



Länsstyrelsen, SFV, Ekerö kommun, Kungliga hovstaterna NWHA

Communicating World Heritage Values for Sustainable Development

Marielle Richon, former UNESCO programme specialist in culture and world heritage who since 2013 has coordinated a capacity-building project in Nepal



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Communicating World Heritage Values for Sustainable Development

Marielle Richon
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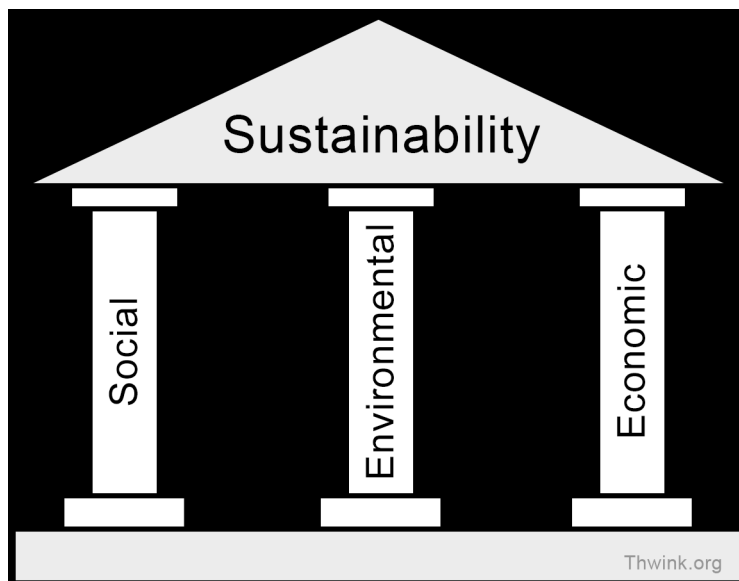
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UNESCO Values, World Heritage Values



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Sustainable Development : Definition



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Sustainable Development Goals for 2030



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Sustainable Development Goals to do with World Heritage

Achieving sustainable development requires acting at a scale that is much larger than the property itself

Focus on cultural and biological diversity

- “planet, people, prosperity and peace”

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SDGs and WH

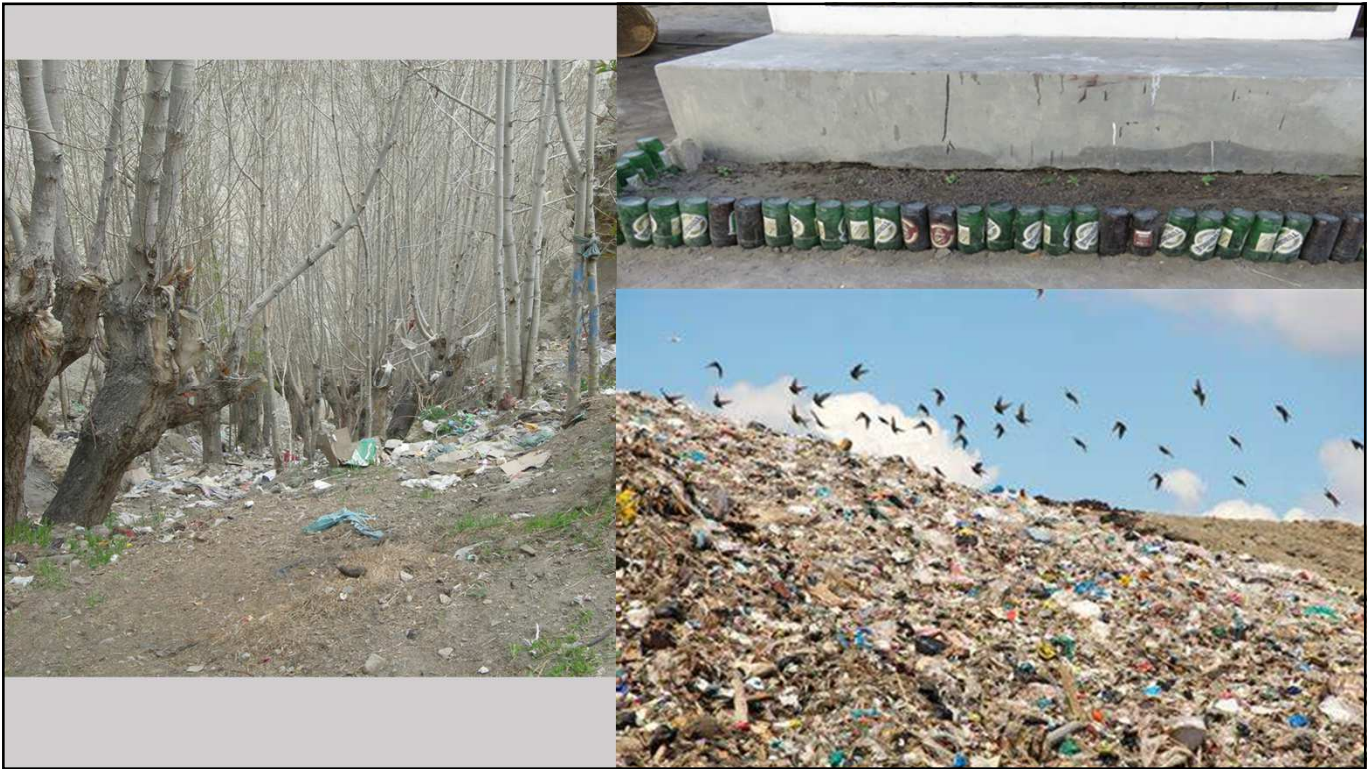


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Contribution of WH to SD

By identifying, protecting, conserving, presenting and transmitting to **present and future generations** irreplaceable cultural and natural heritage properties of Outstanding Universal Value (OUV), the *World Heritage Convention* contributes significantly to sustainable development and the **wellbeing of people**

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Paradoxes

- WH = inter-governmental context
vs
Best custodians : Communities NOT governments

- Political governmental context = short term
vs
Conservation = long-term

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Environmental Sustainability



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Renewable energy sources



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Strengthening resilience to natural hazards and climate change



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Strengthening resilience to natural hazards and climate change



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Inclusive Social Development

- Article 5 of the WH Convention calls upon States Parties to “adopt a general policy which aims to give the cultural and natural heritage **a function in the life of the community**”

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Contributing to inclusion and equity

- Promote equity, **reduce social and economic inequalities** and reduce exclusion irrespective of age, sex, disability, ethnicity, origin, religion or economic or other status
- Recognize, respect, and include the values as well as cultural and environmental place-knowledge of **local communities**

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Enhancing quality of life and well-being



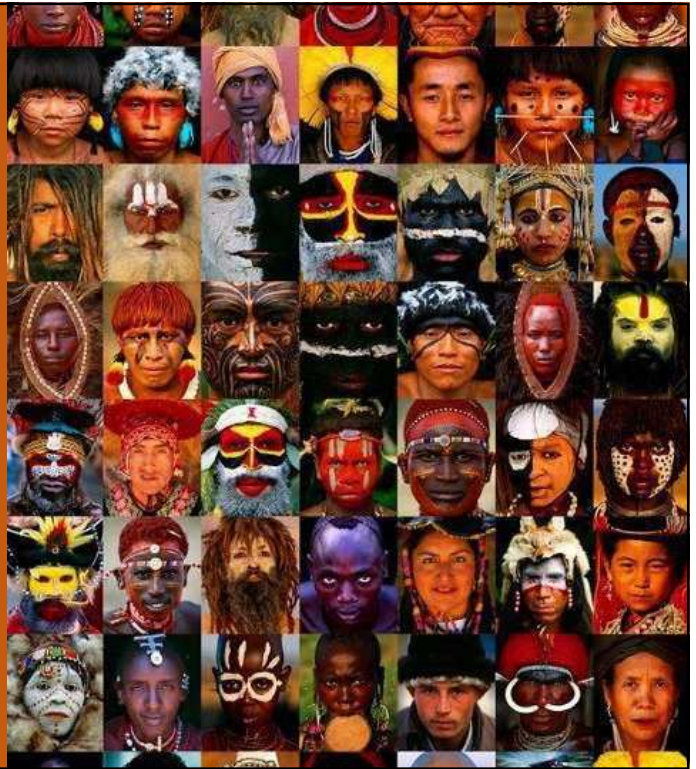
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Respecting, protecting and promoting



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Respecting, consulting
and involving
indigenous peoples
and local communities



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Kakadu NP (Australia) (i) (vi) (vii) (ix) (x) (1981)



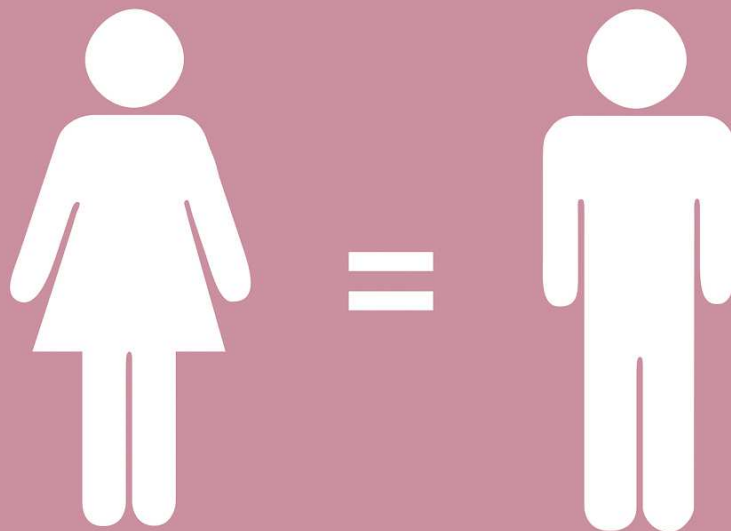
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Kakadu NP (Australia) (i) (vi) (vii) (ix) (x) (1981)



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Achieving gender equality



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Mount Athos
(Greece) (i) (ii)
(iv) (v) (vi) (vii)
(1988)

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Inclusive Economic Development



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RECONNECTING BOROBODUR WORLD HERITAGE SITE WITH PEOPLE

The importance of Borobudur World Heritage Site does not lie only in its main temple. It is widely known that Borobudur is the central point of a larger historical landscape consisting of hills, forests, and other religious features. These should be the central focus of any development around Borobudur. People interested in the site should be encouraged to visit the site and enjoy the view. The site should be managed as a whole, including the surrounding area, to ensure the integrity of the site and its value.

Since 2014 with the support of the Creative Culture Heritage Protection Agency (KORPRI) located around the Borobudur World Heritage Site. The Borobudur World Heritage Site has been managed by the Borobudur World Heritage Site Management Board (BWHM) and the Borobudur World Heritage Site Community Development Board (BWHM-CD). The BWHM-CD is responsible for the development of the Borobudur World Heritage Site and its surrounding area. The BWHM-CD has been established to ensure the integrity of the site and its value. The BWHM-CD is also responsible for the management of the site and its surrounding area. The BWHM-CD is also responsible for the development of the site and its surrounding area. The BWHM-CD is also responsible for the management of the site and its surrounding area.

Making World Heritage a source of people's happiness

World Heritage sites should be a model case of heritage-based development and a source of community well-being. Since its inscription, Borobudur World Heritage site has attracted millions of visitors every year. How can we tap into this massive flow of tourists to create new opportunities for local people? How can we create a bridge between site and people and enhance their sense of ownership in site preservation?

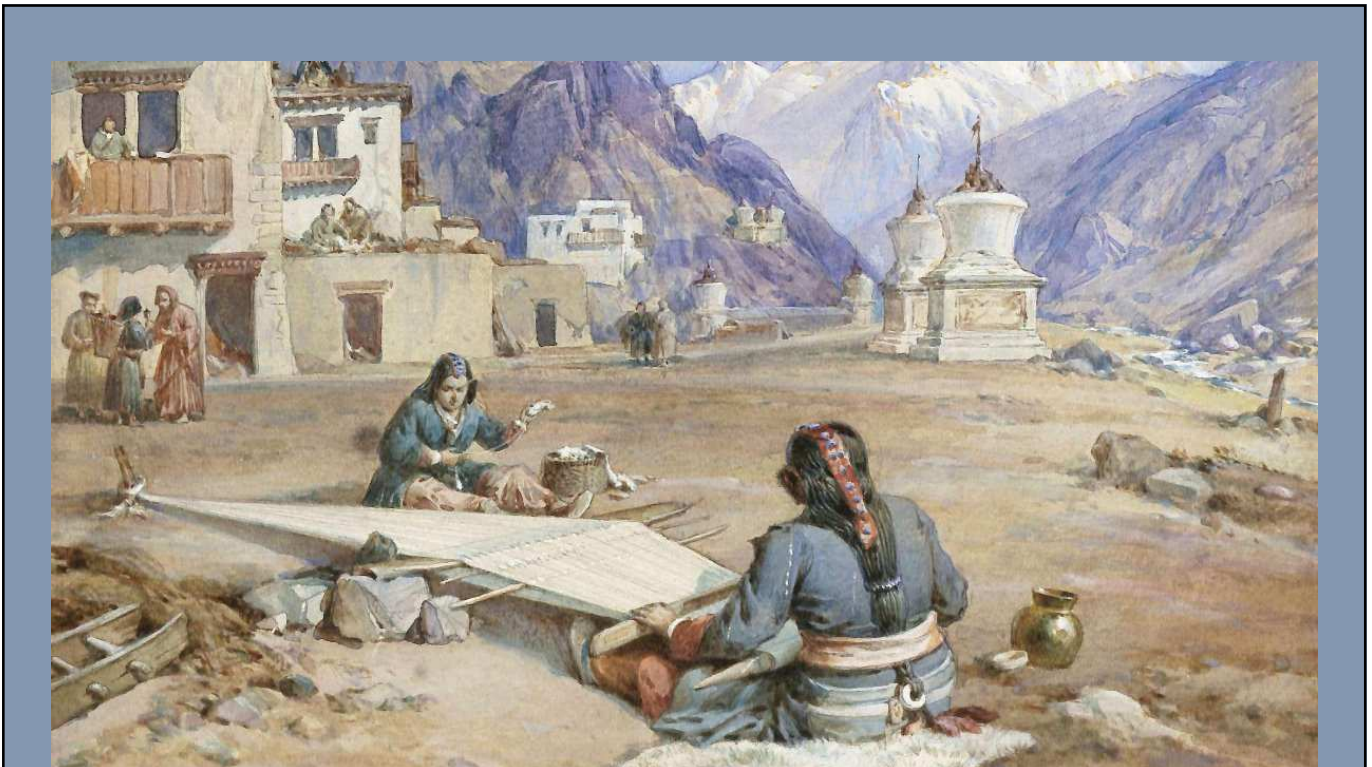
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Promoting economic investment and quality tourism



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Promoting economic investment and quality tourism



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Promoting economic investment and quality tourism



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Adopt adequate visitor management

A collection of educational signs for visitor management in a cultural site. The signs feature illustrations and text in multiple languages, including Nepali, English, and Tibetan. The signs cover various topics such as respecting monks and nuns, not using drugs, covering shoulders, taking off hats and shoes, supporting the village by giving through the elders, not being loud, asking before taking pictures, showing respect, helping conserve culture and heritage, and not showing affection publicly. A large sign at the bottom reads: "PLEASE RESPECT THE SPIRITUALITY AND CULTURE OF THE PEOPLE OF MUSTANG".

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Adopt adequate visitor management



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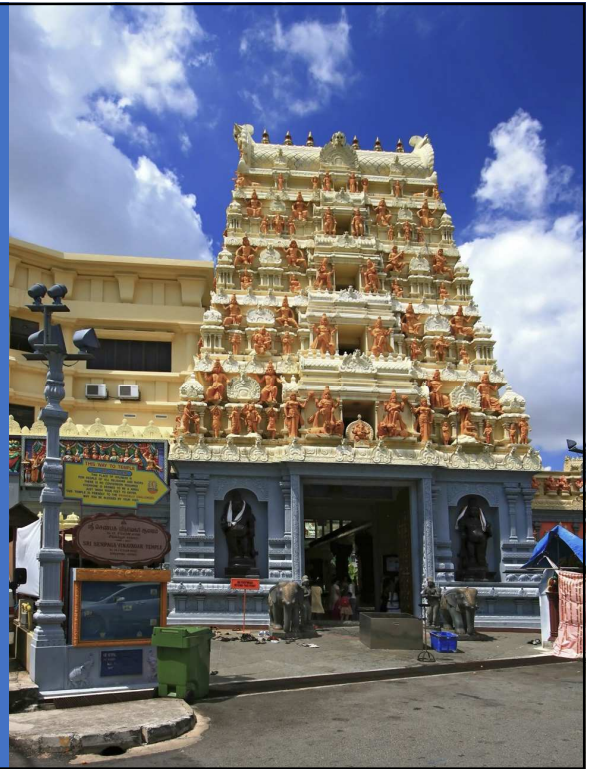
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Fostering
Peace and
Security



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Armenian
Monastic
Ensembles
of Iran
(ii) (iii) (vi)
(2008)



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Melaka and George
Town, Historic Cities of
the Straits of Malacca
(Malaysia) (ii) (iii) (iv)
(2008)



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Silk Roads: the
Routes Network of
(China, Chang'an-
Tianshan Corridor
Kazakhstan &
Kyrgyzstan
(ii)(iii)(v) (vi)
(2014)

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Jesuit Missions of the Guaranis : San Ignacio Mini, Santa Ana, Nuestra Señora de Loreto and Santa Maria Mayor (Argentina), Ruins of Sao Miguel das Missoes (Argentina & Brazil) (iv) (1983)

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Protecting heritage during conflict The Hague Convention (1954)



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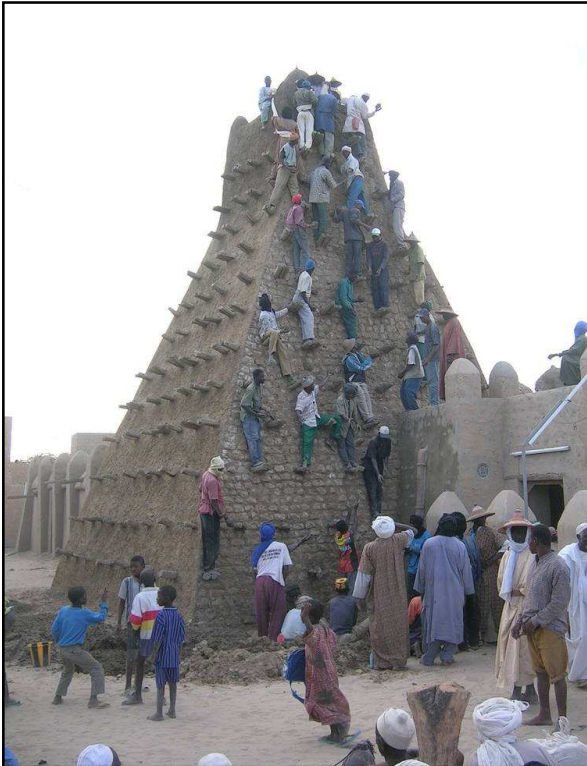
Promote conflict resolution and contribute to post-conflict recovery



Prof. Peter Stone

UNESCO Chair for Cultural Property Protection & Peace, University of Newcastle (United Kingdom)

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Timbuktu (Mali) (ii) (iv) (v) (1988)

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Conclusion

The Climats, terroirs of Burgundy
(France) (iii) (v) (2015)



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Thank you!

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