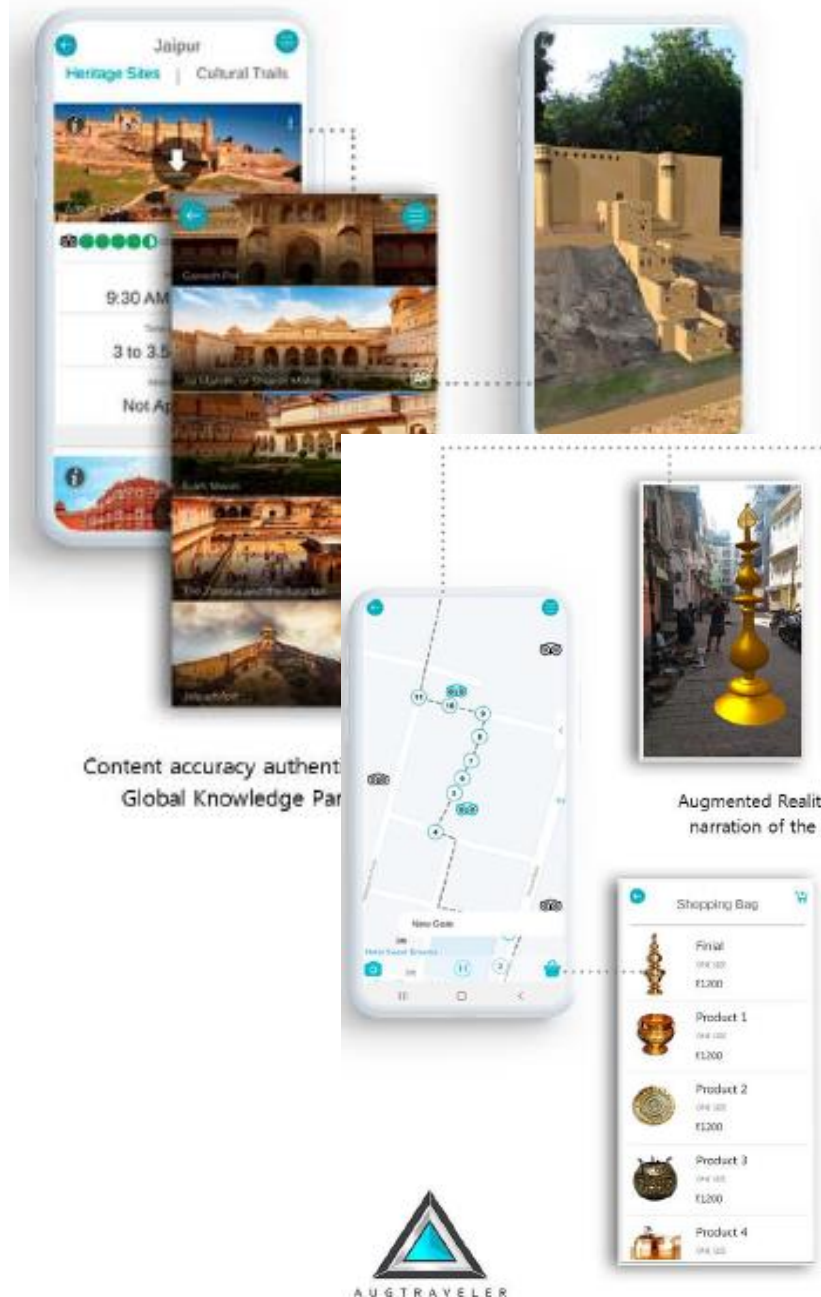
People/Institutions involved:

Pankaj Manchanda, Augtraveler (ICOMOS India, ICOMOS SDGWG); Shikha Jain, Development and Research Organisation for Nature, Arts and Heritage (DRONAH) (ICOMOS India, ICOMOS ISCCL, ICOMOS ICOFORT, ICOMOS SDGWG); Fergus Maclaren, MAC-DUFF Tourism Heritage Planning (ICOMOS Canada, ICOMOS ICTC, ICOMOS SDGWG); Ege Yildirim (ICOMOS Turkey, ICOMOS CIAV, ICOMOS SDGWG); Global Heritage Fund; DRONAH Foundation; Jaipur Municipal Corporation

(Heritage); City of Crafts and Folk Art; Aayojan School of Architecture, Jaipur.

Project Description:

The broad goal of the project was to use digital technologies to create awareness of the heritage values in and around Jaipur, in the context of current threats and the city's current relevance. Featuring augmented reality, audio-visual and textual information and interaction, the Augtraveler mobile application was evolved to curate content layers that provide accurate interpretations of the built heritage of Jaipur, as well as highlighting: the unique traditions and rituals, culinary habits, environmental dependence, cathartic practices, iconographic accounts of the communities and their thought processes, and nuances of ecology, flora and fauna and their impact on living heritage. The proposed heritage walk of the



SDGs addressed:



11 SUSTAINABLE CITIES AND COMMUNITIES



Make cities and human settlements inclusive, safe, resilient and sustainable

Baseline

The world is urbanizing at a rapid rate, especially in the Global South, and more than 50% of the global population now lives in urban areas. This process has substantially transformed our cities and their surrounding landscapes and territories. The exponential population growth and the unregulated migration trend toward metropolitan agglomerations has generated huge informal settlements and modified physical, territorial, and social structures. It has contributed to inadequate water supply, sanitation, waste and traffic management, and a vast increase in poverty and inequalities, among other issues. Climate change, environmental hazards, wars and conflicts, pandemics and other human-made disasters have also generated many socio-economic transformations in urban environments and adverse impacts on their urban heritage, often causing its irreversible damage or destruction. In addition, worldwide urban tourism has resulted in increasing homogenization and standardization across the globe, raising conflicts between globalized patterns and local identities, eroding social cohesion and sense of place, and amplifying gentrification, and social and spatial fragmentation.

Heritage and its associated practices can contribute to the distinctive character and uniqueness of cities by helping to preserve and enhance local identities and shared values, as well as pride and a sense of belonging. Heritage can provide basic infrastructure services, attract tourism and investments, and nurture the growth of cultural and creative industries, creating employment opportunities. Moreover, with their human scale, walkability, vibrancy, variety of functions and public spaces, many historic urban areas improve liveability and foster social inclusion, cohesion, and well-being. The shared use of streets, open and green spaces, and the entire historic urban landscape, as well as the intrinsic relationship between public and private spheres, can stimulate interaction, exchange, and integration between different communities and between existing and new residents. This social interaction, proximity, and solidarity can increase awareness of the devastating effects that climate change and other disasters have on both human-made and natural environments and can stimulate action that contributes to social adaptation, disaster risk manage-

ment, and resilience, among other things. However, different stakeholders can attribute diverse—and occasionally conflicting—values and uses to urban heritage, and if

not sensitively and adequately managed, their diverging interests may lead to frictions and tensions in heritage conservation, management, and development processes.

Policy Statement

Harness the potential of heritage to make cities and human settlements inclusive, safe, resilient, and sustainable for current and future generations.

- Consider the protection, conservation, and management of heritage as a priority component of town planning and urban and territorial development plans, and a valuable resource to rethink and implement sustainable urban development models.
- Harness the potential of heritage to enhance the cultures, identities, and sense of belonging of local communities, create job opportunities and sustainable livelihoods, stimulate dialogue across different communities, and encourage social inclusion, especially of the most vulnerable and marginalised.
- Protect heritage from inappropriate urbanization and development processes, disasters, climate change, and other human-generated factors. Incentivize the use of heritage, social, economic, and environmental impact assessments to reflect on the possible effects and consequences of development processes.
- Understand and acknowledge the existence of different values attributed to heritage by different categories of stakeholders and promote participatory and inclusive urban management strategies.

- Encourage the implementation of integrated and participatory urban and territorial development plans with a holistic and cross-sectoral approach, to support the participation of all stakeholders in the conservation and management of the historic urban landscape (including urban, peri-urban, and rural areas).
- Implement the principles and the recommendations of *The UNESCO Recommendation on the Historic Urban Landscape (UNESCO, 2019c)* and the *Valletta Principles for the Safeguarding and Management of Historic Cities, Towns and Villages (ICOMOS, 2011b)*.
- Promote and facilitate the reuse, rehabilitation, restoration, and regeneration of existing buildings, green and public spaces, and neighbourhoods, as well as the use of traditional typologies, technologies, and local materials in historic urban landscapes, in order to encourage circular economy, resource efficiency, and affordable housing.
- Utilise heritage that can support community resilience and social adaptation to disasters, climate change, conflicts, pandemics, and other human-made hazards. Employ heritage sites and structures as areas of refuge.
- Encourage the development of risk assessments in historic urban landscapes; identify heritage-based solutions for risk preparedness; and enhance the use of heritage and Indigenous practices, methods, materials, and knowledge in developing disaster risk management plans at all levels, response and recovery strategies, and long-term prevention/mitigation measures.



Case Study

Pre-Disaster Recovery Planning Workshop for Historic Districts

Location: Intramuros, Manila, Philippines; includes San Agustin Church, part of the *Baroque Churches of the Philippines UNESCO World Heritage Site*, among several nationally designated sites and monuments.

Time frame: October 2018 - November 2018

People/Institutions involved:

The project was a tripartite agreement between ICOMOS Philippines, the University of Tokyo, and the Intramuros Administration, Manila, Philippines. The people involved were: Kevin Florentin, graduate student, University of Tokyo, principal investigator and workshop designer; Prof. Miguel Esteban and Associate Professor Motoharu Onuki, University of

Tokyo, project supervisors; Tina Paterno, President, ICOMOS Philippines, project lead for ICOMOS; and Atty. Guiller Asido, Administrator, Intramuros Administration, Manila, Philippines.

Project description:

At the time the seminar was conducted, Pre-disaster Recovery Planning had been implemented at only one heritage site, the *Historic City of Vigan UNESCO World Heritage Site*. Intramuros would be the second. It is threatened by two major sources of natural hazard risk: as it is located a few meters from Manila Bay, Intramuros faces the risk of being battered by tsunamis during earthquakes that affect the Manila Trench fault; it also risks damages from liquefaction and earthquakes from the West Valley fault system.

SDGs addressed:

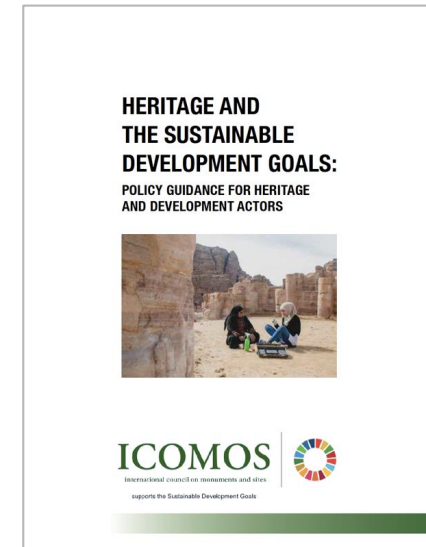


Heritage and the SDGs

Phase 2: A practical Implementation Strategy for the Policy Guidance

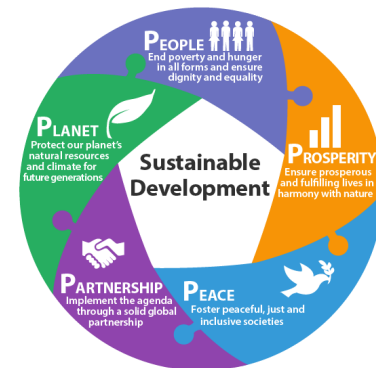
in line with *ICOMOS 2017 Action Plan: "Concrete actions and local diversity: Adapting the Goals to the regional and local contexts, interaction with localities at the level of the citizen and local decision-making"*.

- Translations and dissemination
- Transform policy recommendations into **effective and measurable actions** and **support practitioners** in developing context appropriate responses
- **Contextualizing in national, local frameworks:** Support and encourage the active engagement of National Committees, International Scientific Committees and Working Groups in operationalising the SDGs and
- Leveraging **strategic partnerships** for the dissemination of case studies (e.g. Global Heritage Fund)
- **Support partners within and outside the heritage sector** for inter-sectoral and integrated approaches and research on heritage and the SDGs
- **Address contradictions** between heritage practice and SD objectives
- Integrate **evolving perspectives** on heritage and SD in future iterations.



Harnessing heritage to address global challenges, to ensure a sustainable habitat for all...

- **Creating change in policy, resource allocation, public opinion and good practice**, with the ultimate goals of both supporting sustainable development objectives and keeping heritage relevant within the wider societal debates
- **Meaningful action** to affect change: “Political, social, strategic mission”
- **Evidence-based advocacy**: quantitative & qualitative evidence; case studies, compelling stories, aggregated and disaggregated data
- **Inter-sectoral partnerships, communication**: “experts” and “committed professionals” + wider society: public, private/business, community organizations and citizens
- Local diversities, fragmentation → **convergence**, synergies, organizing
- How we (can) connect our work / (re)think of our work according to SD(Gs), making the “implicit” → “explicit”
- **Knowledge → message, guidance, policy → action practice**



UN International Year of Creative Economy for SD



Cultural & creative industries provide nearly 30 million jobs worldwide and employ more people aged 15–29 than any other sector.

2021 is the International Year of Creative Economy for Sustainable Development. [unctad.org/topic/trade-an...](https://unctad.org/topic/trade-analysis/creative-economy-programme/2021-year-of-the-creative-economy)
[#GlobalGoals](#)



In 2019 at the 74th session of the UN General Assembly, 2021 was declared the **International Year of Creative Economy for Sustainable Development**.

Indonesia was the main sponsor of the proposal, which was presented by a global grouping of countries, including Australia, China, India, Indonesia, Mongolia, Philippines and Thailand.

The proposal recognised the need to promote **sustained and inclusive economic growth**, foster **innovation** and provide opportunities, benefits and **empowerment for all** and respect for all **human rights**.

It also identified the ongoing need to support developing countries and countries with **economies in transition** in **diversifying production and exports**, including in new sustainable growth areas, including **creative industries**.

It encourages all to observe the year in accordance with national priorities to raise awareness, promote cooperation and networking, encourage sharing best practices and experiences, enhance human resource capacity, promote an enabling environment at all levels as well as tackle the challenges of the creative economy.

<https://unctad.org/topic/trade-analysis/creative-economy-programme/2021-year-of-the-creative-economy>

Thank you!

Contact:

E-mail: ege@aegeyildirim.com

Twitter: [@ayseegeyildirim](https://twitter.com/ayseegeyildirim)

Instagram: [@aegeyildirim](https://www.instagram.com/aegeyildirim)

