

MEMOLA project: How can social innovation and ICT tools be used to promote cultural heritage based on traditional agrosystems



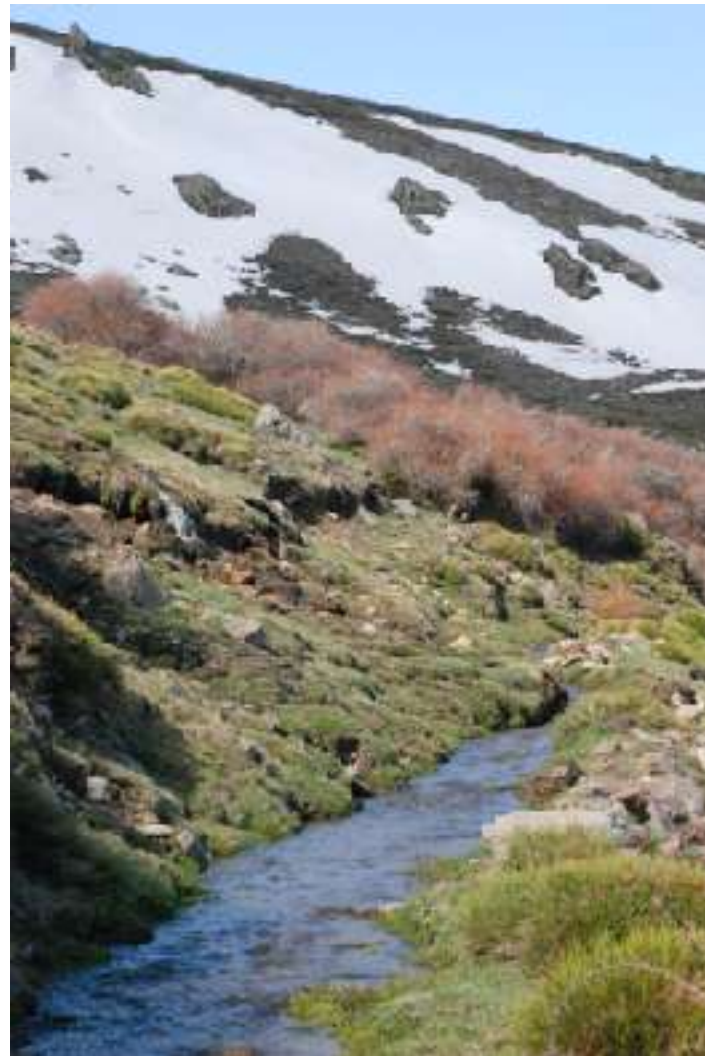
José M^a Martín Civantos
Universidad de Granada
civantos@ugr.es

MEMOLab. Biocultural
Archaeology Laboratory

MEditerranean MOuntainous Landscapes

an historical approach to cultural heritage based on traditional agrosystems

José María Martín Civantos
Project Coordinator





The implementation of **MEMOLA** project is framed under the analysis of Cultural Landscapes from late antiquity to modern times, evaluating the relationship between human societies and natural resources. The project aims to analyse, from an interdisciplinary perspective, the management of water and soil. The **MEMOLA** project counts with a total of ten partners and its central coordination is based at the University of Granada, Spain



Theoretical framework

- ♦ **Biocultural heritage**
- ♦ **Agrarian heritage**
- ♦ **Social-ecological systems**
- ♦ **Transdisciplinarity**
- ♦ **Participatory approaches / Dialogue of knowledge**
- ♦ **Archaeology of complexity/Archaeology of relationships**





Landscapes: productive systems, irrigation systems and settlement network linked to them







Why?

- Concept of heritage
- Social and territorial significance

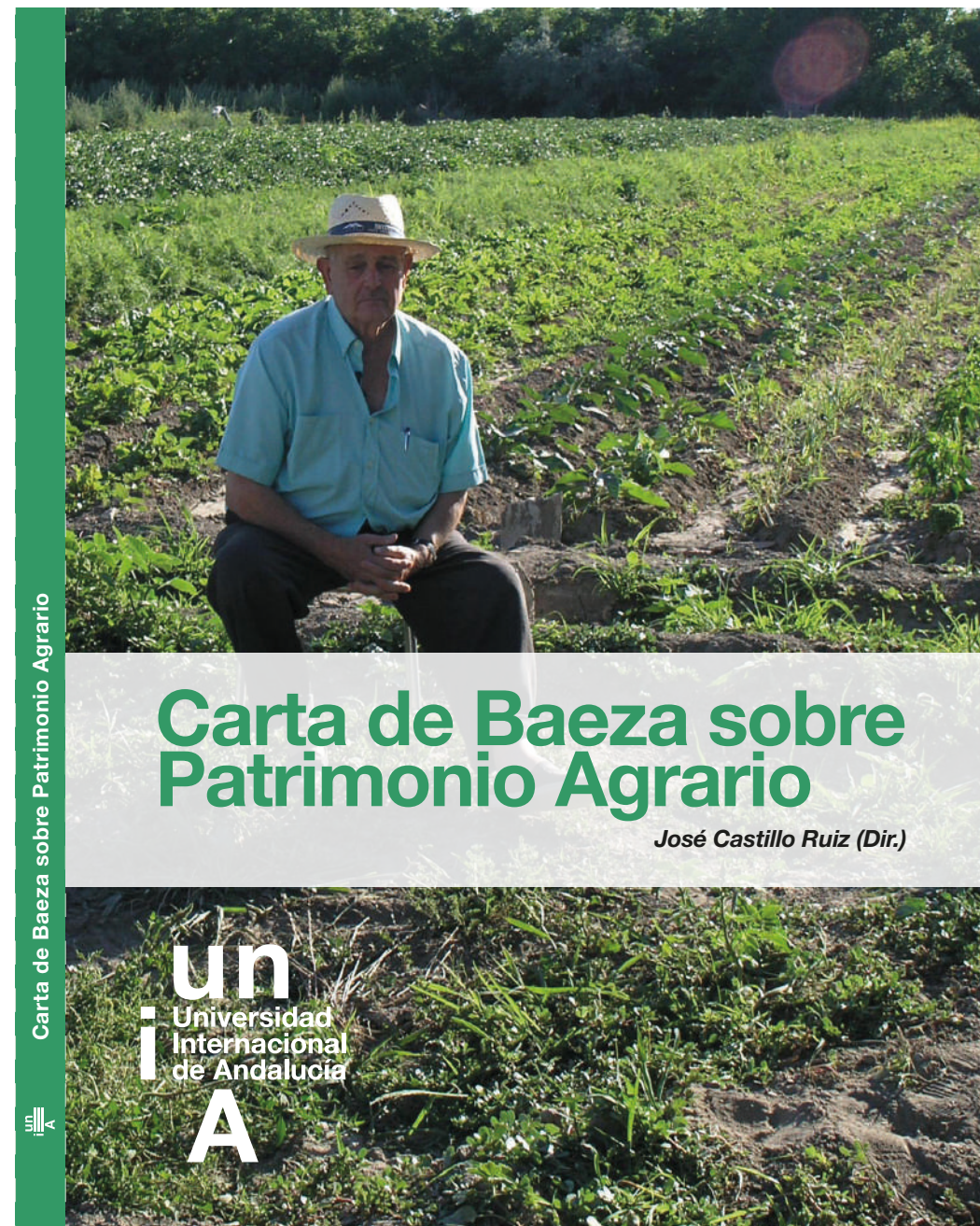


Concept of heritage

- Open, complex, integrated, holistic...
- Agrarian heritage



Rural heritage/ Agrarian heritage



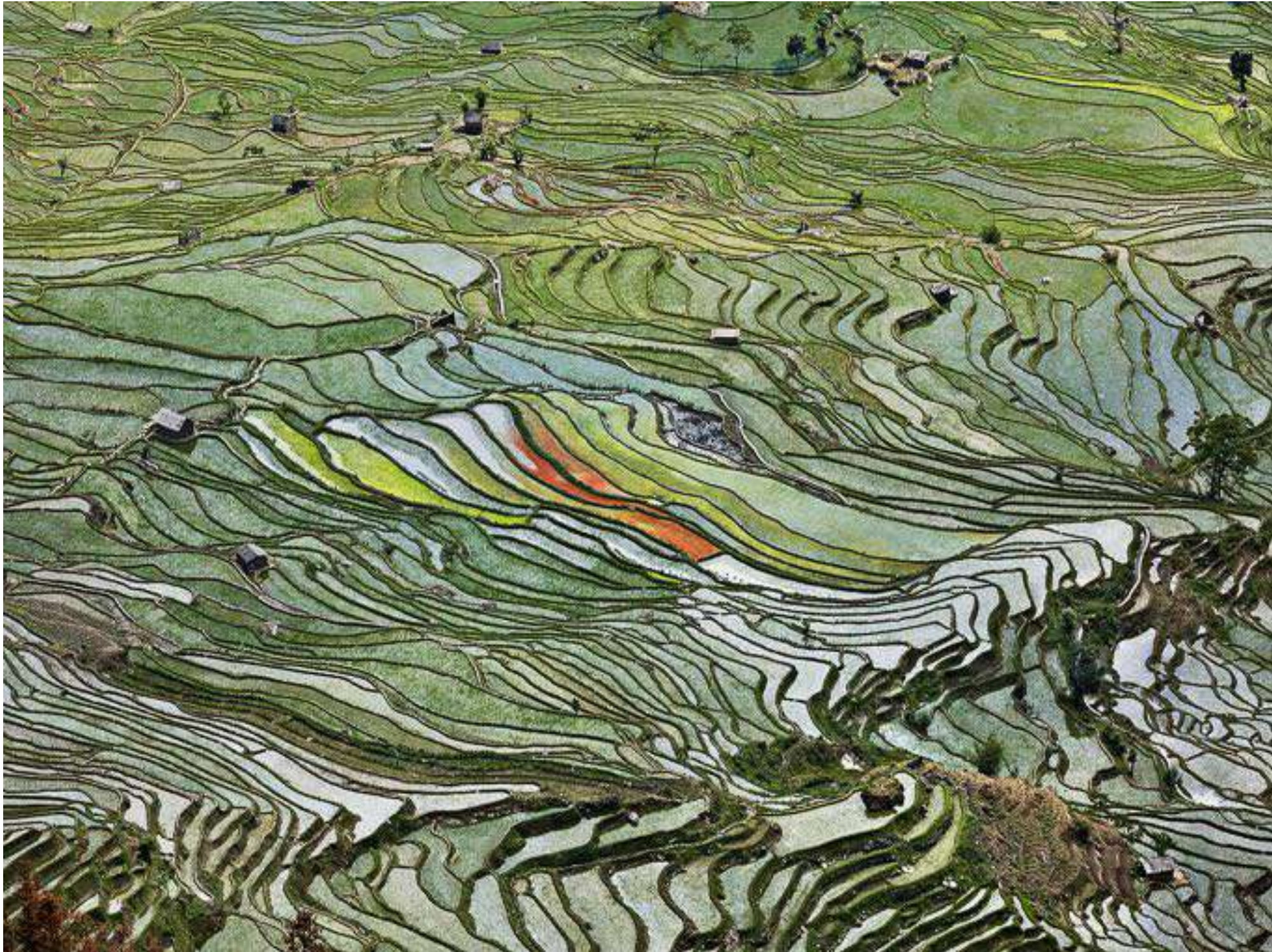
Practices



Knowledge



Landscapes



Sustainability/Resilience



Flavours/Identity

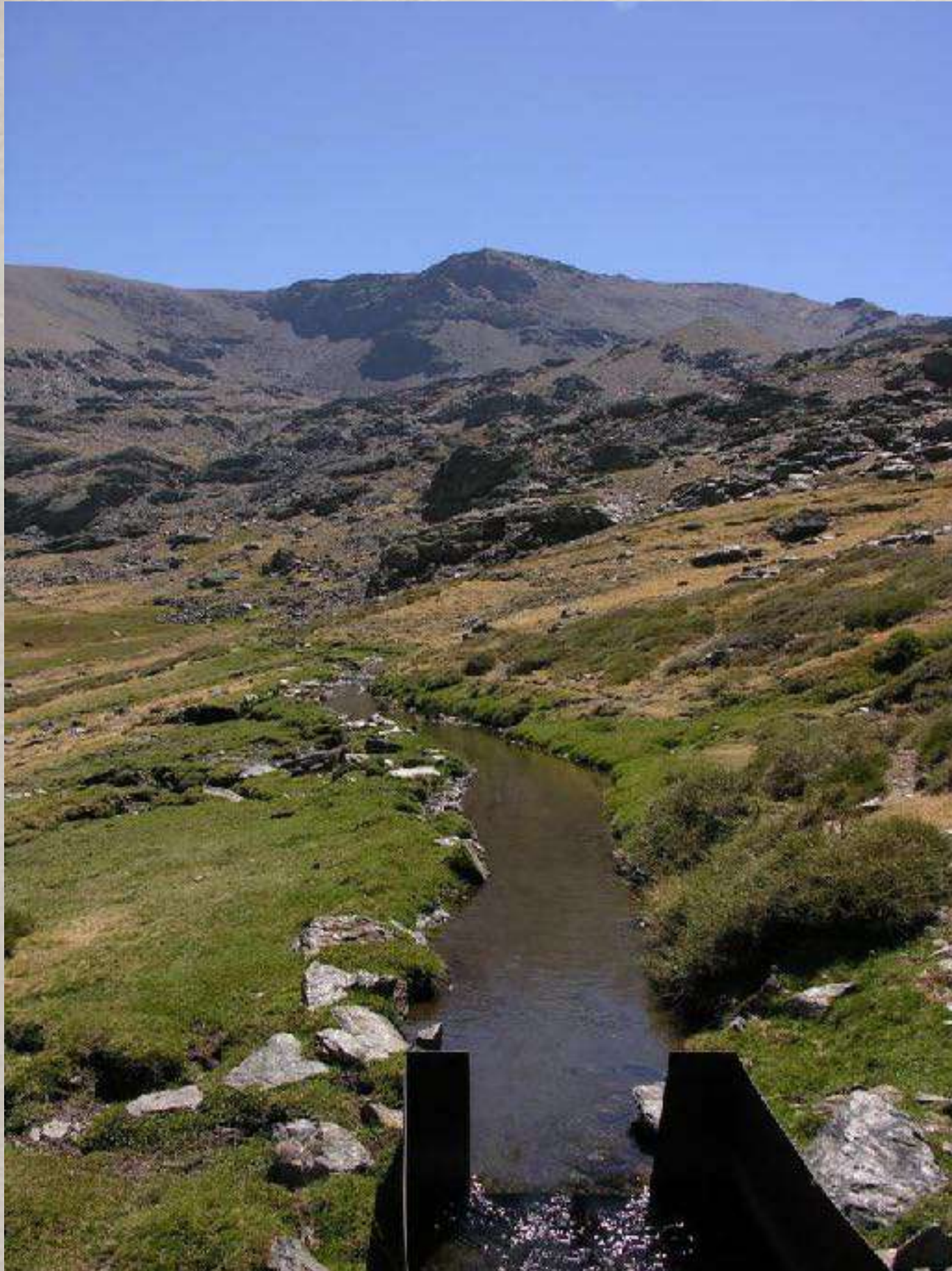


Social Significance



Historical and traditional irrigation systems





A great collective effort

Ferreira irrigation system

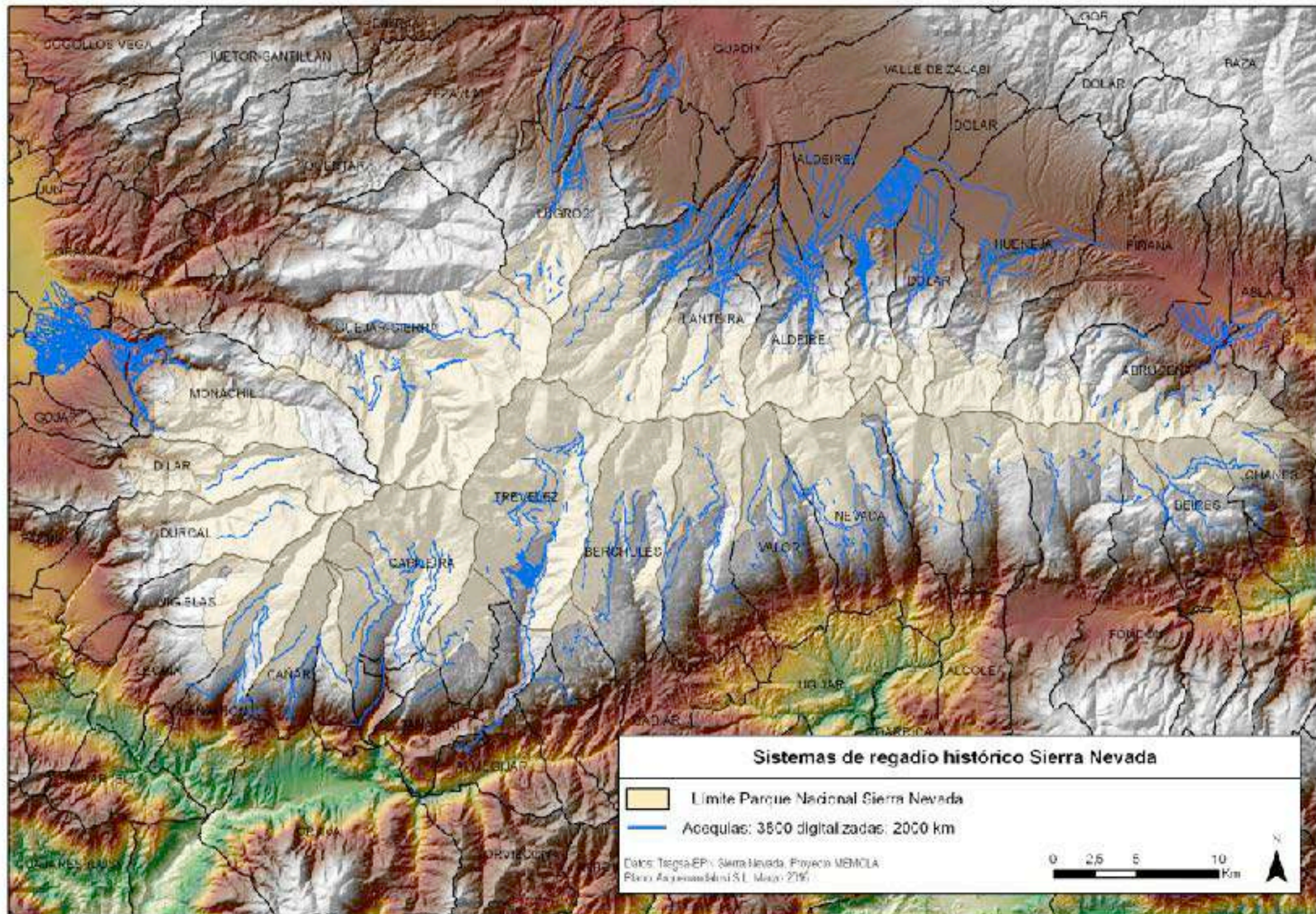
118 km channels / canals

62 Ha intensive irrigation

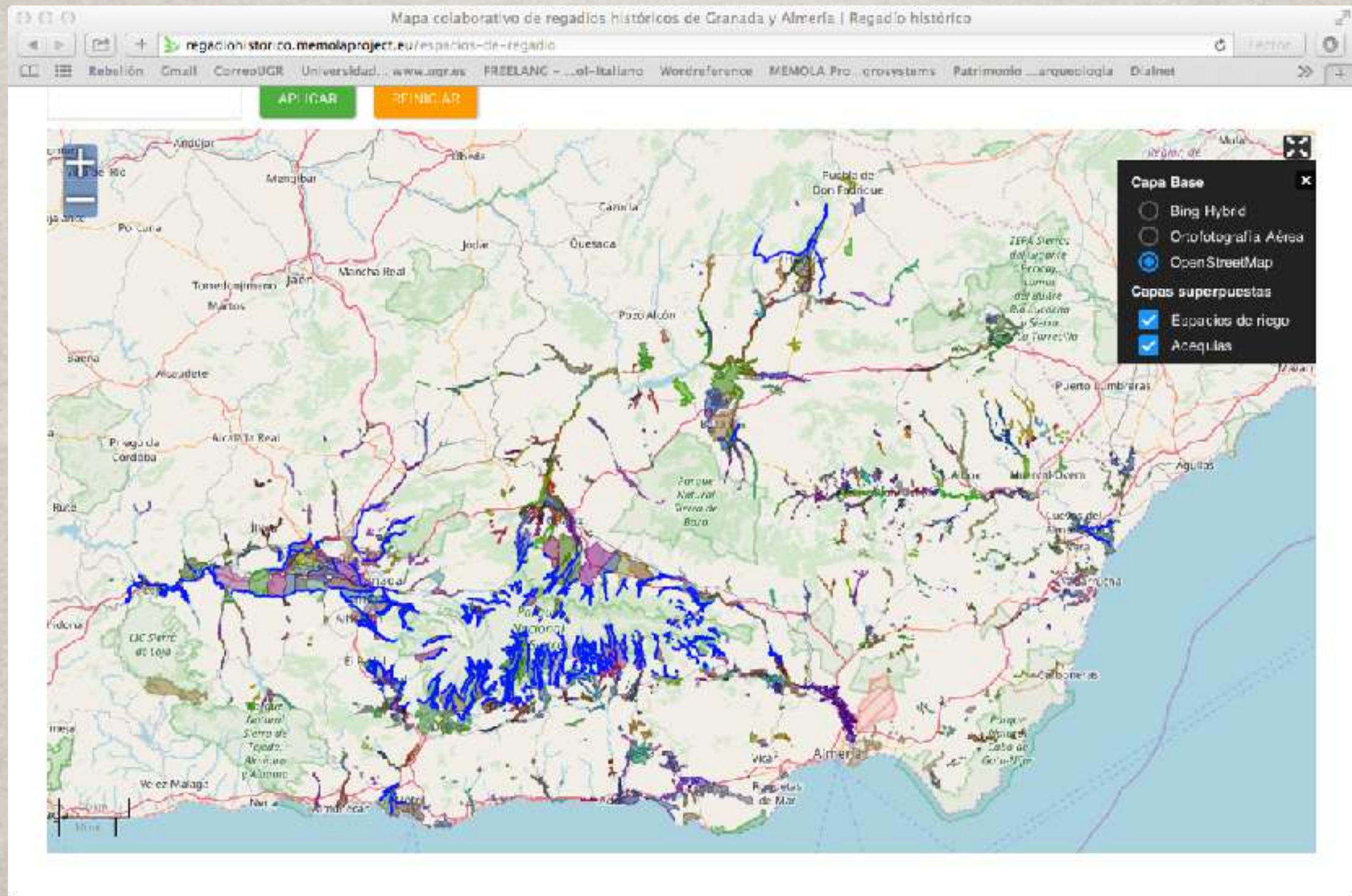
139 Ha occasional irrigation



More than 3000 kms of channels mapped,
just in Sierra Nevada Mountains!



830 irrigation systems, 530 communities, 190.000 farmers,
200.000 has, 24000 kms of canals,
just in Granada and Almeria provinces!



A great collective effort



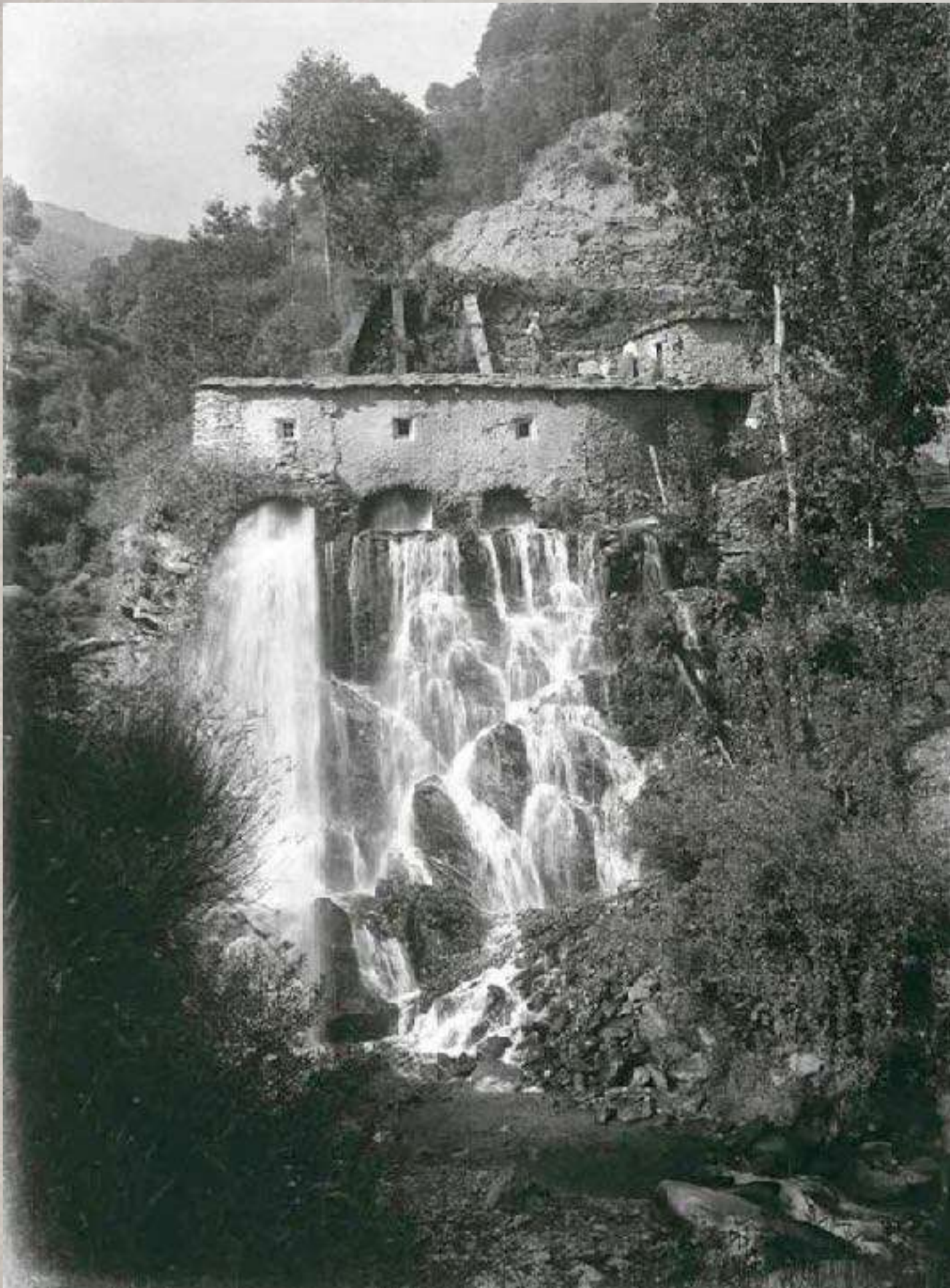


A coevolutive process



(R. Sánchez Arana)

Local/Traditional Ecological Knowledge



(P. Sollman)

A social option, a productive strategy

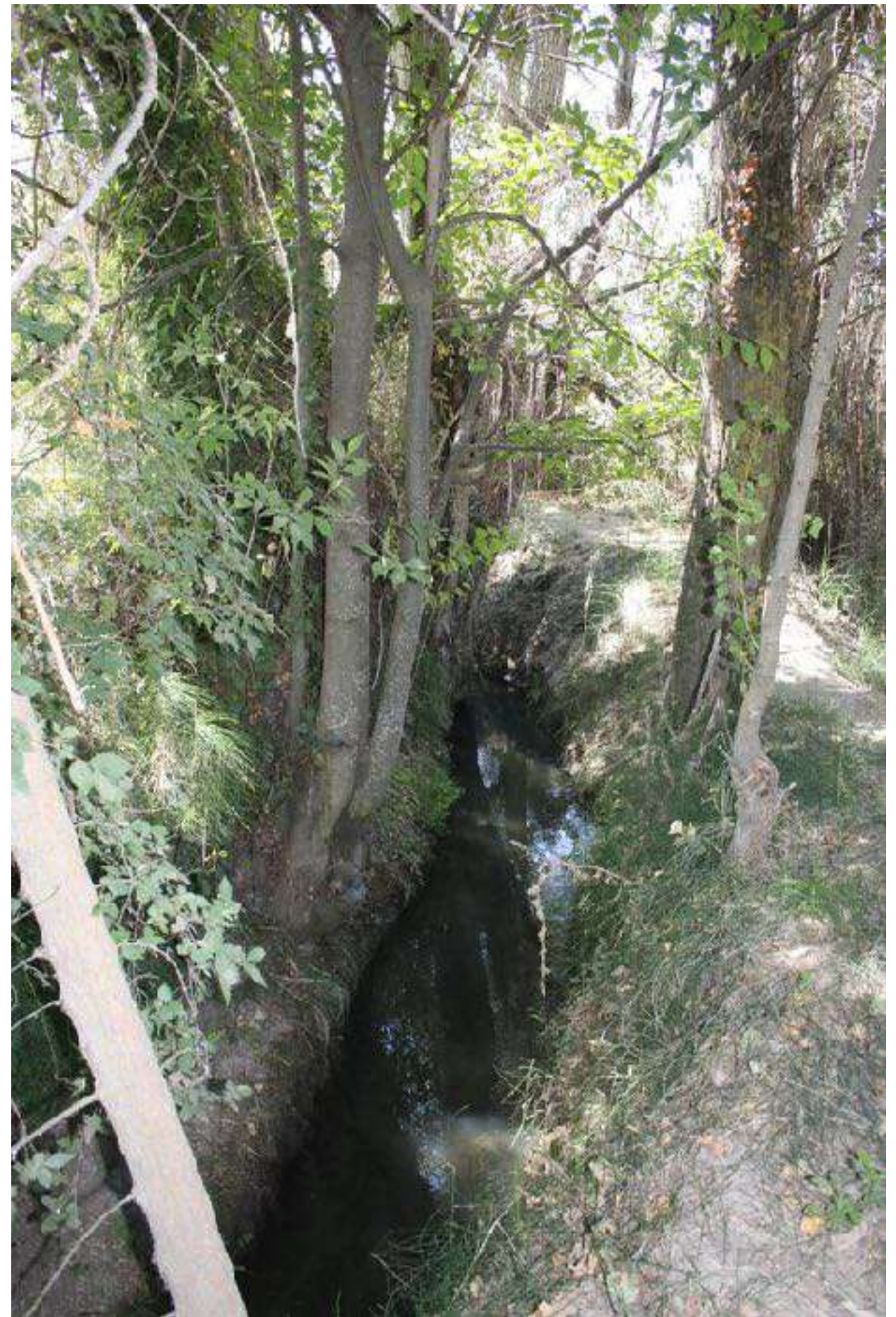


Communal management



Governance





Social distribution of water



Knowledge creation and transmission

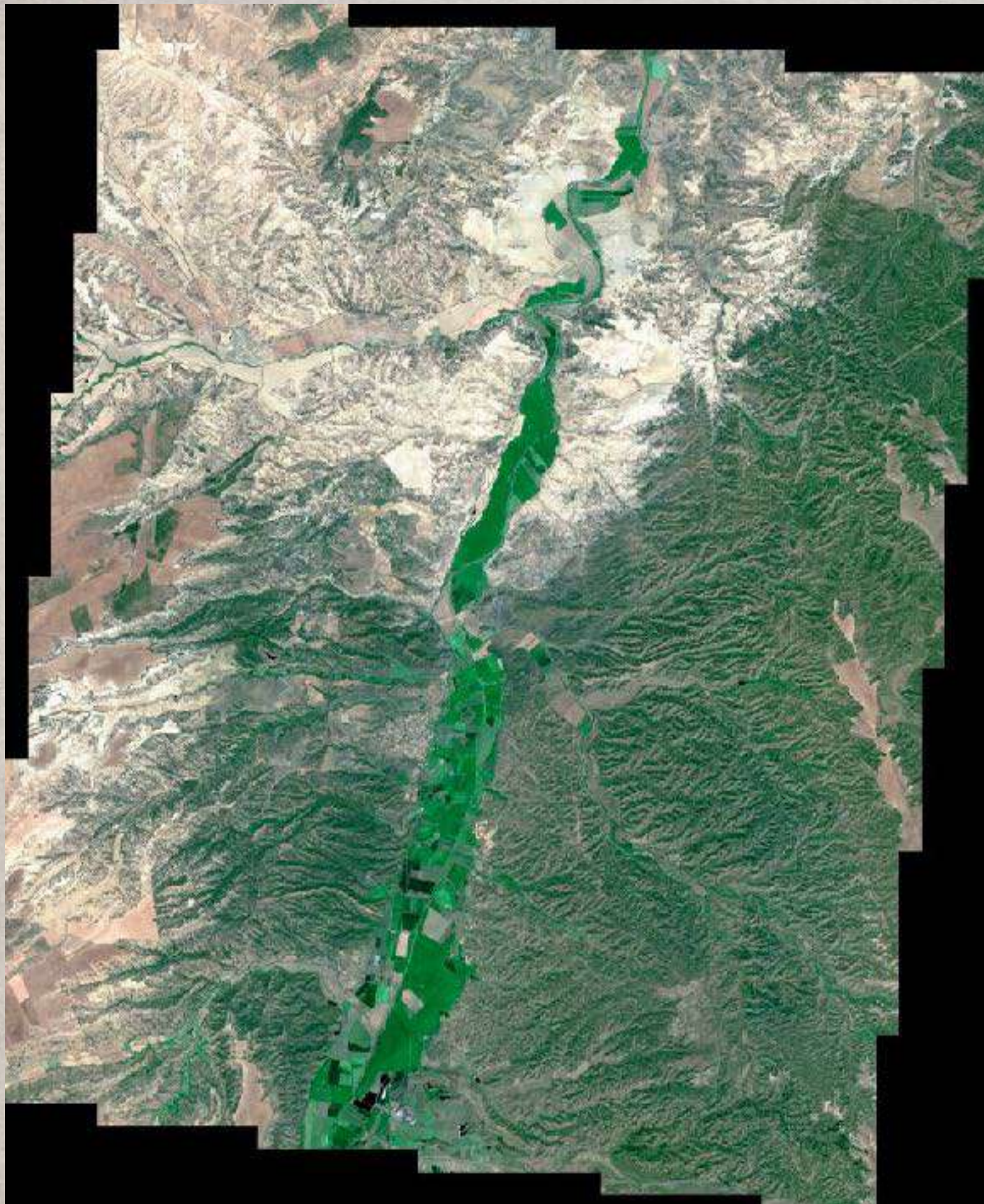


Soil fertility



Relationship between water, soil, crops, animals





Ecosystem services and values

Landscape destruction



Economical framework



Marginalization



Abandonment



Urbanization and land use changes



“Modernization” / substitution

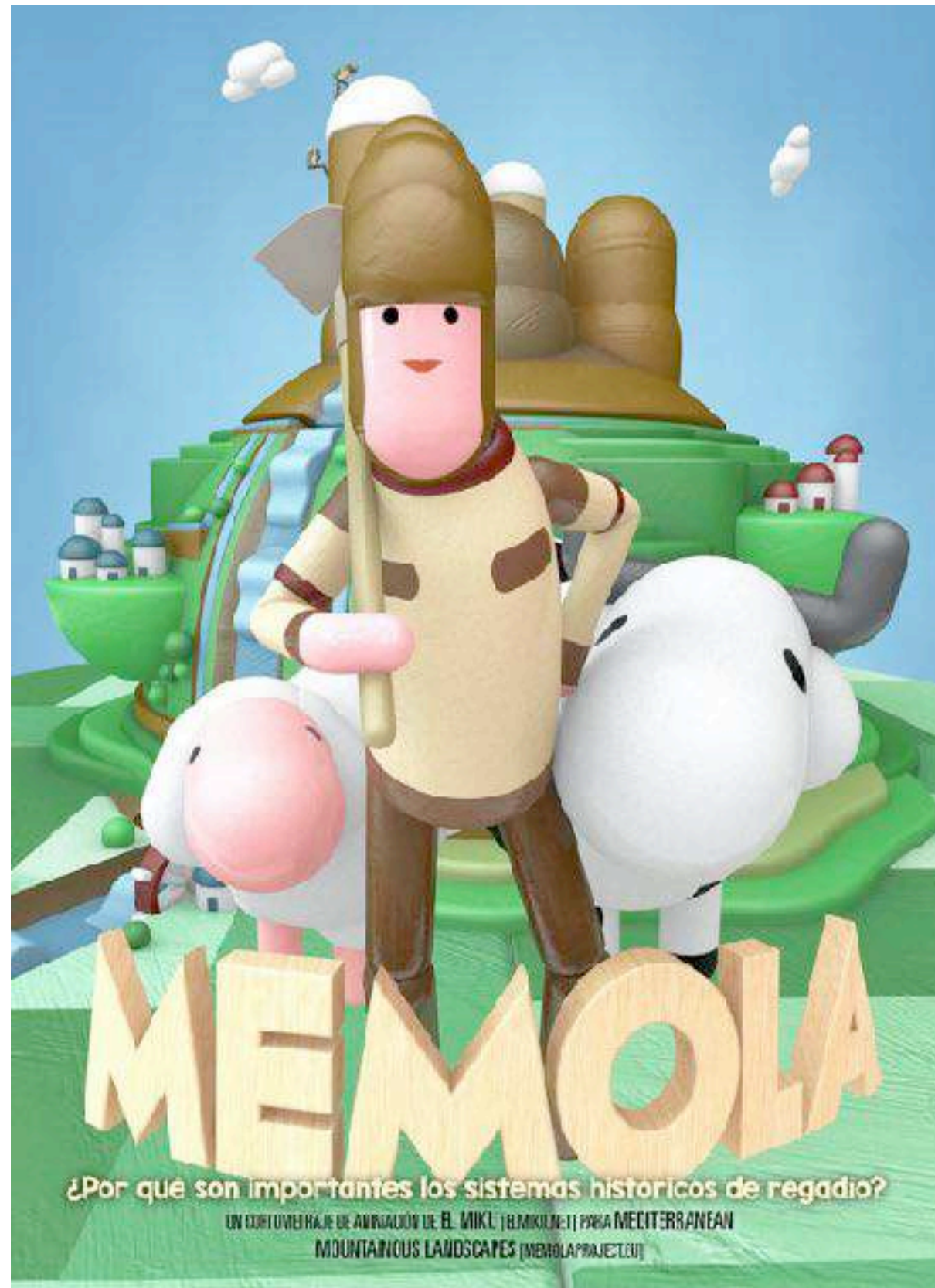


Modernization

- ¿How to preserve cultural values (also environmental) of Agrarian Heritage in the current context?
- ¿How to apply innovation in communication and technology to preserve?



Community-led traditional cultural landscape management



Improving and dignifying farmer's lives and rural areas :

- Income**
- Social, academic, administrative acknowledgment and recognition**
- Services, policies and territorial planning**



The restoration of irrigation canals as a social tool



Work with local communities managing irrigation systems



Volunteers and students



Collaboration with other institutions





**More than 25 kms
recovered in 5
communities**

**Involving directly
more than 400
people**



With a great social...





...academic...

....political...



...and environmental impact





Participatory approach

Dialogue of knowledge



Involving.....

Rural areas

Rural communities

Cultural landscapes

Agrarian activities

Tangible heritage

Intangible heritage

Territorial planning

Agrarian policies

Environmental policies

Global change

Climate change

Cultural challenges

urban/urbanization



Involving.....

Local ecological knowledge

Dialogue of knowledge

Elder population

Gender role

Agrodiversity

Biodiversity

Ecosystem services

Governance

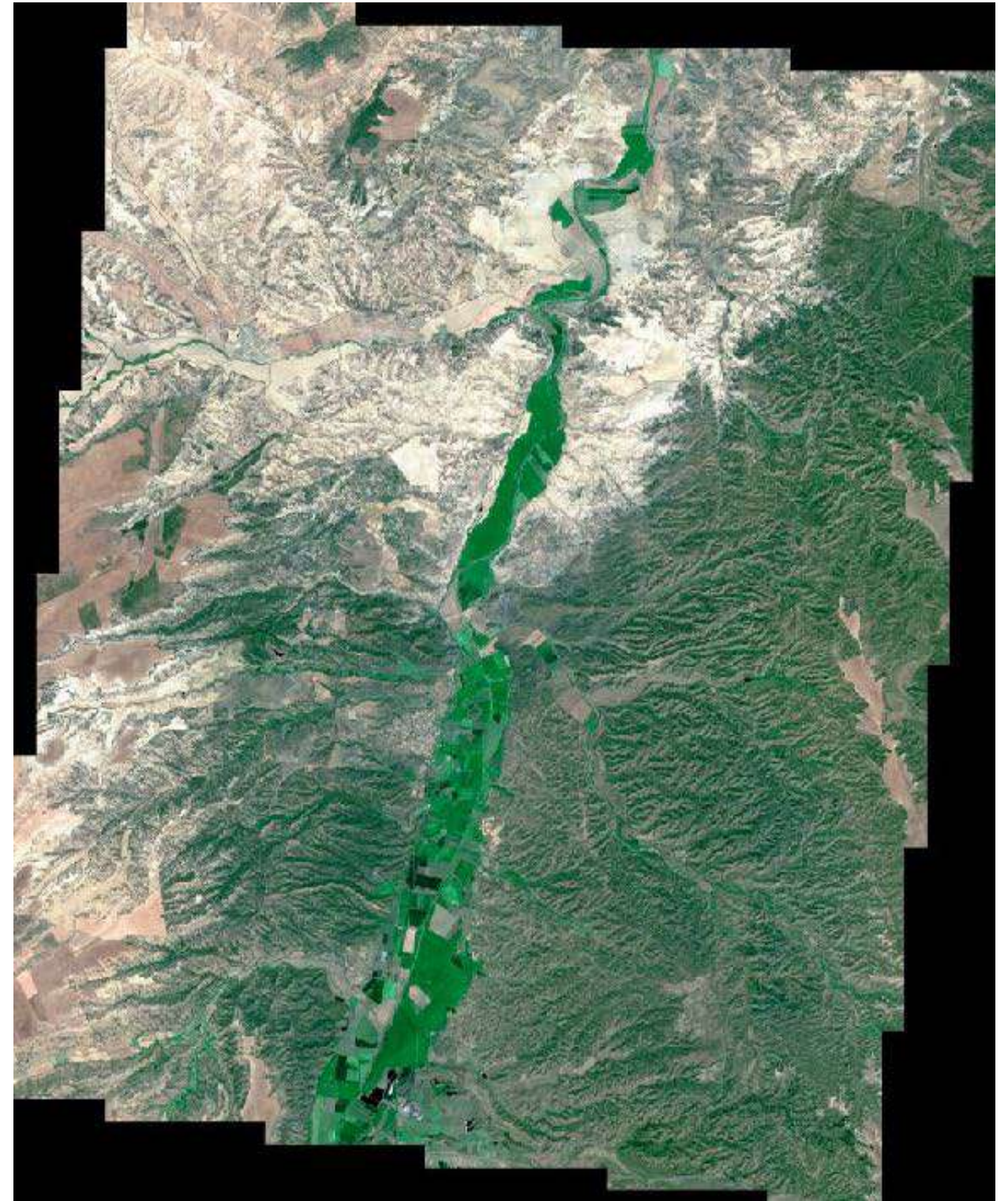
Land Stewardship

Production

Productivity

Economic development

Resilience



Involving.....

Water policies &
water planning

Mediation &

Environmental Mediation

Building restoring
community & identity

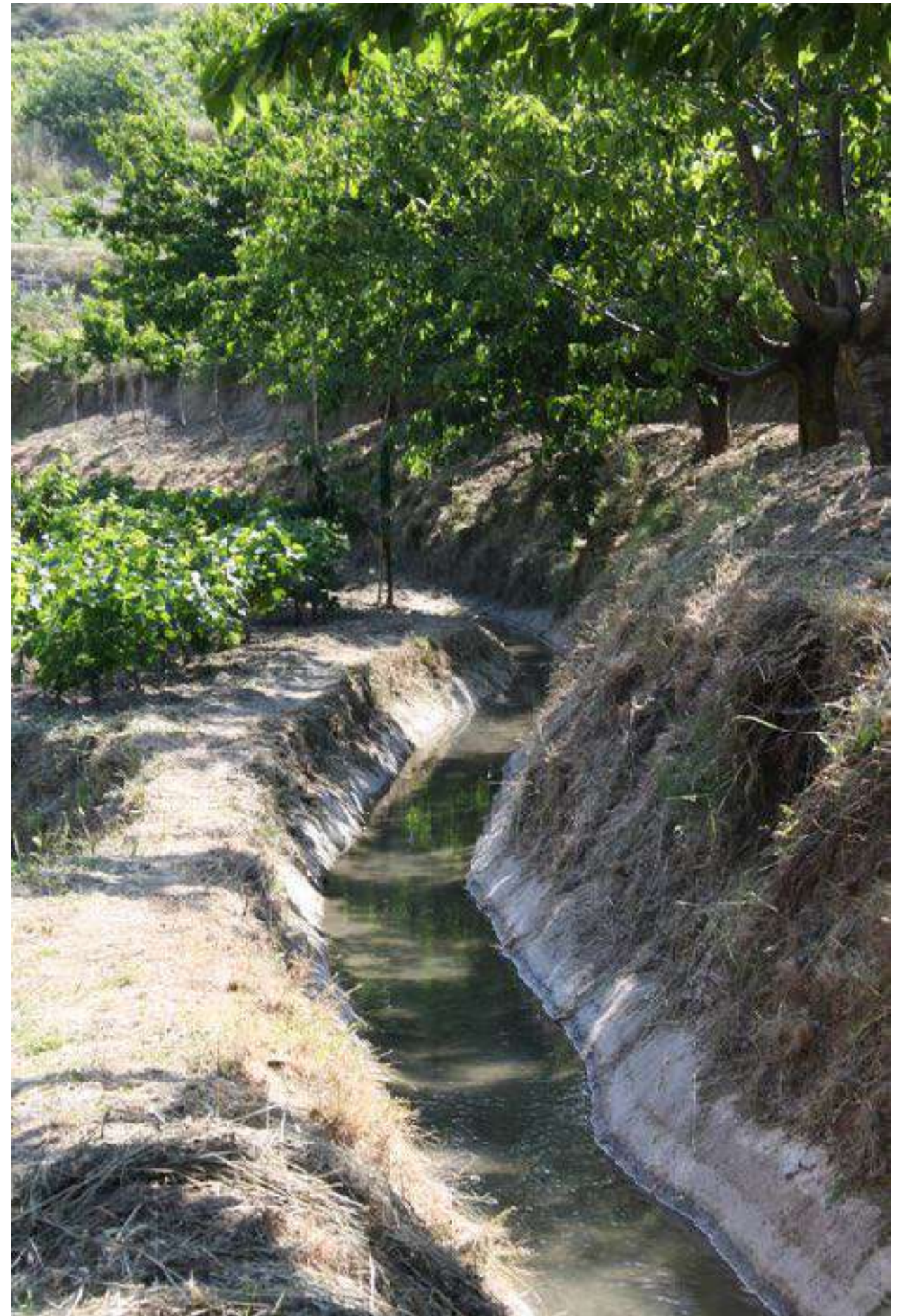
Inter & Transdisciplinarity

Epistemologies

Role of humanities

Participation

Public/communal/private
relationships



CITIZIENSHIP

Young, 2000; Yuval-Davis, 2006

BELONGING

PARTICIPATION

RIGHTS

Local level



Farmers



Schools



Municipalities

Regional level



Associations



Regional governments

European level



Policy brief



International meetings

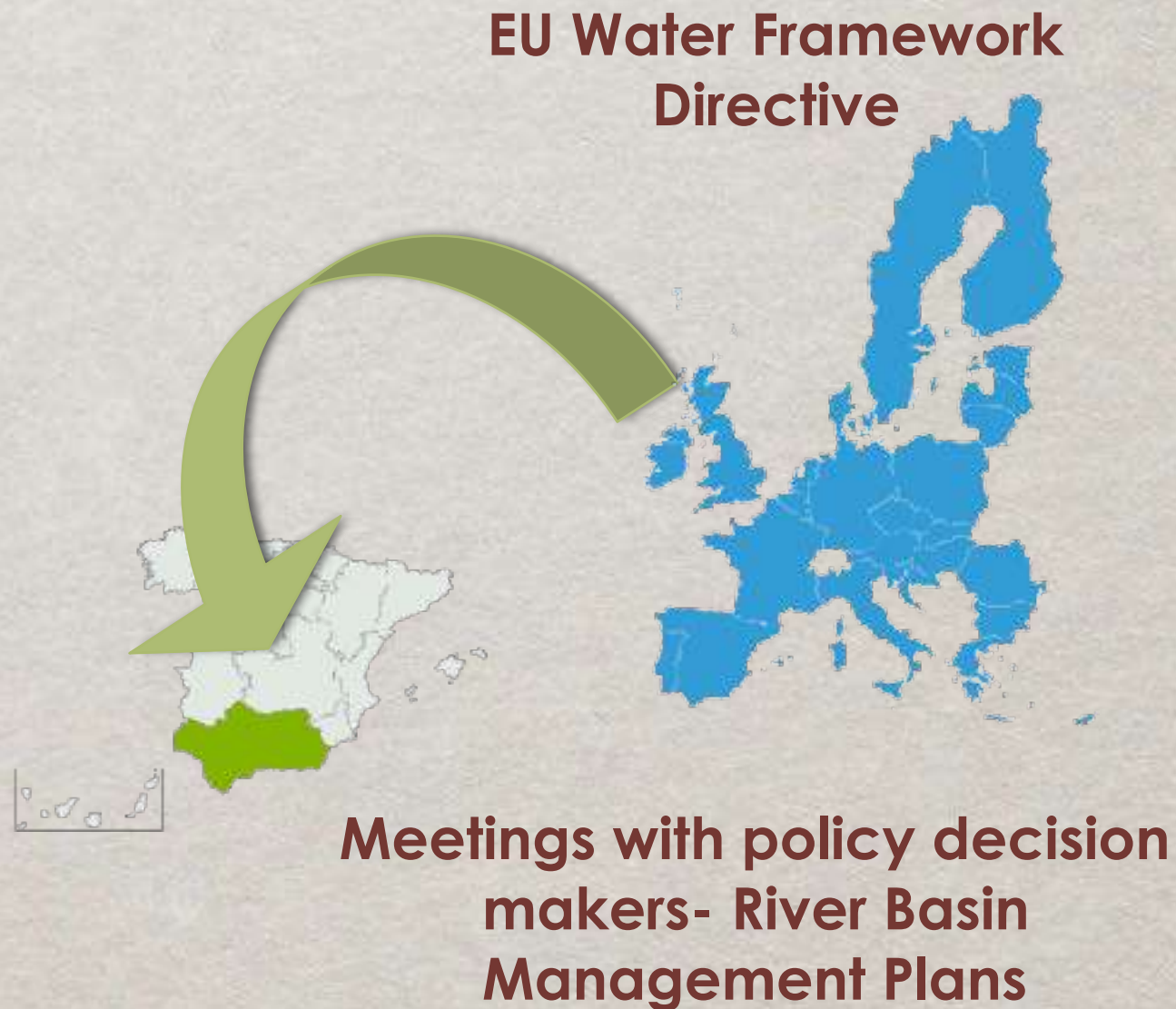


Academia

From local level to global context



**Historical and Traditional
irrigators Communities
Association of Andalucía**





EUROPEAN POLICYBRIEF



THE IMPACT OF EUROPEAN WATER POLICY ON THE WATER CULTURAL HERITAGE

This policy brief summarises the findings of the MEMOLA project with regard to the impact of European water policy on the water cultural heritage associated with historical irrigation systems. The brief also presents suggestions for policy interventions in order to establish the mechanisms and criteria for the delimitation of their values and for their protection.

June 2015

Abbreviations: Historical Irrigation Systems (HIS); EU Water Framework Directive (wFD); River Basin Management Plans (RBMPs).

INTRODUCTION

Historical irrigation systems as cultural and environmental heritage

Since antiquity, irrigated agriculture has had a significant impact on ecosystems in the Mediterranean basin, where water resources are limited and irregular in time. Furthermore, the 'historical irrigation systems' (HIS) have played a particular role in the ecological history of landscape, not only in southern Europe, but also in very different environmental regions across Europe¹. The HIS should be understood as complex land and water management systems, which use the water gravitational potential through distribution networks with simple structures, operated on a small scale and managed by local farmer communities. They work as a socio-ecological constructs which have been able to survive during centuries, thanks to a relevant resilience capacity and a sustainable use of the natural resources. These systems, which are still operational in many places, are **agroecological systems of great socio-economic, environmental and cultural interest**. They have generated peculiar cultural landscapes as a result of centuries of **sustainable interactions between people and nature**. The water cultural heritage associated with these systems relates not only to the technology, items and architecture developed, but also to practices, based on traditional environmental knowledge, which have generated intangible heritage values.

Beyond the intrinsic values held by the HIS, **important ecosystem services** are also provided by these systems, especially by those which are located in mountain areas. Among these services, it

¹ Leibundgut, C., Kohle, I. 2014, European traditional irrigation in transition. Part I: Irrigation in times past—a historic land use practice across Europe. *Irrig. and Drain.* 63: 273–293.



EUROPEAN POLICYBRIEF



SOIL AS ENVIRONMENTAL AND CULTURAL HERITAGE AND THE IMPORTANCE OF SOIL PROTECTION.

This policy brief summarises recently developed perspectives on soils that have emerged from the findings of the **MEMOLA project**. The critical environmental dependency of soils is well-established yet to date soils have been undervalued and poorly recognised as cultural materials. MEMOLA has demonstrated that soils are an extensive cultural resource and form part of Europe's rich cultural heritage. This brief stresses the need for a comprehensive European policy for soil protection and management that recognises the complex nature of soil and seeks to promote an awareness of soils as having a dual inheritance that stems from both cultural and natural processes.

The Italian Soil Science Society (SISS) and the European Society for Soil Conservation (ESSC) collaborated in writing this policy brief and is supported by the UK Soil Association.

December 2016

INTRODUCTION

Soil-a vital resource

Soils support life in all its forms by playing a key role in all major earth cycles (Carbon, Nitrogen, Oxygen, Phosphorus, Sulphur and Water and Rock). Simply stated, it is Earth's life support system. Soils are not simply substrates composed on minerals and chemicals though. They are a living medium that is home to a myriad of microorganisms, fungi, animals and plants that are bound in system of co-dependency. Many soil deposits have developed over centuries and millennia and under highly specific local conditions which has in turn produced diverse soil ecosystems that are specific to particular regions.

Human impact on soil systems has increased with the gradual intensification of agriculture since the start of the Holocene (~10,000BP). Soils have not only been used and modified to support the shift to agriculture, but also as resources for building (adobe, piso and cob), material culture (clays for ceramics, pigments, mordants), and even as medicines (poultices, skin protection and more recently alternatives to antibiotics and existing immune suppressants –i.e Rapamycin). The long-established historic relationships that traditional communities have established with their environments has furnished us with a rich soil diversity that is the result of the complex interplay of specific regional environmental factors and culturally specific soil and land management strategies. MEMOLA has worked intensively to document the extent and character of this

Critical, reflective action.

Political, legislative and administrative proposals

BOLETÍN OFICIAL DEL PARLAMENTO DE ANDALUCÍA

Núm. 415

X LEGISLATURA

3 de marzo de 2017

IMPULSO DE LA ACCIÓN DEL GOBIERNO

PROPOSICIÓN NO DE LEY EN COMISIÓN

10-16/PNLC-000136, *Proposición no de ley relativa al apoyo a las acequias históricas de Andalucía*

Aprobada por la Comisión de Medio Ambiente y Ordenación del Territorio en sesión celebrada el 7 de febrero de 2017

Orden de publicación de 20 de febrero de 2017

PROPOSICIÓN NO DE LEY RELATIVA AL APOYO A LAS ACEQUIAS HISTÓRICAS DE ANDALUCÍA

El Parlamento de Andalucía insta al Consejo de Gobierno a:

1. El reconocimiento público de que las acequias históricas de Andalucía son un patrimonio agrario, cultural, histórico y ambiental que hay que conservar para las futuras generaciones.
2. Promover la acción consensuada entre las comunidades de regantes y las administraciones públicas, especialmente las corporaciones locales, que faciliten la conservación de la importante red de acequias históricas que existen en Andalucía.
3. La creación de un catálogo de acequias históricas e infraestructuras hidráulicas, que incluya a aljibes y albercas, y a que tome las medidas necesarias para la conservación de las infraestructuras de regadío tradicional que emanen del mismo catálogo.



Digital participative tools



Mapa colaborativo de regadíos históricos de Granada y Almería



Los **sistemas históricos de regadío** constituyen un sistema agroecológico de interés socioeconómico, ambiental y cultural que han creado paisajes de gran belleza y que dotan (o han dotado) de identidad a los territorios donde se ubican.

El regadío es un paisaje realmente extraordinario, presente en una buena parte de nuestra tierra. Se trata de territorios modelados a lo largo de siglos de historia de coevolución entre el ser humano y la naturaleza. Sus valores, no solo patrimoniales, sino también ambientales, económicos, identitarios y estéticos, son cada vez más reconocidos a nivel internacional.

Connect local reality with global context

The screenshot displays the IHOPE website interface. At the top, a browser window shows the URL `ihope.net.org`. The main banner features the IHOPE logo in large green letters, with the tagline "Integrated History and Future of People on Earth" below it. A speech bubble on the right of the banner says "Website under construction!". Below the banner is a navigation menu with links: ABOUT, REGIONS, THEMES & CONCEPTS, EMERGING KNOWLEDGE HUBS, COMPLETED PROJECTS, and CONTACT.

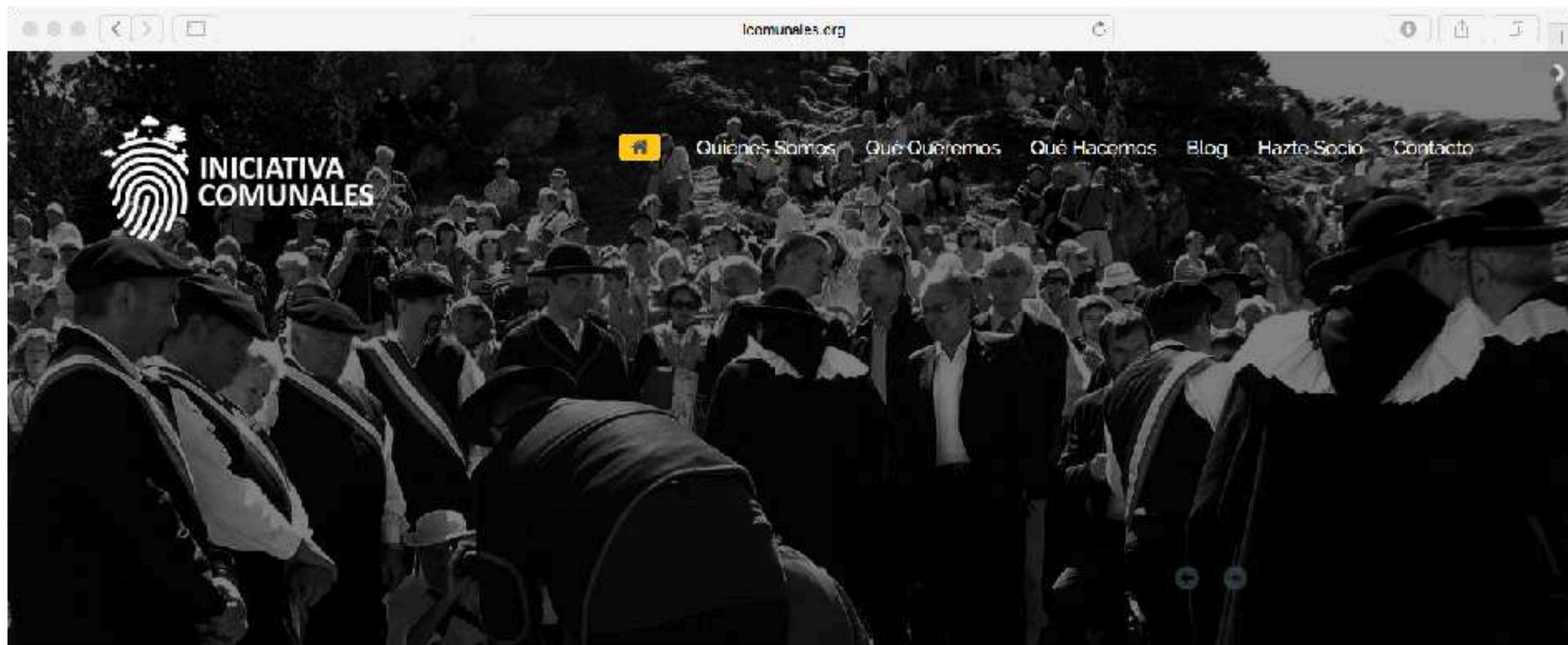
The main content area is divided into several sections:

- MEMOLA project**: A large image of a mountain landscape with a text overlay dated November 3, 2015. The text describes the MEMOLA project, which focuses on the study of four landscapes in Europe: Sierra Nevada (Spain), Vjosa Val...
- News**: A section featuring a portrait of Denise Pahl Schaan, with the text "Denise Pahl Schaan, 55, a major figure in..." below it.
- Regions**: A section featuring a landscape image with the text "The Herring School and the..." and "Introduction Anthropological archaeologists often..." below it.

On the right side of the page, there is a search bar and a "Welcome to IHOPE" section. The welcome message states: "The Integrated History and future of People on Earth (IHOPE) initiative is a global network of researchers and research projects that link human and Earth system history through the integration of knowledge and resources from the biophysical and the social sciences and the humanities. It is housed at Uppsala University in Sweden."

Below the welcome message is a section titled "Propose a regional Case Study or Theme" with the text: "Are you working on your own case study or theme that would fit well into IHOPE? Click here and let us know about your case study."

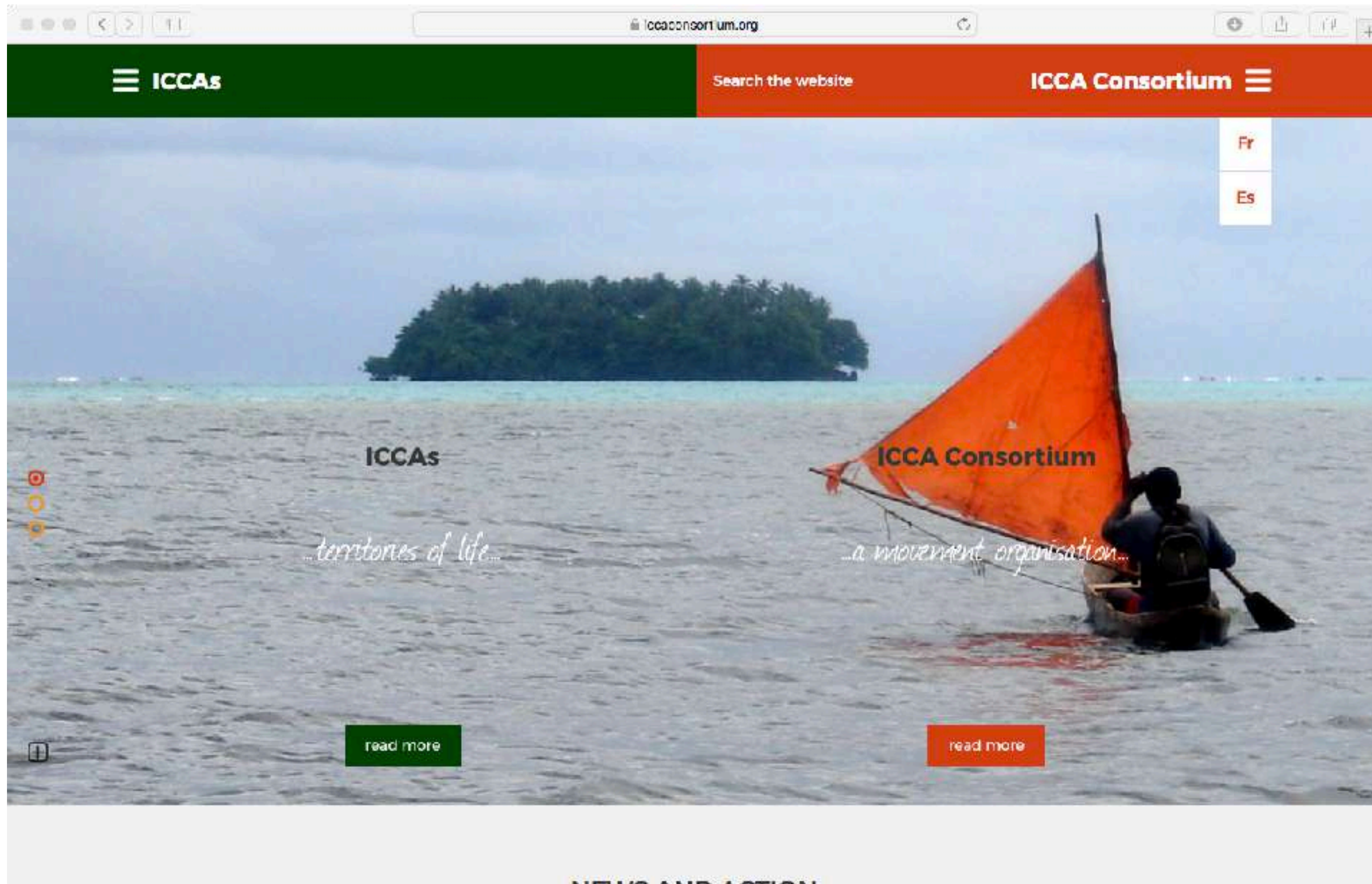
At the bottom right, there is a "Follow us on Twitter" section showing tweets by @IHOPE_updates. One tweet is visible, mentioning "IHOPE Forwoted" and "Maurits Ertsen".



¿Qué es iComunales?

iComunales somos una asociación de ámbito estatal, formada por comunidades que gobiernan aguas, tierras, bienes y derechos de forma comunal. Otros miembros clave de la asociación son ONG, universidades, empresas y otras entidades, además de personas a título individual. Nuestro objetivo común es el apoyo y reconocimiento de estos sistemas comunales de gobernanza, con particular atención a promover sus valores sociales, ambientales y económicos.





“territories and areas conserved by indigenous peoples and local communities” or “territories of life”

Responsibility... long term action, strategy



Responsibility... long term action, strategy



Risks: expectations, dependence, idealization, romantic view...

CUANDO NO HAY TALENTO. ¡NO LO HAY!



Some reflections...

- *Cultural Heritage (Archaeology) as dead places for dead people*
- *Adaptation to the context and specific circumstances (who, relationships...)*
- *Creativity*
- *Empathy, patience*
- *Dialogue of knowledge (equality)*
- *Dialogue tradition/innovation*
- *How far can we really get to? What is our real impact? (try to avoid frustration...)*
- *Role of new technologies (contextualize)*



Some conclusions...

- *Cultural Heritage (Archaeology) as a tool for social transformation*
- *Participation as an strategy*
- *Humanities (Archaeology) as Activism*
- *Relationship between public/communal/private*
- *Dialogue of knowledge*
- *Transdisciplinarity*



Yes, we could...



Gracias / Thank you / Merçi / Mulțumesc





MEMOLA project
www.memolaproject.eu

MEMOLab.
Biocultural Archaeology
Laboratory
<https://blogs.ugr.es/memolab/>

www.reach-culture.eu



Digital technologies and cultural heritage: engaging audiences in creative and innovative interactions

Neil Forbes

Coventry University, UK

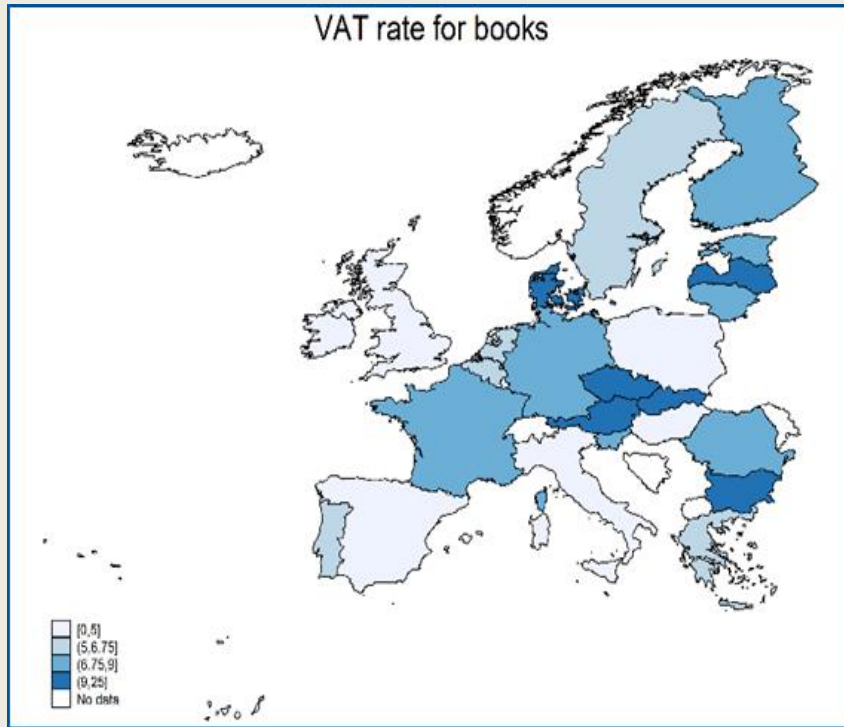


Participation: co-designing, creating and producing

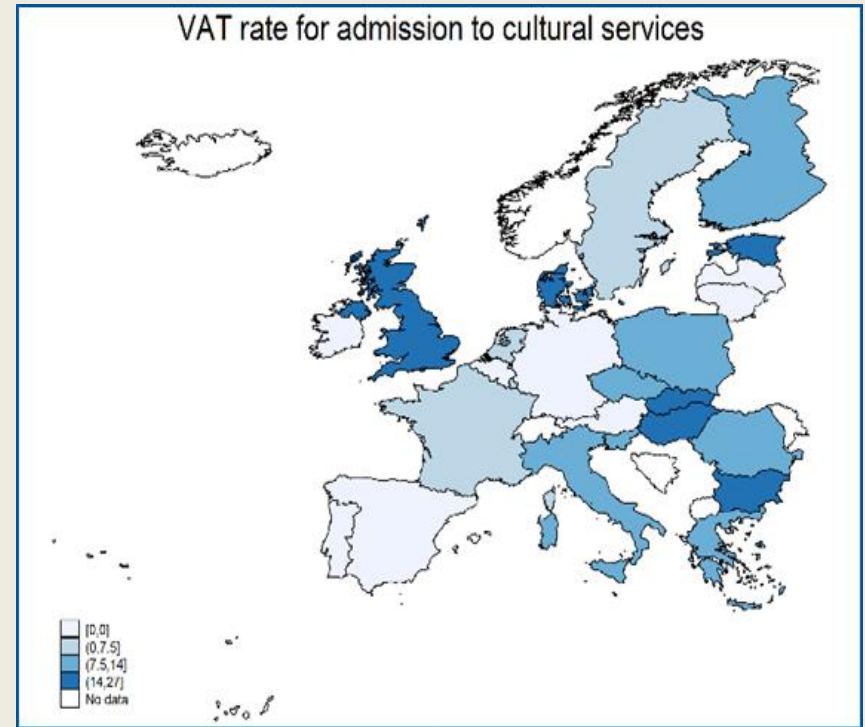


Incentives, Disincentives

VAT rate for books



VAT rate for admission to cultural services



Authenticity

fake

or

real ?



Craft skills in new, digital contexts



Communities

Identity,
Belonging

Celebrating
diversity

Dangers of
tribalism

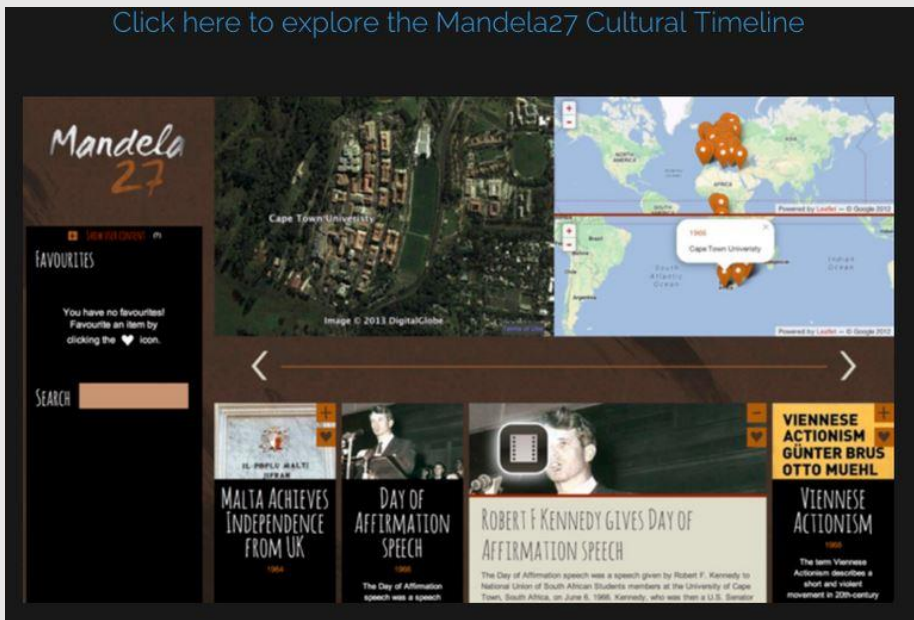


virtual performances



Mandela27

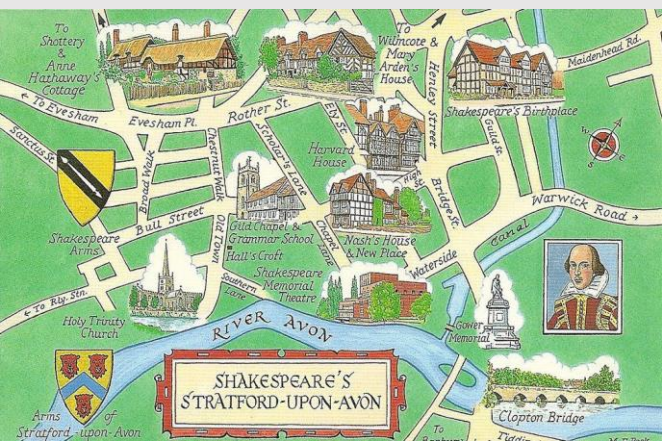
[Click here to explore the Mandela27 Cultural Timeline](#)



Lanchester Interactive Archive



Shakespeare Birthplace Trust
Virtual Reality and Augmented Reality



REACH

**Re-designing access to CH for a wider
participation in preservation, (re)use and
management of European culture**

A ‘social platform’ for CH

www.reach-culture.eu

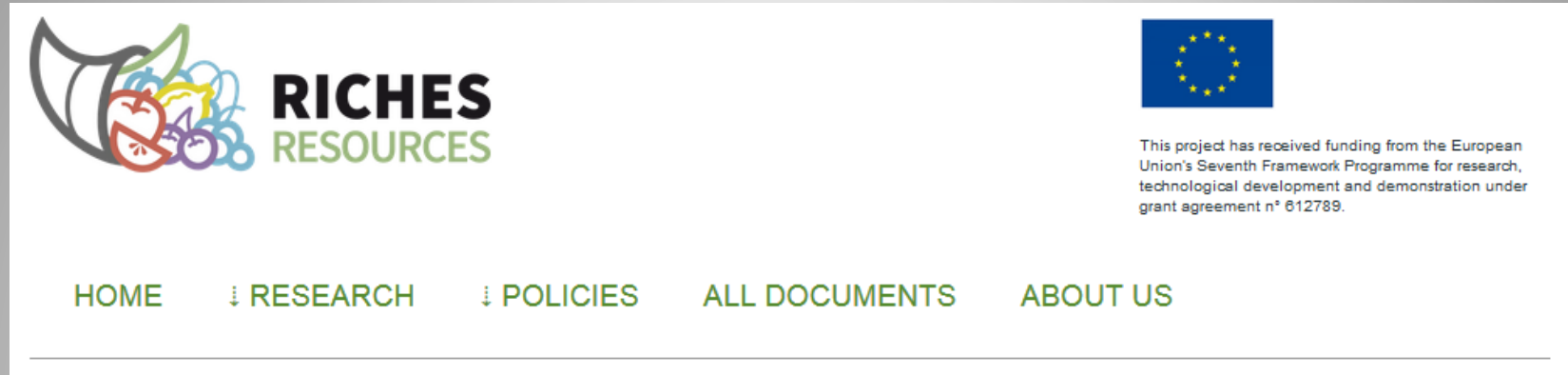
framework for Resilience

- **theoretically informed, methodologically rigorous, practically oriented**
- **network:** Partners/Associate Partners, individual organisations and projects participating in activities, with common research, cultural and policy interests
- **online portal:** tools for cooperative work, digital library of public resources, set of open data available for sharing and re-use
- **participatory models:** aimed at civic society - especially public bodies and authorities at all levels - inspiring a resilient, European CH

REACH Pilots

- small town's heritage
- institutional heritage
- rural heritage
- minority heritage

The RICHES Resources Website: resources.riches-project.eu



□ Research Resources

- Data and statistics
- Interactive showcase
- Co-creation guidelines
- Research deliverables
- The RICHES taxonomy
- Virtual performances

□ Policy Resources

- European, National and International CH policies
- Networking activities
- Policy Briefs
- Policy Seminars

□ DOCUMENT archive



Nov 2016 , Nov 2016



Taxonomy

LIVING HERITAGE

'Living heritage' is the dynamic side of Cultural Heritage: heritage which is continuously transformed, interpreted, shaped and transmitted from generation to generation. It also represents the participatory, co-creative dimension of Cultural Heritage, and is characterised by its transient, non-stationary, and hard-to-grasp qualities.

This concept is often assimilated to that of ‘intangible heritage’ or ‘living culture’, referring to cultural practices, representations, knowledge, and skills transmitted intergenerationally inside a cultural system. Though these terms are often used interchangeably, ‘living heritage’ is used to convey and stress the role of living generations in engaging with, defining, interpreting, changing, and co-creating the heritage transmitted from past generations.

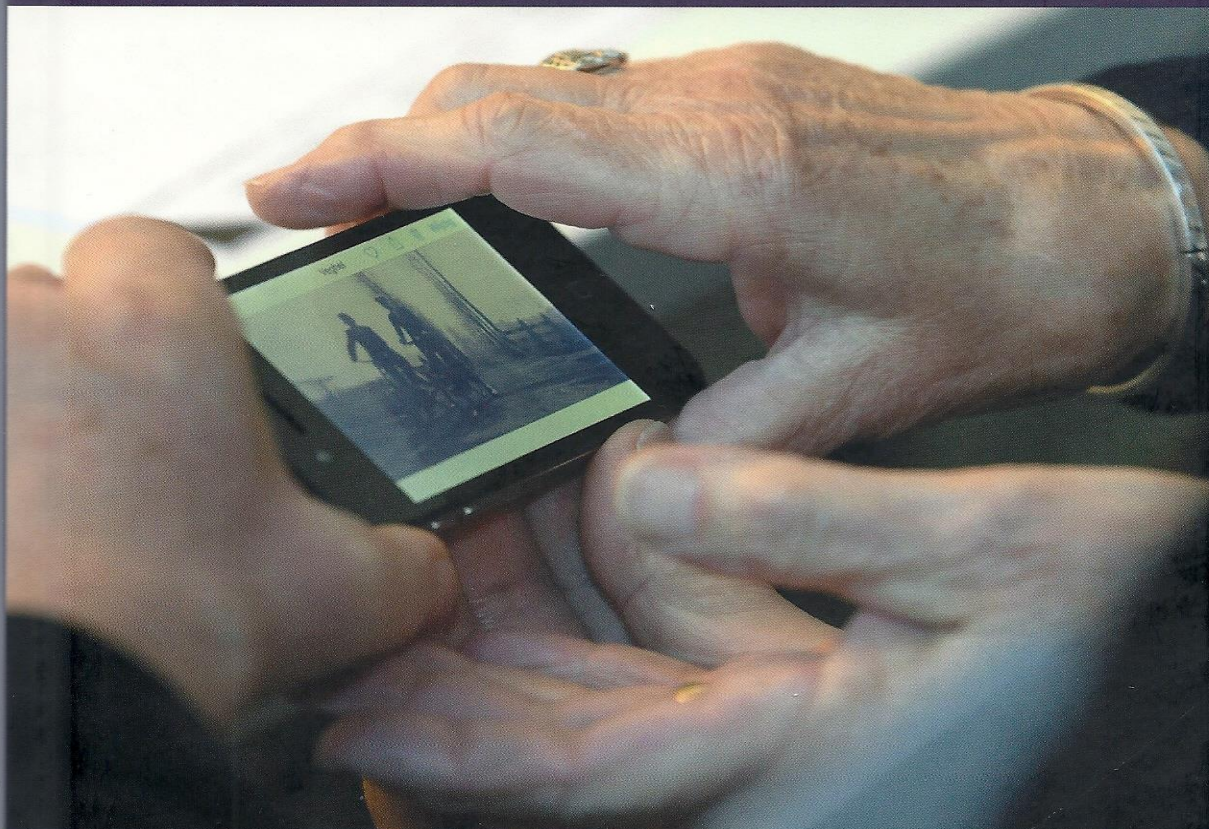
Karol Jan Borowiecki · Neil Forbes
Antonella Fresa *Editors*

Cultural Heritage in a Changing World



Cultural Heritage Communities

Technologies and Challenges



Edited by Luigina Ciolfi, Areti Damala,
Eva Hornecker, Monika Lechner and Laura Maye

Thanks!

n.forbes@coventry.ac.uk

XI European Mountain Convention



Carpathian Biosphere Reserve, Transcarpathia, Ukraine
Photo: Vian / Wikimedia Commons

Towards a better valorization of cultural heritage in the Carpathian mountain range

Harald Egerer | UN Environment – Secretariat of the Carpathian Convention

26/09/2018 , Vatra Dornei, Romania



The Carpathians – a harbour of extraordinary natural and cultural heritage



Photo: Abel Molnar



International Festival of Mountain Folklore, Zakopane



Photo: Piotr Kohut



Photo: Marek & Ewa Wojciechowsky

The Carpathian Cultural diversity under threat

Changing
social and
economic
conditions

Depopulation
of rural areas

Globalization
of culture



**Loss of traditional knowledge
and lifestyle**

The Carpathian Convention - the first international agreement directly related to the cultural heritage of the Carpathians



The Carpathian Convention

- A framework Convention for cooperation and multi-sectoral policy coordination
- Adopted on 22nd May 2003
- Entered in force on 4th January 2006
- Ratified by all the seven Carpathian countries
- A platform for joint strategies for sustainable development
- A forum for dialogue between all stakeholders involved



Goal: Environmental Protection and Sustainable Development of the Carpathian Region

Art. 11 of the Carpathian Convention on cultural heritage and traditional knowledge

Article 11 of the Carpathian Convention the Parties shall :

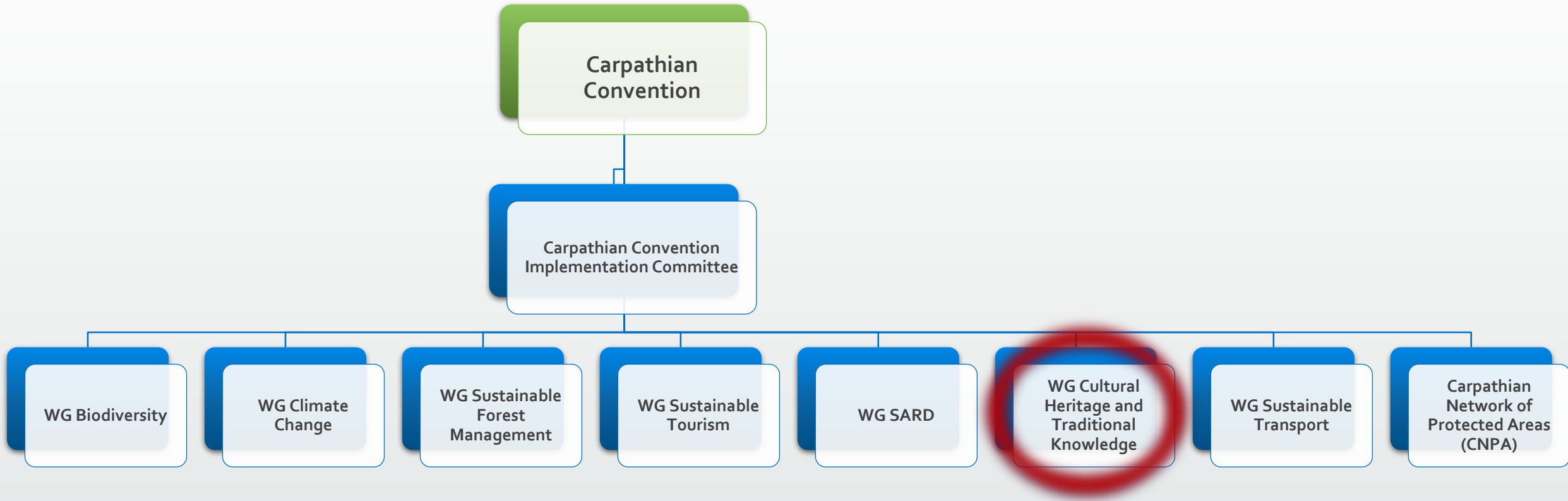
- pursue policies aiming at preservation and promotion of the cultural heritage and of traditional knowledge of the local people, crafting and marketing of local goods, arts and handicrafts
- aim at preserving the traditional architecture, land-use patterns, local breeds of domestic animals and cultivated plant varieties, and sustainable use of wild plants in the Carpathians

Political commitment

- COP2 (Bucharest, Bucharest) decided to develop and establish a **Carpathian Heritage Inventory**, as a tool for the identification, protection and promotion of Carpathian Heritage
- COP4 (Mikulov, 2014) adopted the **Ministerial Declaration on Cultural Heritage in the Carpathians** supporting develop the draft Protocol on Cultural Heritage and a proposal for a corresponding Strategic Action Plan, in consultation with relevant institutions and local stakeholders
- COP5 (Lillafured, 2017) asked the Working Group on Cultural Heritage and Traditional Knowledge to **identify priorities for the implementation** of Article 11 of the Carpathian Convention



Institutional Structure



- Protocol on Conservation and Sustainable Use of Biological and Landscape Diversity *in place*
- Protocol on Sustainable Tourism *in place*
- Protocol on Sustainable Forest Management *in place*
- Protocol on Sustainable Transport *in place*
- Protocol on Sustainable Agriculture and Rural Development *in place*

- Protocol on Cultural Heritage and Traditional Knowledge *in progress*

Working Group on Cultural Heritage and Traditional Knowledge – **5 meetings** (Szentendre Skanzen, Hungary, April 2018 – the last WG meeting)



2018 
**EUROPEAN YEAR
OF CULTURAL
HERITAGE**
#EuropeForCulture

Protocol on Cultural Heritage and Traditional Knowledge

Objective : to support implementation of Article 11 of the Convention

Process:

- First **draft Protocol on Cultural Heritage and Traditional Knowledge** elaborated in 2012-2014, and discussed at several meetings of the **Working Group on Cultural Heritage and Traditional Knowledge**, involving experts and official representatives of the Ministries responsible for policies of respective Parties concerning the cultural heritage
- Second draft of the Protocol ongoing consultation with the Parties

Protocol on Cultural Heritage and Traditional Knowledge

Structure :

- ❖ Objectives, geographic scope and definitions
- ❖ General obligations
 - Policies aiming at preservation and promotion of the cultural heritage and traditional knowledge of the Carpathians
 - Participation of regional and local authorities, and other stakeholders
 - Common programmes and projects
 - International cooperation

Protocol on Cultural Heritage and Traditional Knowledge to the Framework Convention on the Protection and Sustainable Development of the Carpathians

The Parties to this Protocol

IN ACCORDANCE with their tasks, arising from the Framework Convention on the Protection and Sustainable Development of the Carpathians (Kyiv, 2003), hereinafter referred to as the “Carpathian Convention”, of pursuing a comprehensive policy and cooperating for the protection and sustainable development of the Carpathians;

IN COMPLIANCE with their obligations under Article 11 of the Carpathian Convention;

APPRECIATING the uniqueness, richness and diversity of the cultural heritage, which evolved throughout the centuries in the Carpathian region, under the influence of specific environmental conditions, in interdependence with the natural heritage, and in result of interactions and cultural exchanges between various ethnic groups;

CONVINCED that the richness and diversity of local cultures are part of the unique values of the Carpathian region, distinguishing it from other regions of Europe and the World;

NOTING that the cultural heritage of the Carpathian region, in particular its intangible manifestations, is increasingly threatened, also by social transformations and changing economic conditions, the ongoing depopulation of rural areas particularly concerning mountain areas, and globalization of culture, which can lead to its deterioration, abandonment and disappearance;

CONSIDERING the need to raise awareness of the values and importance of safeguarding the cultural heritage of the Carpathian region;

COMMITTED to preserving and promoting cultural diversity, and fostering dialogue and cooperation in the Carpathian region;

REAFFIRMING their obligations under other Protocols to the Carpathian Convention: on Conservation and Sustainable Use of Biological and Landscape Diversity, on Sustainable Forest Management, on Sustainable Tourism, and on Sustainable Agriculture and Rural Development, being in favour of the preservation and promotion of the cultural heritage of the Carpathians;

NOTING that all Parties to this Protocol are Parties to the Convention concerning the Protection of the World Cultural and Natural Heritage (Paris, 1972), the Convention for the Protection of the Architectural Heritage of Europe (Granada, 1985), the Convention on Biological Diversity (Rio de Janeiro, 1992), the European Landscape Convention (Florence, 2000), and the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage (Paris, 2003);



Protocol on Cultural Heritage and Traditional Knowledge

Structure :

❖ Specific measures :

- identification and documentation of the cultural heritage (Article 9)
- inventory of the cultural heritage of the Carpathians (Article 10)
- preservation of the traditional architecture (Article 11)
- preservation of cultural landscapes (Article 12)
- preservation of the traditional land-use patterns (Article 13)
- preservation of local breeds of domestic animals and cultivated plant varieties (Article 14)
- sustainable traditional use of wild plants (Article 15)
- promotion of the cultural heritage (Article 16)
- promotion of the traditional local products, arts and handicrafts (Article 17)
- awareness raising, education and transmission of the cultural heritage and traditional knowledge (Article 18)
- research and exchange of information and experiences, capacity building (Article 19 and 20)

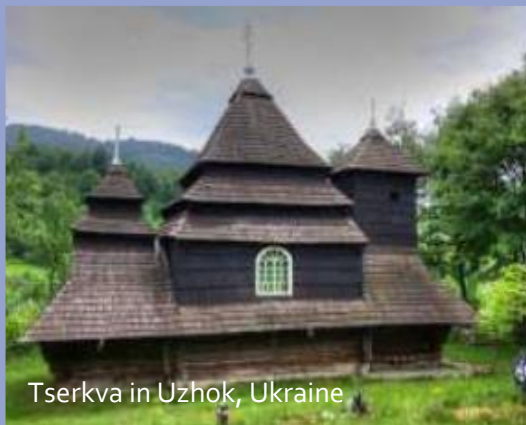
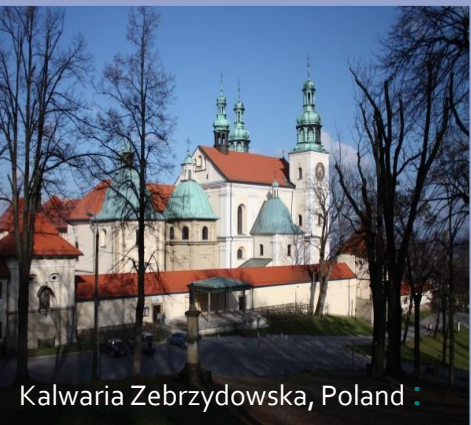


Need for projects!

- For establishing the **Carpathian Cultural Heritage Inventory**
- For capacity building and awareness raising
- For development of **cultural tourism**, in particular by supporting the development of **thematic cultural routes and trails**
- For promotion of the **World Heritage Sites of the Carpathians**

World Heritage Sites in the Carpathians

- 19 Carpathian properties on the World Heritage List in all 7 Carpathian countries (including 87 sites/objects)
- A majority of these sites are cultural, 2 are natural sites
- There is a high number of transboundary properties, compared to other regions
- And much more deserving international recognition and protection !





Thank you for
your attention!

Harald Egerer
UN Environment Vienna Office
Secretariat of the Carpathian Convention

harald.EGERER@un.org
www.carpathianconvention.org
<https://www.unenvironment.org/>



THE LIFE OF A SHEPHERD

A photograph of a flock of brown sheep in a grassy field. A black and white sheepdog is standing in the middle ground, facing the camera. A stone wall runs across the background. The sky is blue with some clouds.

JAMES REBANKS











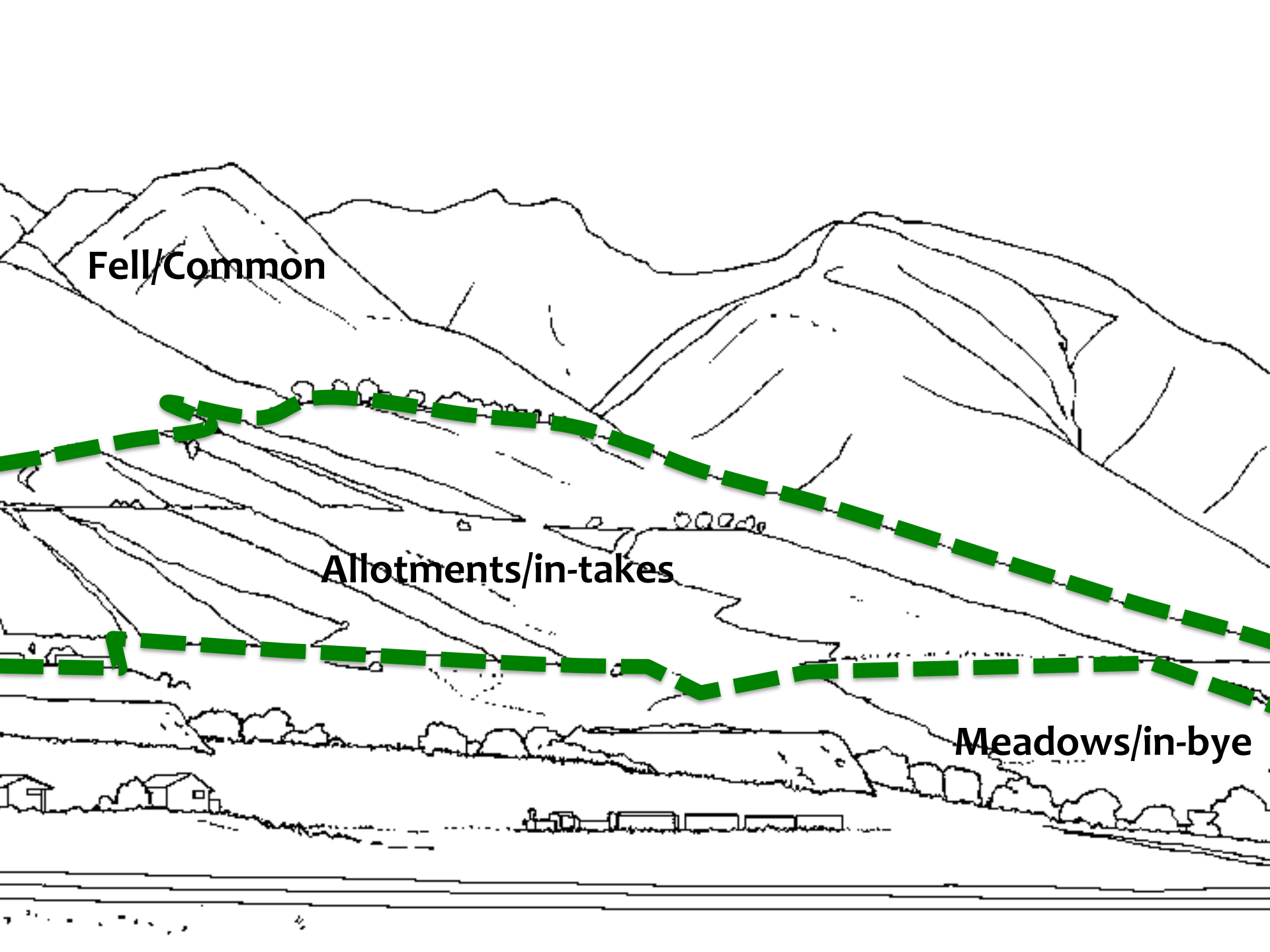
54. Beatrix Potter
and Tom Storey
with their prize











Fell/Common

Allotments/in-takes

Meadows/in-bye

















PEOPLE
PROTECTING
PLACES



English
Français

Welcome to the UNESCO World Heritage Sustainable Tourism Toolkit

Sustainable planning and management of tourism is one of the most pressing challenges concerning the future of the World Heritage Convention and is the focus of the UNESCO World Heritage and Sustainable Tourism Programme.

These 'How To' guides for World Heritage site managers and other key stakeholders will enable a growing number of World Heritage site communities to make positive changes to the way they pro-actively manage tourism.

HOW TO USE THIS GUIDE


GUIDE 01	UNDERSTANDING
GUIDE 02	STRATEGY
GUIDE 03	GOVERNANCE
GUIDE 04	ENGAGEMENT
GUIDE 05	COMMUNICATION
GUIDE 06	MANAGEMENT
GUIDE 07	VALUE
GUIDE 08	BEHAVIOUR
GUIDE 09	INVESTMENT
GUIDE 10	MONITORING

Search the site



Pinterest





Have we got the right strategy and structure for managing tourism?

How do I get a skeptical tourism sector and the community to buy into sustainability?

How do we do fundraising? Or attract investment?

How do we tell our OUV stories to best effect?

How do we develop products and experiences from our OUV to sustain our site and community?

Do we really understand the tourism affecting us? And its social/economic and ecological impacts?

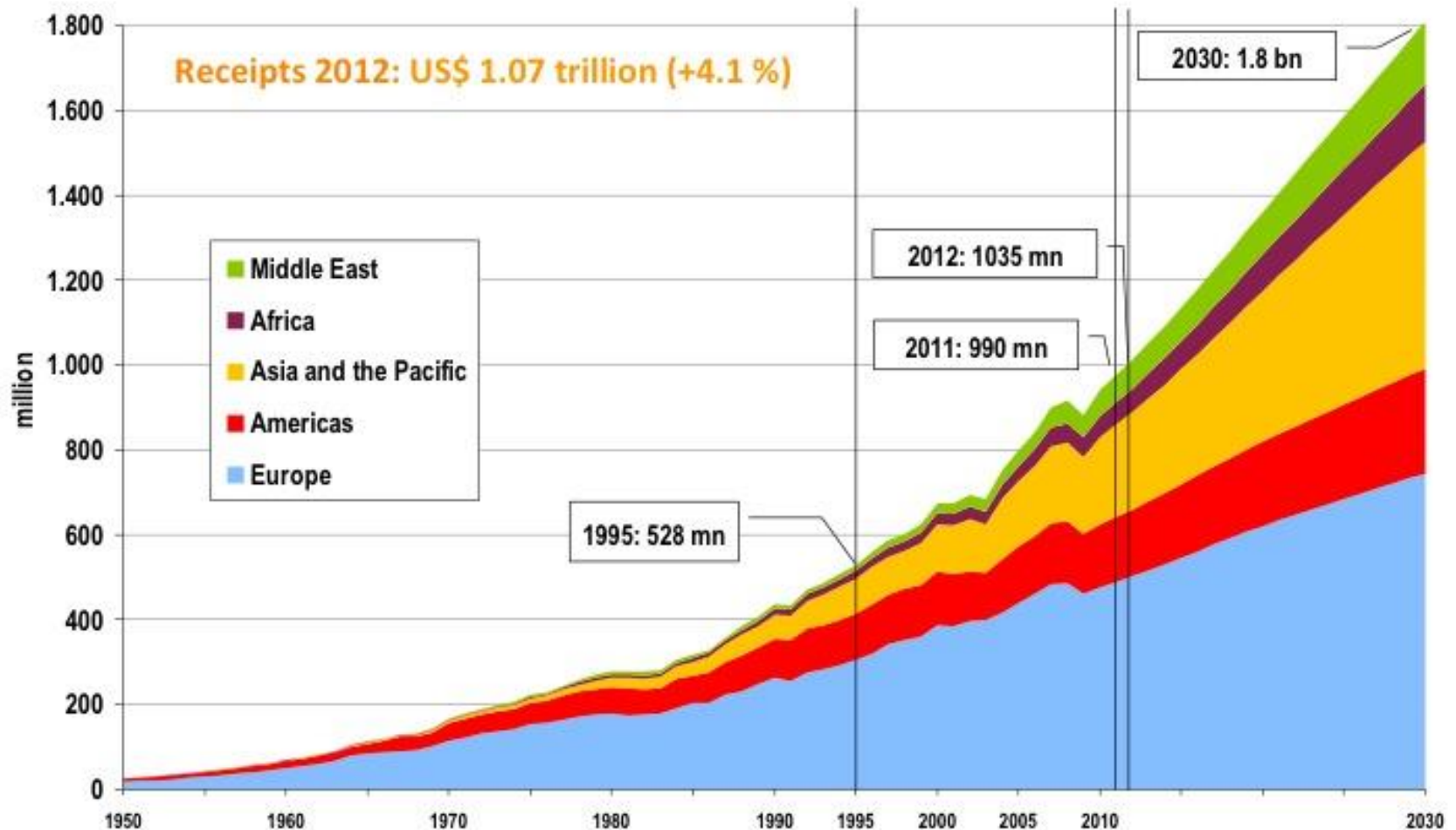
How do we use marketing to bring about our objectives?

How do we best manage the influx of visitors?

How do we do these things?
How have other places solved these issues?

International Tourist Arrivals, 1950-2030

Current situation and forecasts UNWTO Tourism 2030 Vision



Source: World Tourism Organization

Avoiding the 'Clone' Trap – an economic development issue

“There are over 1,000 locations in Europe alone, all promoting exactly the same thing, looking identical and representing themselves in similar ways – through pictures of people playing golf, people in call centres, airplanes taking off. These places have become commodities, indistinguishable from one another and offering little or no added value”




Welcome to

THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE



Welcome to

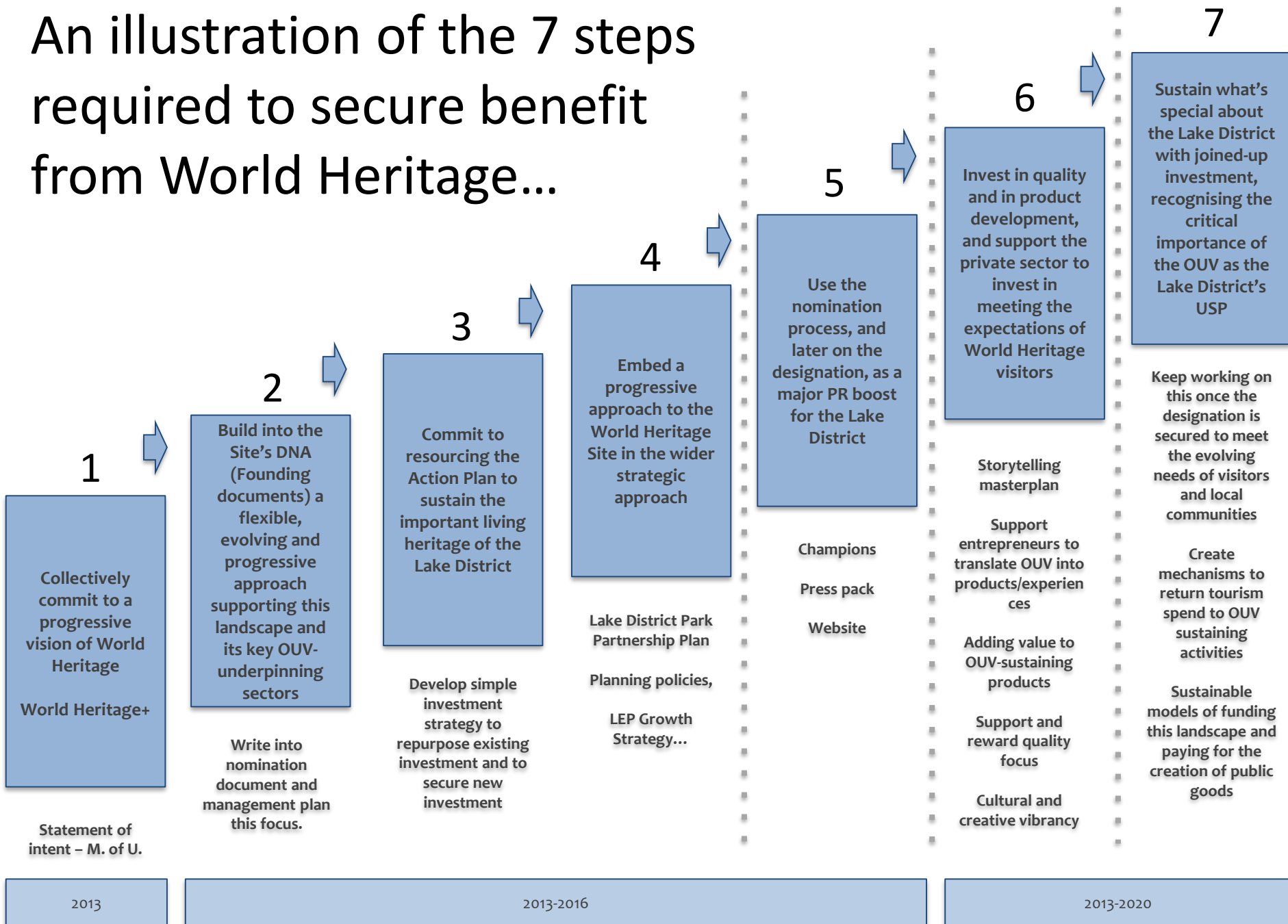
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE




10,000 YEARS IN THE MAKING

THE LAKE DISTRICT, THE NEW WORLD HERITAGE SITE

An illustration of the 7 steps required to secure benefit from World Heritage...



A photograph of two Muppet characters, resembling older men, sitting in ornate red velvet chairs. The character on the left has white hair and a mustache, wearing a dark brown jacket. The character on the right has grey hair and a mustache, wearing a dark blue jacket. They are both looking towards the camera. The background consists of red velvet curtains with gold tassels. Two thought bubbles are overlaid on the image: one on the left containing the text 'Is this really benefitting anyone...' and one on the right containing a question mark. The overall lighting is warm and dramatic.

Is this really
benefitting
anyone...

?

IFUGAO
NATION

NAWON RICE

Nutrition Facts

Serving Size 45 g
Servings Per Container 22

Amount per serving

Calories 150g	Calories from Fat 0g
% Daily Value*	

Total Fat 0g	0 %
Total Carbohydrates 35g	12 %
Protein 3g	

*Percent daily Values are based on a 2,000
calorie diet. Your daily value may be higher
or lower depending on your calorie needs:

A product of the
Ifugao Rice Terraces,
a World Heritage Site.

Distributed by:
Blugrass Ifugao Arts and Crafts,
Klangan, Ifugao Province

Net Wt. 1 kg.



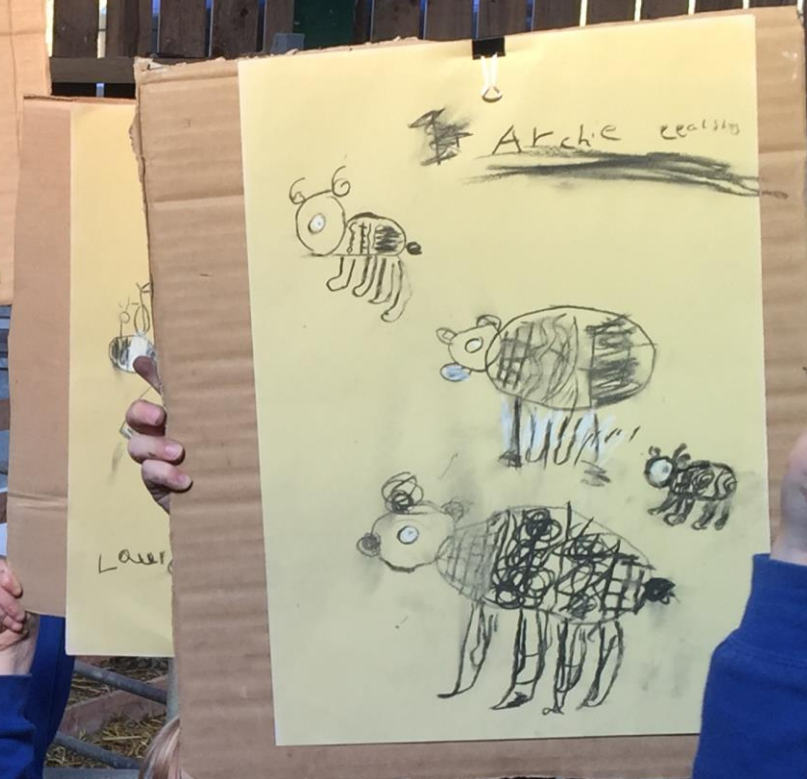
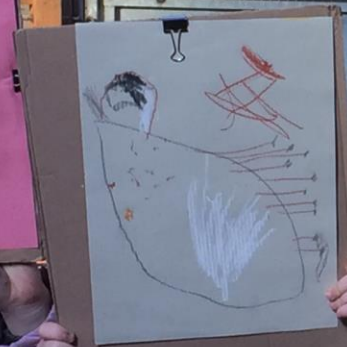




The conquistadors discovered the Americas...
... but didn't discover the Americans

Tzvetan Todorov









"...the revenge of the Whites, as they are hunted down and shot like dogs"
Lithograph by Alfred Scott Broad (1854-1929)
Reproduced by permission of the National Library of Australia



This accidental present...

"Let no one say the past is dead.
The past is all about us and within..."

I know this little now, this accidental present
Is not the all of me, whose long making
Is so much of the past...

Let none tell me the past is wholly gone.
Now is so small a part of time, so small a part
Of all the race years that have moulded me."

Oodgeroo Noonuccal





Project Number	18-1022
Project Title	Mellfell Beck Restoration
Drawing Title	Outline Design (Option 2)
CUMBRIA (England)	
Legend <ul style="list-style-type: none"> Mellfell Beck Existing Channel New Channel Wetland 	
Date	May 2018
<small>Hydrology Hydraulics Geomorphology Design Field Services</small>	
<small>Service Layer Credits: Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerognd, IGN, IGP, swisstopo, and the GIS User Community</small>	
<small>Contains OS data © Crown Copyright and database right 2017</small>	

Potential to set back wall (i.e. to the north) to open up lowest lying area of floodplain for new channel.

Channel with temporary wetland features in areas of lowest lying floodplain, to be inundated during higher flows.

New channel to follow general location of previous course.

Old channel to be back-filled with material from new channel excavation.

Wall could be set back to allow new channel space for migration. Culvert/ crossing to be moved to new channel location.

New channel begins immediately upstream of existing tree in left bank (tree becomes the right bank).

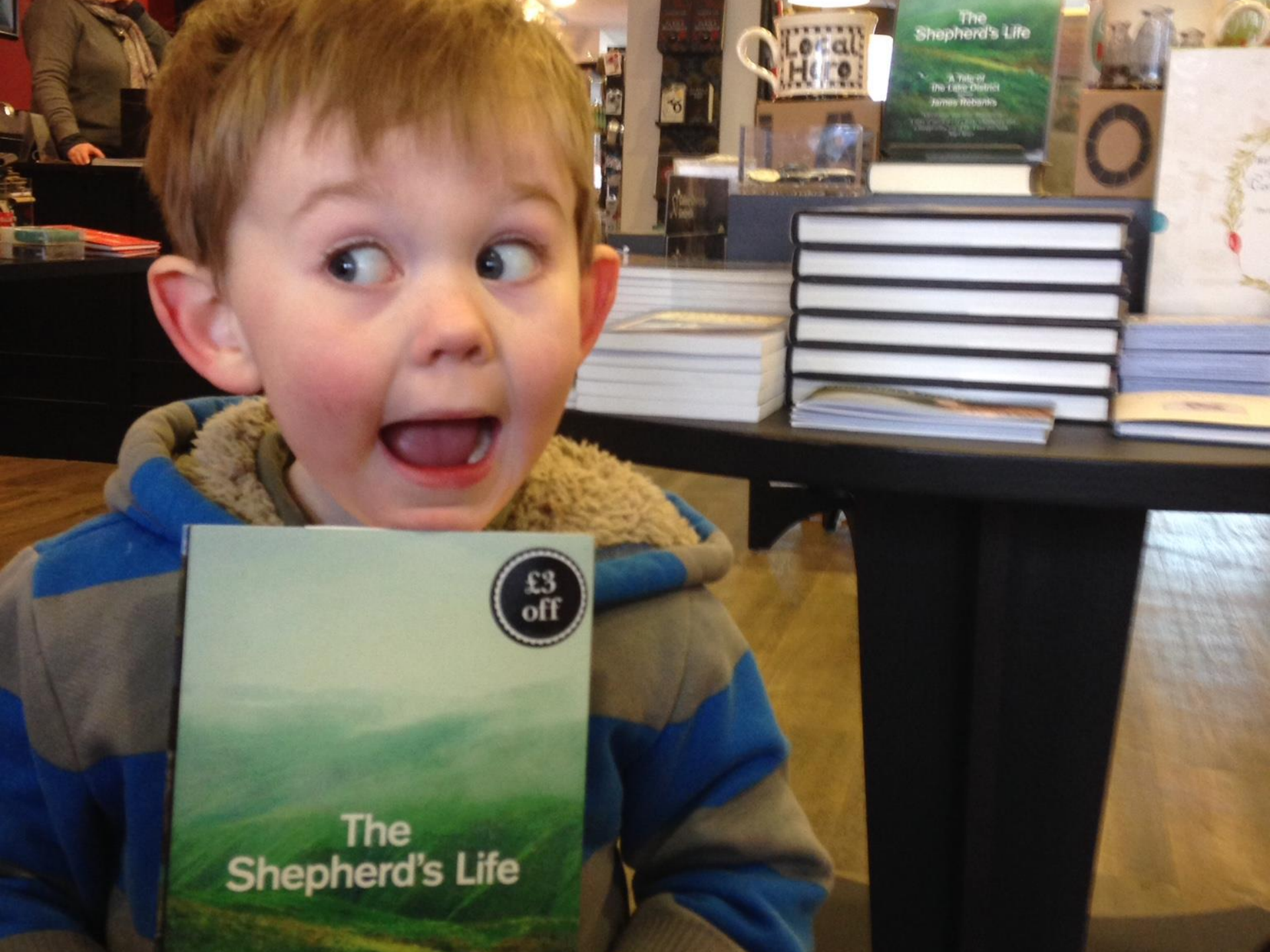
Note: positions of features are indicative only and will be confirmed following analysis of final survey data.











The
Shepherd's Life

£3
off

Local
Hero

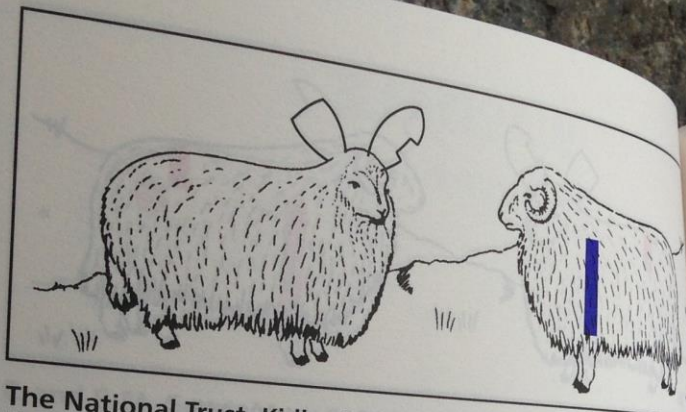
The
Shepherd's Life

A Tale of
the Lake District
James Rebanks

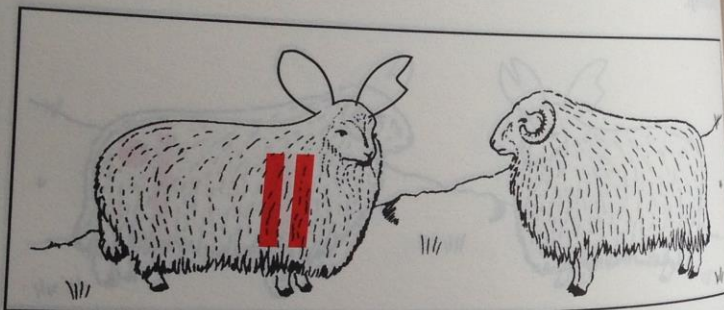




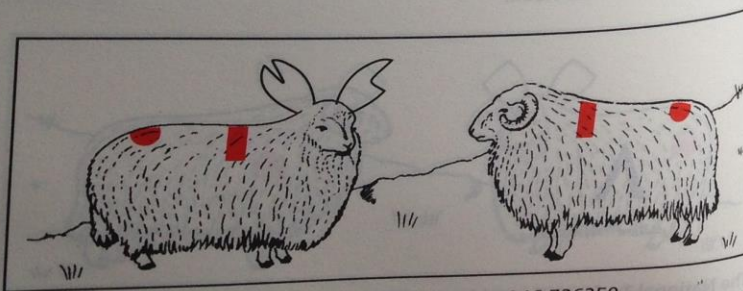




The National Trust, Kidbeck. 01946 726064. UK 000000.
Under key bitted near ear, cropped far ear, blue stroke down near shoulder.



A. D. Shuttleworth, Little Ground. UK 111817. 01946 726250
Under halved near ear, two red strokes down far shoulder.



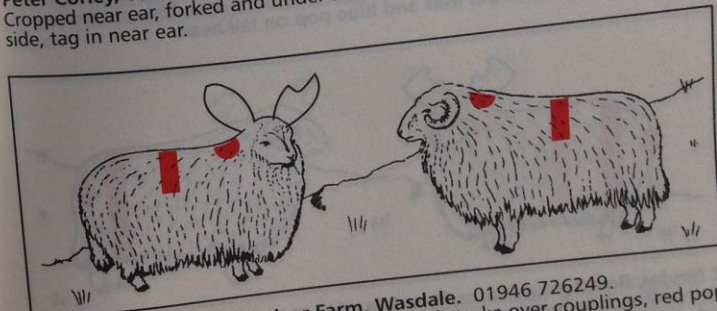
A. D. Shuttleworth, The Ghyll. UK 111817. 01946 726250
Under halved near ear, forked far ear, short red stroke behind shoulders, red pop between hooks.



A. D. Shuttleworth, The Ghyll. UK 111817. 01946 726250
Under halved near ear, upper halved far ear, red stroke down far mid rib, red pop on tail head. Tag in near ear.



Peter Corley, Yewtree. 01946 726285. UK 107885.
Cropped near ear, forked and under fold bitted far ear, red whetstone on near side, tag in near ear.



P. J. and M. L. Ferris, Windsor Farm, Wasdale. 01946 726249.
UK 110223. Upper halved near ear, short red stroke over couplings, red pop behind head.

The background of the book cover is a photograph of a vast, rolling mountain landscape. The hills are covered in lush green grass and are partially shrouded in a soft, white mist or fog, creating a sense of depth and atmosphere. In the lower-left foreground, a small white sheep is grazing on the grass. The overall tone is serene and naturalistic.

The Shepherd's Life

A Tale of
the Lake District
—
James Rebanks









Thank you

3. PROGRAME NOI PENTRU DEZVOLTAREA AGRICULTURII

PROGRAME NOI – ZONA MONTANĂ

**PROGRAM NOU de
1 miliard de euro
pe 10 ani**

+

**PROGRAM
OPERAȚIONAL de
consolidare a
capacității
administrative pe
zona montană de
27 milioane lei**

**DEZVOLTAREA
ARMONIOASĂ
A ZONEI MONTANE
aprobat prin
LEGEA MUNTELUI
nr. 197/2018**



1 MILIARD
10 ANI - BUGET STAT



658 UAT

3520 sate

27 județe

9 grupe de masive muntoase



Consiliul Național al Muntelui la nivel național

*cu rol consultativ

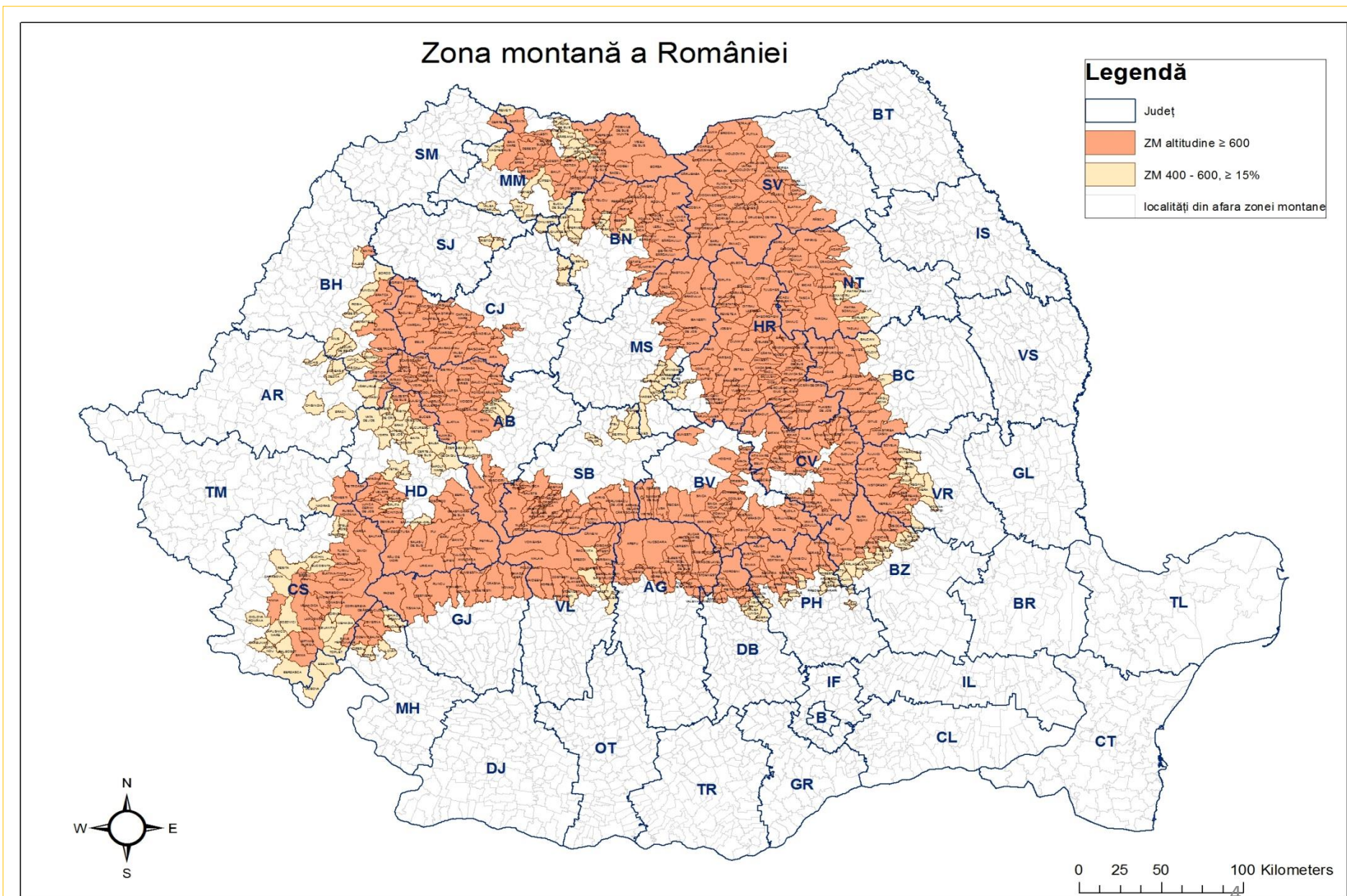
Comitet de masiv/ grupă de munți

*cu rol consultativ



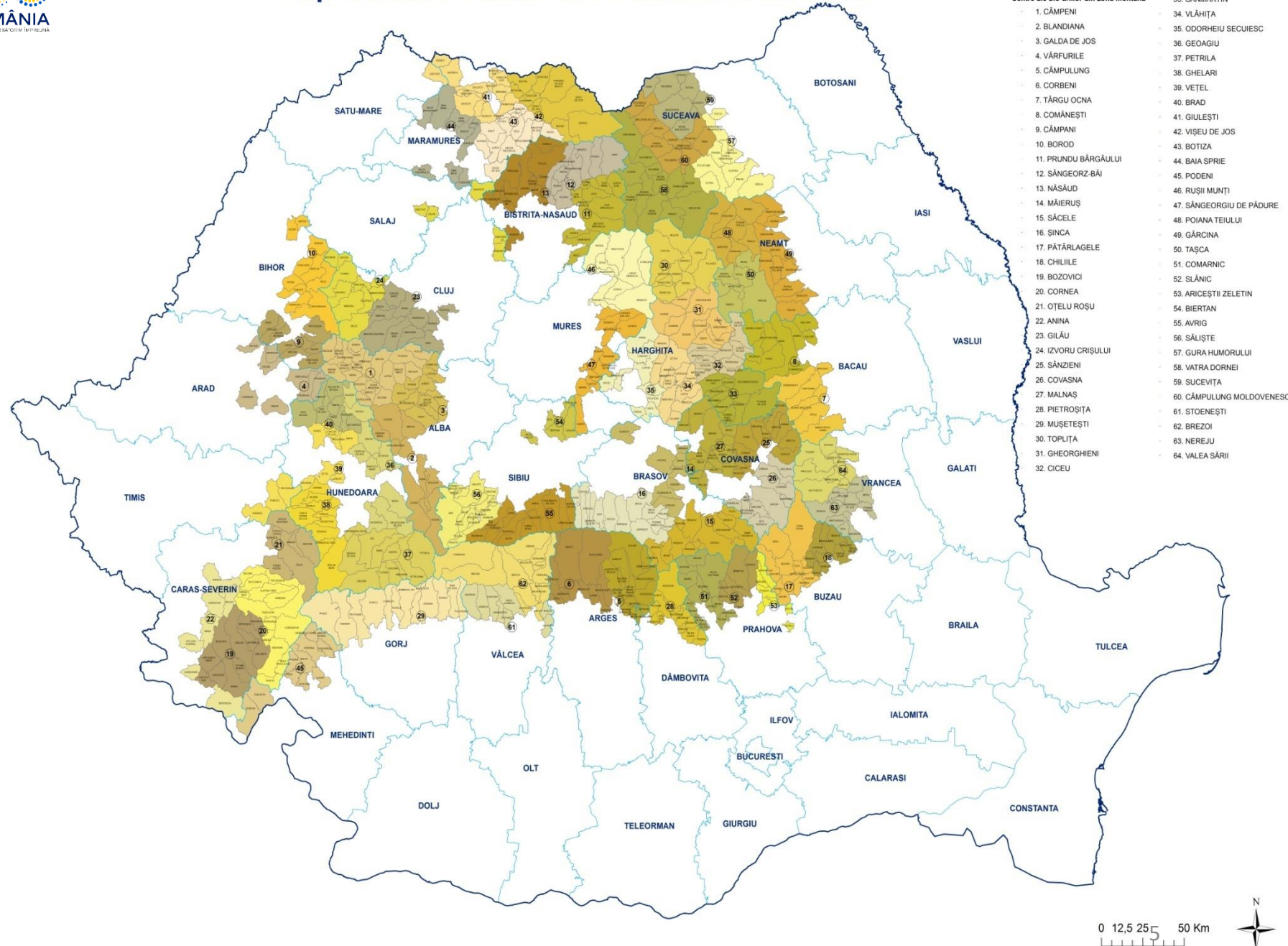
ZONA MONTANĂ

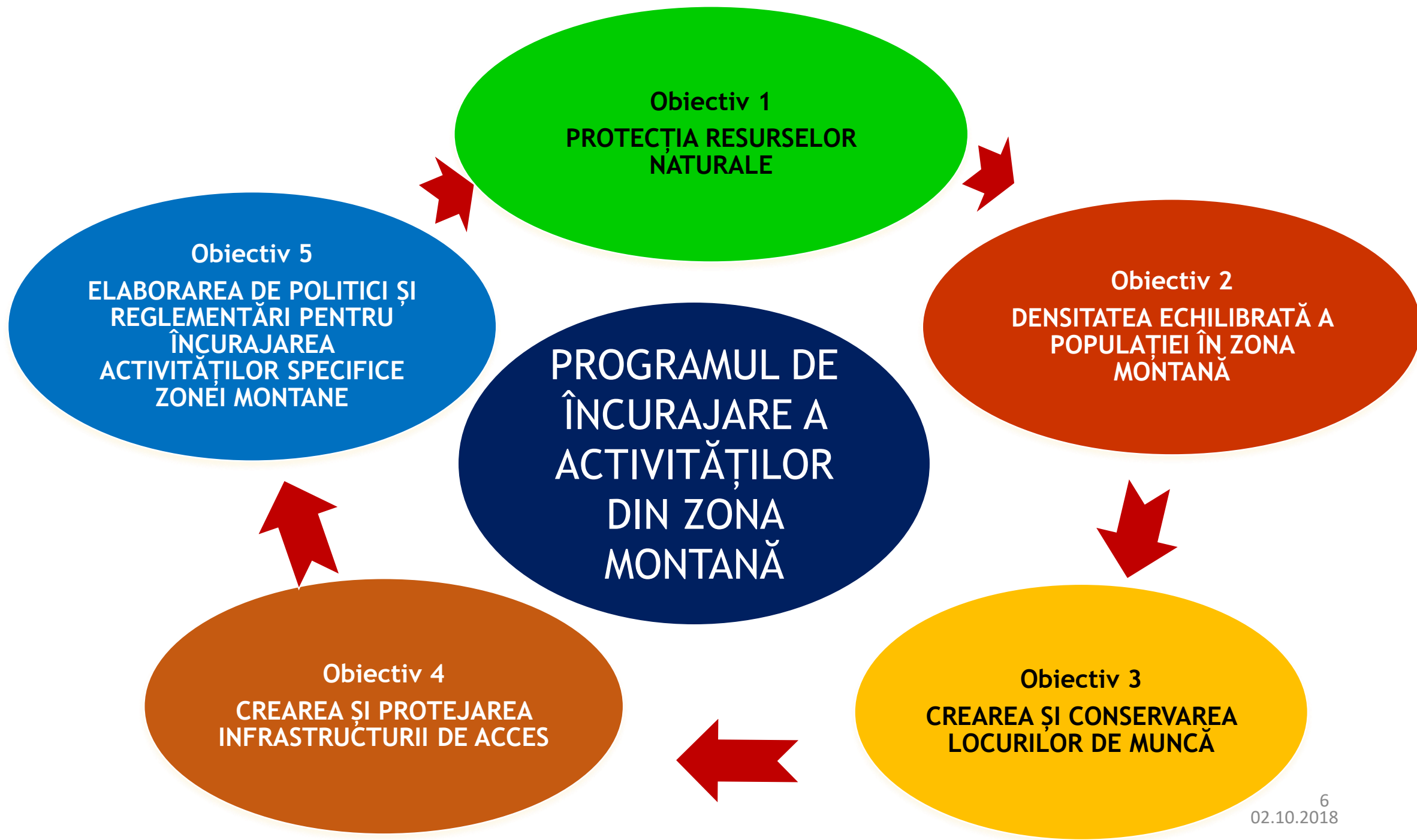
Nr. UAT	658 UAT 3.520 SATE	20,68 %
Populație	3.343.831 locuitori	15,04 %
Suprafața totală ZM	71.381,48 km2	29.94 %
Suprafața agricolă totală ZM	2.738.428 ha	18,72 %
Nr. fermieri Nr. ferme	1,3 mil. fermieri activi 815.000 exploatații agricole, din care 254.348 înscriși în RUI în 2016	



Conform Legea muntelui
Art. 2 - (5) *Bazinul montan*,
în înțelesul prezentei legi,
reprezintă un teritoriu
montan, constituit din mai
multe unități administrativ -
teritoriale cu continuitate
teritorială, constituite, de
regulă, de-a lungul unei văi,
a unui curs de apă sau căi
de comunicație, cu
caracteristici geo-climatice
comune și cu activități
economice și culturale cu
caracter tradițional,
similare, aflate în jurul unui
centru de dezvoltare locală.

Reprezentarea teritorială a bazinelor montane





PROGRAME NOI – ZONA MONTANA

Prin Legea muntelui nr. 197/2 se aprobă **Programul de încurajare a activităților din zona montană, pentru care se alocă 1 miliard de euro pe o perioadă de 10 ani** de la intrarea în vigoare a prezentei legi, de la **bugetul de stat**, prin bugetul Ministerului Agriculturii și Dezvoltării Rurale.

Se va asigura valorificarea durabilă a resurselor muntelui, conservarea peisajului și a biodiversității, precum și dezvoltarea de activități economice specifice acestei zone.

PROGRAME NOI – ZONA MONTANA

Principiile de bază

Principiul 1: Principiul dezvoltării durabile

Principiul 2: Participarea publicului și implicarea factorilor interesați

Principiul 3: Parteneriatul public-privat

Principiul 4: Abordare programatică

Principiul 5: Acordarea de șanse egale la un nivel de viață decent pentru toți locuitorii

Principiul 6: Protecția mediului

PROGRAME NOI – ZONA MONTANA

Ce aduce nou și important Legea Muntelui? (1)

- recunoașterea, de către statul român, a existenței condițiilor naturale specifice și a aplicării principiului solidarității
- recunoașterea faptului că zona montană se caracterizează prin limitări naturale a productivității agricole
- o nouă delimitare a zonei montane
- Politici noi : la nivel de masiv muntos si la la nivel bazin montan:
- constituirea Comitetelor de Masiv și a Consiliului Național al Muntelui
- reorganizarea Agenției Zonei Montane prin înființarea
 - la nivel regional, centre regionale de dezvoltare montană;
 - la nivel de bazine montane, oficii de dezvoltare montană.

PROGRAME NOI – ZONA MONTANA

- **Ce aduce nou și important Legea Muntelui? (2)**
- **se aprobă la cerere, anual**, dar nu mai târziu de 1 mai, de către organele silvice județene abilitate, la propunerea administrației publice locale la trecerea animalelor prin păduri spre și dinspre zonele de pășunat
- **încurajarea producției de lapte**
- **înființarea de centre de colectare, depozitare, puncte de sacrificare și a unor unități de procesare a materiilor prime:**
- **sprijinirea producătorilor și/sau procesatorilor de produse agroalimentare din zona montană** în vederea promovării produselor obținute, certificate ca: “produs montan”, “produs tradițional”, “produs ecologic”, precum și a celor certificate la nivel european,
- **acordarea de stimulente** pentru sprijinirea persoanelor în vârstă

PROGRAME NOI –ZONA MONTANA

Ce aduce nou și important Legea Muntelui? (3)

- **famiile tinere** de agricultori de munte, care cresc animale în echivalent a 5 unități vită mare, **sunt scutite de impozitul agricol și impozitul pe venitul realizat din agricultură timp de 5 ani** la înființare și de 50% din venituri, în următorii ani, pe perioada existenței titularului
- **statul îi va sprijini pe tinerii antreprenori:** specialiștii agricoli, medicii, profesorii care se stabilesc în zona montană și se obligă să desfășoare activitatea pe o perioadă de minimum 5 ani în zona montană, **vor primi o primă de instalare**
- **Programul de încurajare** a activităților din zona montană pentru care se alocă **1 miliard de euro** pe o perioadă de 10 ani de la intrarea în vigoare a legii

PROGRAME NOI – ZONA MONTANA

Legislație secundară în termen de 90 de zile de la promulgarea Legii Muntelui:

1. **Program strategic** de incurajare a activităților din zona montană alocare 1 miliard euro pentru 10 ani de la bugetul de stat (art 16, alin.1)
2. **HG** privind formele de sprijin, cuantumul susținerilor financiare și modul de aplicare (art.13, alin. 13)
3. **HG** privind reorganizarea Agenției Zonei Montane (art. 17, alin 1) **în termen de 90 de zile de la promulgarea Legii**
4. **HG** privind componența, atribuțiile și responsabilitățile Comitetului de masiv, și Consiliul Național al Muntelui (art 17, alin 2) **în termen de 90 de zile de la promulgarea Legii**
5. **Ordin comun** al MADR si MDRAP privind criteriile de încadrare și lista localităților din zona montană (art. 2, alin 4)
6. **Ordin comun** MADR si MEN pentru introducerea în învățământul gimnazial, profesional și liceal a unui pachet de discipline de studiu, care să cuprindă noțiuni elementare despre socio-economia zonei montane (art. 14, alin.1).
7. **HG** pentru elaborarea de norme metodologice privind forma de organizare a învățământului preșcolar și primar din zona montană (art. 14, alin. 2)
8. **Ordin MADR** pentru instituirea un program special de modernizare metodică și didactică a fermelor pedagogice din zona montană cu subvenționare 100% de la bugetul de stat. Instruirea fermierilor selectați se va realiza de către ANZM prin centrele acreditate de ANZM.(art.14, alin 4)



- Prime de instalare
în zona montană:**
- Medici
 - Profesori
 - Specialiști agricoli

- Compensații bănești
pentru proprietarii de
terenuri din zona montană:**
- situri Natura 2000
 - alte arii protejate



EDUCAȚIE MONTANĂ



Clase organizate în imediata apropiere sau învățământ la distanță pentru gospodăriile cu grad mare de izolare

Instruirea practică a elevilor la ferme pedagogice atestate pe lângă gimnazii, cu un program special de modernizare metodică și didactică - 100% buget stat

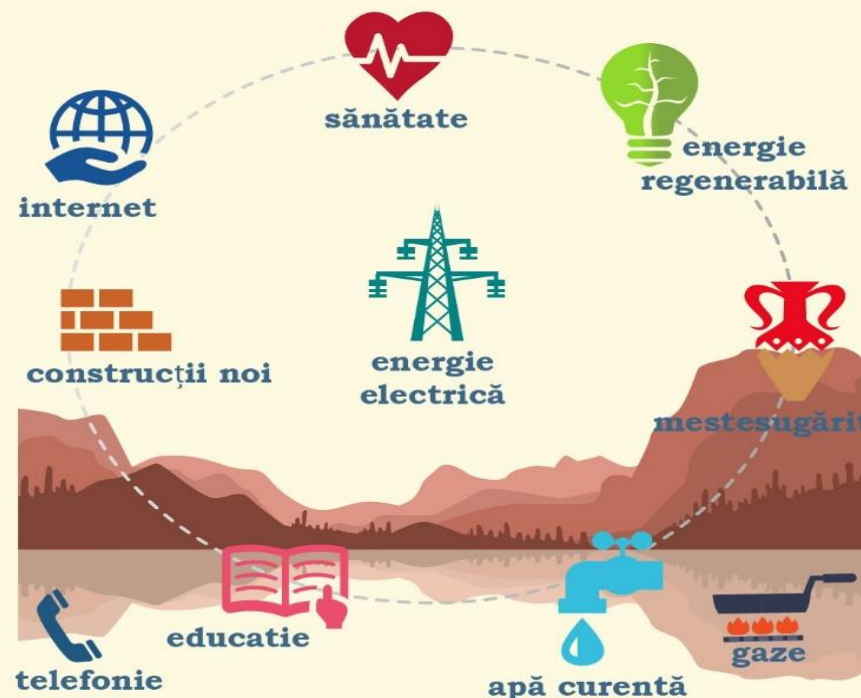


Dezvoltarea cercetării montanologice prin ASAS
Terenuri agricole pentru loturi experimentale destinate cercetării asigurate de Administrația publică locală

Introducerea de specializări de montanologie la universitățile de științe agricole și medicină veterinară și alte universități interesate de dezvoltarea sustenabilă a zonei montane



REABILITARE INFRASTRUCTURĂ





Agenția Zonei Montane

- **Centre teritoriale** de reproducție și selecție a animalelor pentru rumegătoare/masiv muntos
- **Oficii** de dezvoltare montană
- **Centre regionale** de dezvoltare montană

- **facilități bancare** cu dobânzi și condiții de creditare diferențiate pentru populația din zonele montane
- crearea unui **Program de creditare, micro-creditare** special pentru zona montană
- **sprijin financiar** pentru crescătorii de animale din zona montană
- **accesul animalelor din ferme în păduri**
- **plată diferențiată** pentru fermieri în funcție de severitatea handicapurilor naturale
- **despăgubiri prioritare** pentru distrugerile provocate de animalele sălbatice și **compensații** pentru instalarea sistemelor prevenire
- **sprijin** pentru construcțiile de fânare



— Material lemnos —

- pentru tinerii ce construiesc unități de cazare pentru turiști
- pentru construirea de adăposturi pentru animale
- pentru încălzirea gospodăriilor izolate
- pentru meșteșugăritul artizanal din zona montană



Cursuri de formare profesională și consultanță pentru fermieri

- înființare **centre colectare, depozitare, puncte de sacrificare și a unor unități de procesare materii prime:** lapte, carne, fructe, lână, piei de animale, lemn
- **încurajarea producției de lapte**
- **sprijinirea** producătorilor pentru obținerea de produse certificate, precum „produs montan”
- **fără platforme individuale de gestionare a gunoiului de grajd** cu o încărcătură de până la 10 UMV

Scutiri de taxe și impozite pentru tinerii agricultori de la munte

IN CONTINUARE

PROGRAME DE INVESTIȚII DIN ZONA MONTANĂ prevăzute în proiecte de legi aflate în dezbateri în Parlament



Investiții pentru:

Înființarea
centrelor de
colectare
lapte în
zona
montană

Înființarea
centrelor de
prelucrare
lapte în
zona
montană

Investiții pentru:

Înființarea
centrelor de
sacrificare a
animalelor
în zona
montană

Înființarea
centrelor de
prelucrare
carne în
zona
montană

Înființarea
stânelor montane

Înființare centre de
colectare, spălare și
prelucrare primară a
lânii în zona
montană

Investiții pentru:

Înființarea
centrelor de
colectare și
prelucrare
primară a
fructelor și
fructelor de
pădure în zona
montană

Înființarea
centrelor de
colectare și
prelucrare
primară a
plantelor
medicinale în
zona montană

TERRACT

GLI ATTORI DELLA TERRA ▼ LES ACTEURS DE LA TERRE

PROJECT PARTNERS

TNN



SCT CENTRE

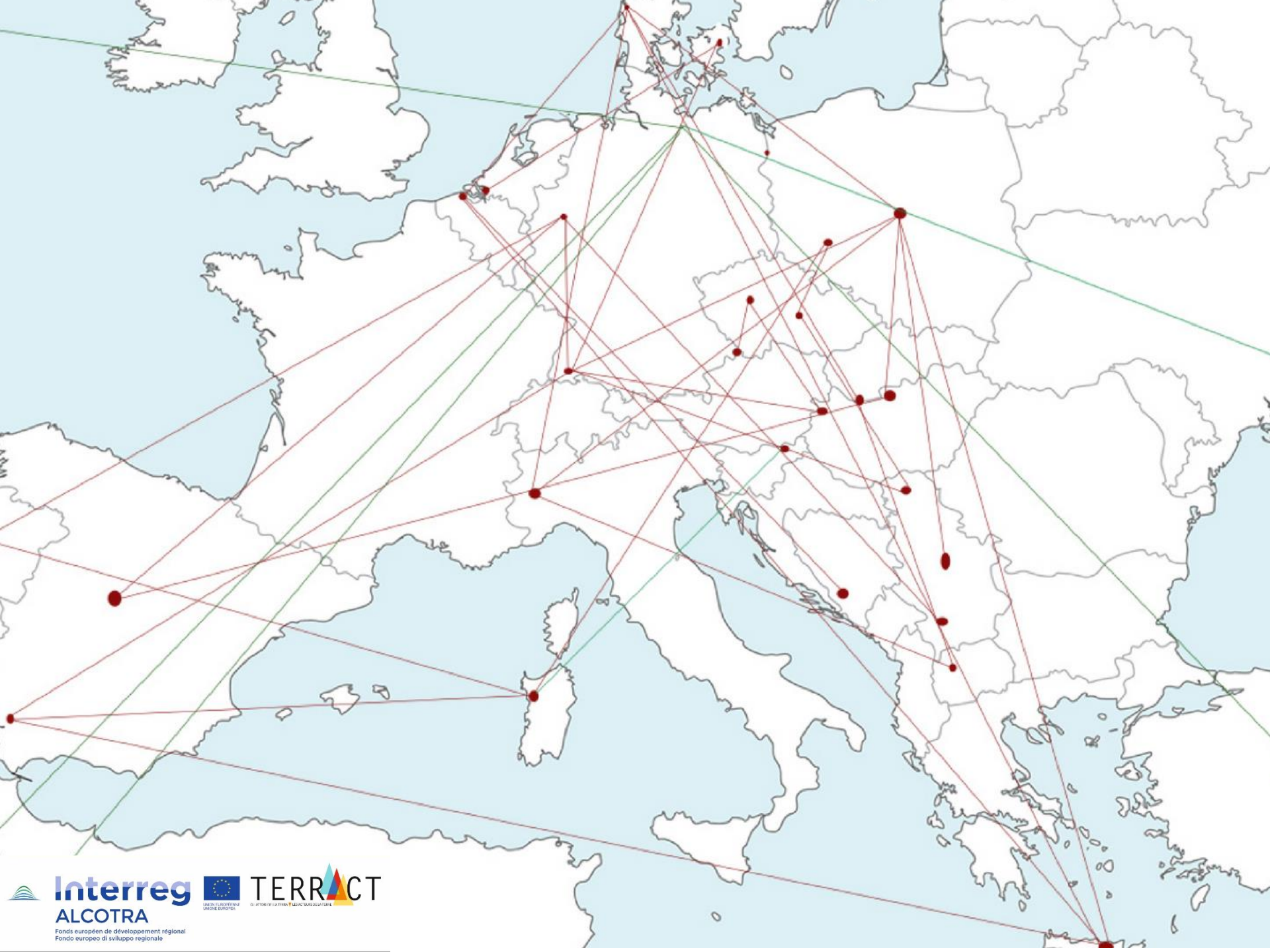


IL MELARANCIO



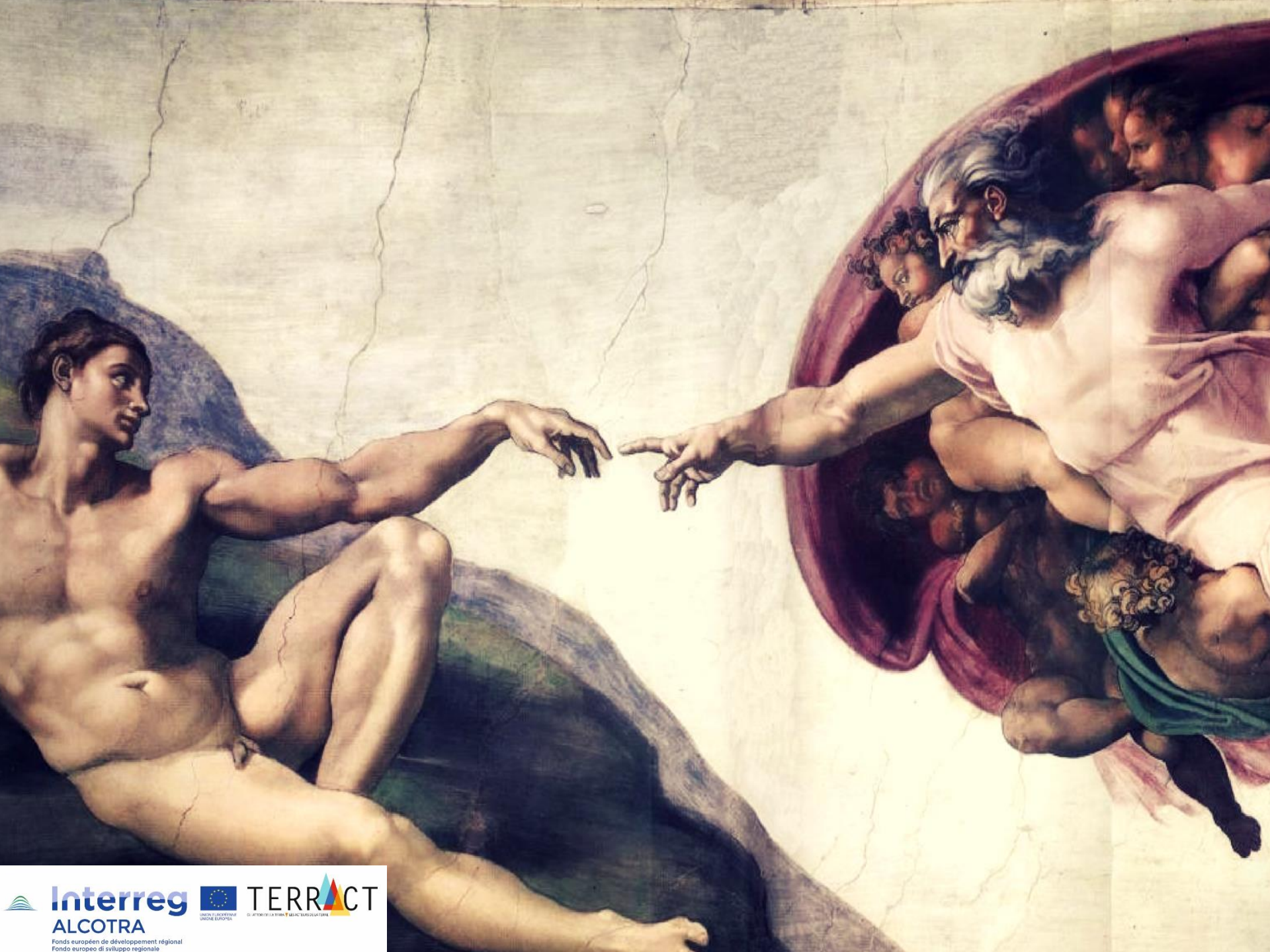


OBJECTIVE: PROMOTING CULTURAL AND ENVIRONMENTAL HERITAGE









A stylized illustration of a theater stage and audience. The stage is a bright yellow trapezoid, framed by dark blue curtains. The audience is represented by a series of dark blue silhouettes of heads and shoulders, seated in rows. The background is split into a yellow upper half and a dark blue lower half.

ACTORS = PROFESSIONALS

PUBLIC = INDIVIDUALS

THE THEATRE

SOCIAL & COMMUNITY THEATRE

Community



Associations



Schools



Artists



Informal groups

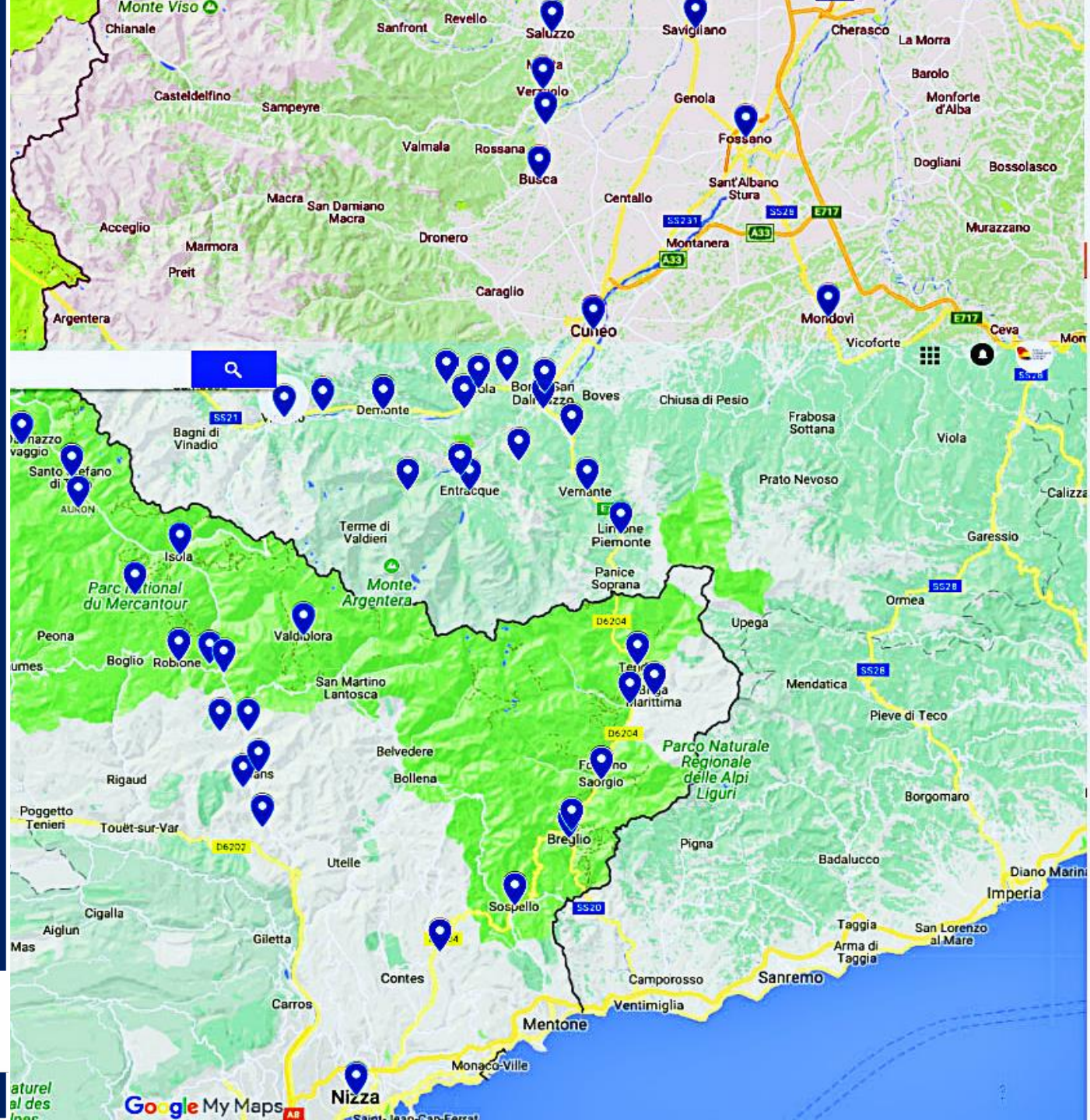


Actors



Community development in Italian and French territory:

- 325 associations
- 55 municipalities
- 5 universities



AISON
BRABREIL
SURROYAL
BRIGUE
CUNEO
AU
RON
BAIROL
BUSCA
CLANS
COSTIGLIO
LE
DEMON
TE
ENTRAQUE
FOSSANO
GAIOLA
IL
ONSE
ISOLA
LES
STATIONS
DU
MERCANTOUR
LIMONE
MARI
MOIO
LA
MONDO
VÌ
RACCONI
GIRO
ASCHIA
RO
BILAN
TER
OCCABIONE
ROCCASPAR
VERA
ROURE
ROUBIONS
A
INTETIENNE
DE
TINÉE
SAINT
SAUVEUR
SUR
TINÉE
SAINT
DALMAS
LE
SELVAGES
SALUZZO
SA
ORGES
SAVI
GLIANO
SOSPELTEN
DE
TOURNEFORT
VAL
DE
BLOR
E
VAL
DIERI
VALLORIA
TE
VERNANTE
VERZUO
LO
VEN
TIMIGLIA
VINADIO

THE PROCESS OF CULTURAL EMPOWERMENT

Mapping & networking

Capacity building

Community event

Redesign & evaluation

Active participation Cultural & social learning Social impact Change & sustainability

Active participation

Cultural & social learning

Social impact

Change & sustainability

Active participation Cultural & social learning Social impact Change & sustainability

Active participation Cultural & social learning Social impact Change & sustainability

Active participation

Cultural & social learning

Social impact

Change & sustainability

Active participation

Cultural & social learning

Social impact

Change & sustainability

Active participation

Cultural & social learning

Social impact

Change & sustainability

Active participation Cultural & social learning Social impact Change & sustainability





Interreg
ALCOTRA
Fonds européen de développement régional
Fondo europeo di sviluppo regionale



TERRACT
TERRENO DI ATTIVITÀ E CULTURA REGIONALE

TWO-YEAR HIGHER EDUCATION
COURSES FOR 30 YOUNG PEOPLE
who learn cultural project
design skills





TWO MAJOR SUMMER THEATRE EVENTS

that involve 120
young people from the area



SHARING KNOWLEDGE
BETWEEN COMMUNITIES, LOCAL
INSTITUTIONS AND BUSINESSES
useful for territorial governance and
for those who live or visit the region



A silver airplane fuselage is mounted horizontally on a stone wall, surrounded by dense green foliage. The fuselage is positioned as if it were a bridge or a decorative element. The background is a lush forest with tall trees and dense undergrowth.

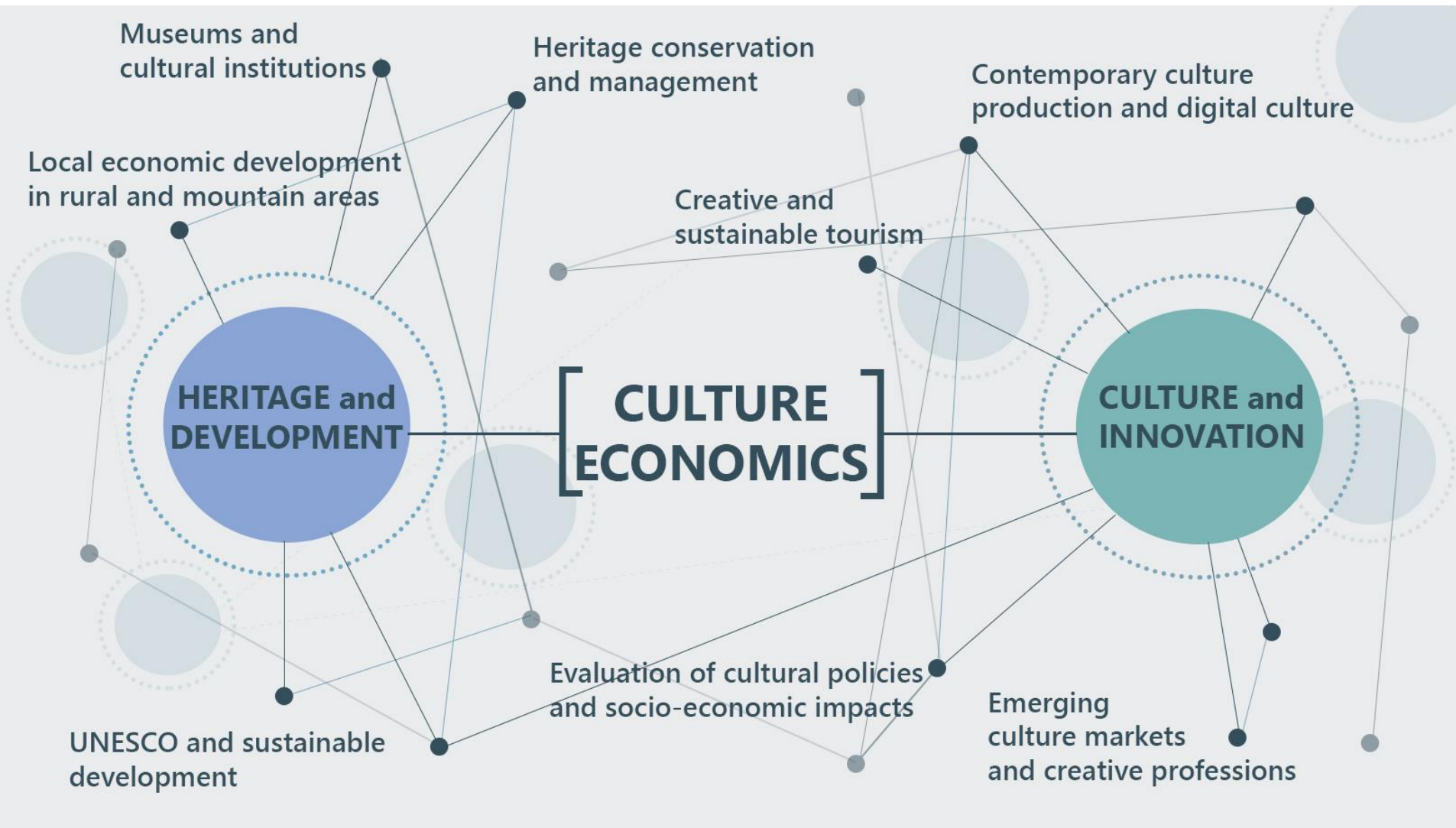
BORGO SAN DALMAZZO



Cultural and natural heritage, an opportunity for development

The experience of the Monviso Transboundary Biosphere Reserve

Andrea Porta – Alessio Re
andrea.porta@fondazionesantagata.it



1. The Man and Biosphere Programme

2. The Monviso Transboundary Biosphere Reserve

3. The Management plan

4. A spark of local development

The Man and Biosphere Programme



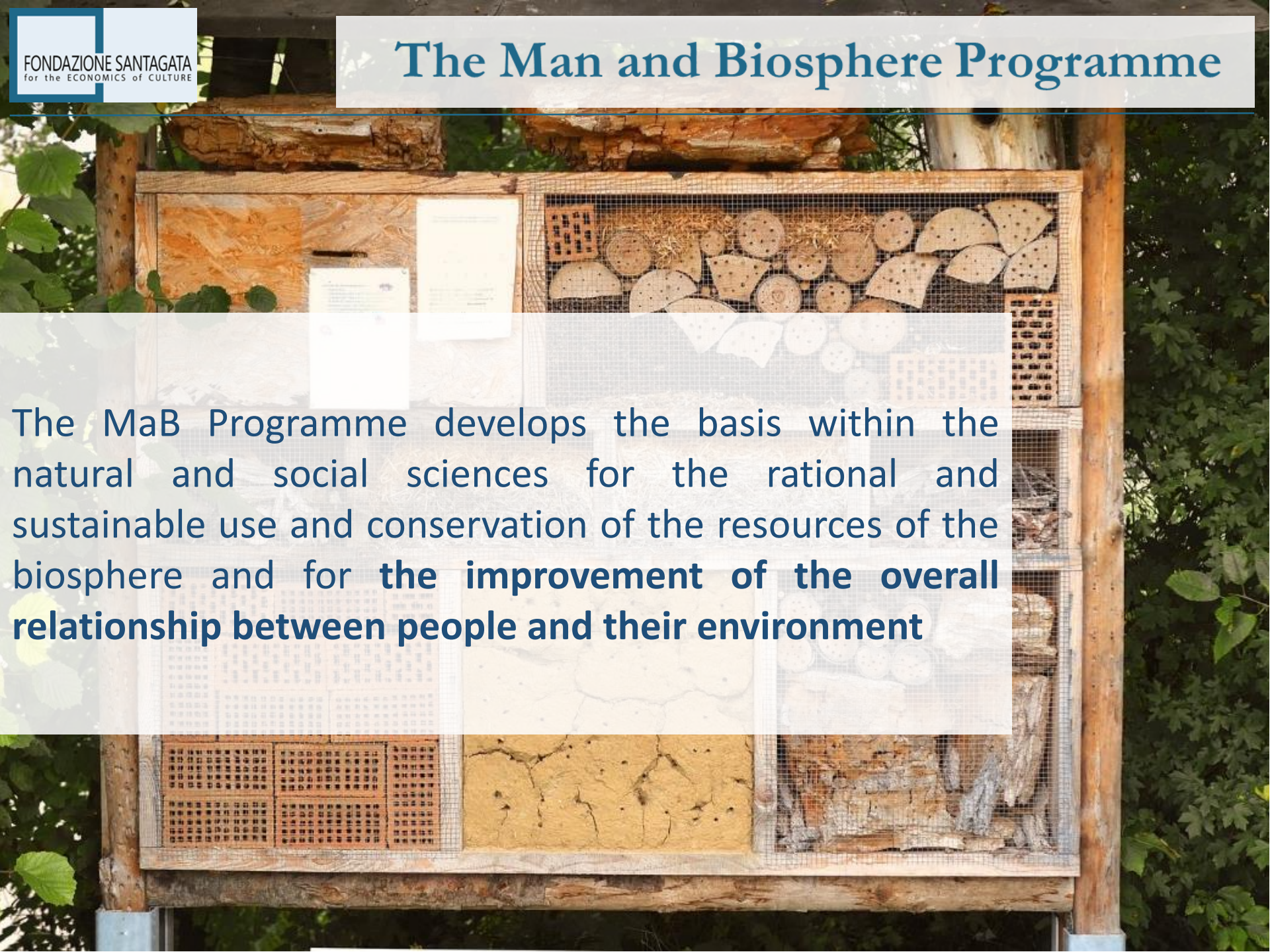
United Nations
Educational, Scientific and
Cultural Organization



Man and
the Biosphere
Programme



The Man and Biosphere Programme



The MaB Programme develops the basis within the natural and social sciences for the rational and sustainable use and conservation of the resources of the biosphere and for **the improvement of the overall relationship between people and their environment**

The Man and Biosphere Programme

Conservation

Biosphere reserves provide protection of indigenous resources, ecosystems and landscapes for the conservation of the world's biological and cultural diversity.

Logistic support

Biosphere reserves are linked through a global network; they provide facilities for research, monitoring, education and training at the local level as well as for comparative research and monitoring programmes at an international level.

Development

Biosphere reserves seek to combine conservation concerns with sustainable use of resources through close cooperation with local communities, taking advantage of traditional knowledge, local products and appropriate land management.

The Man and Biosphere Programme

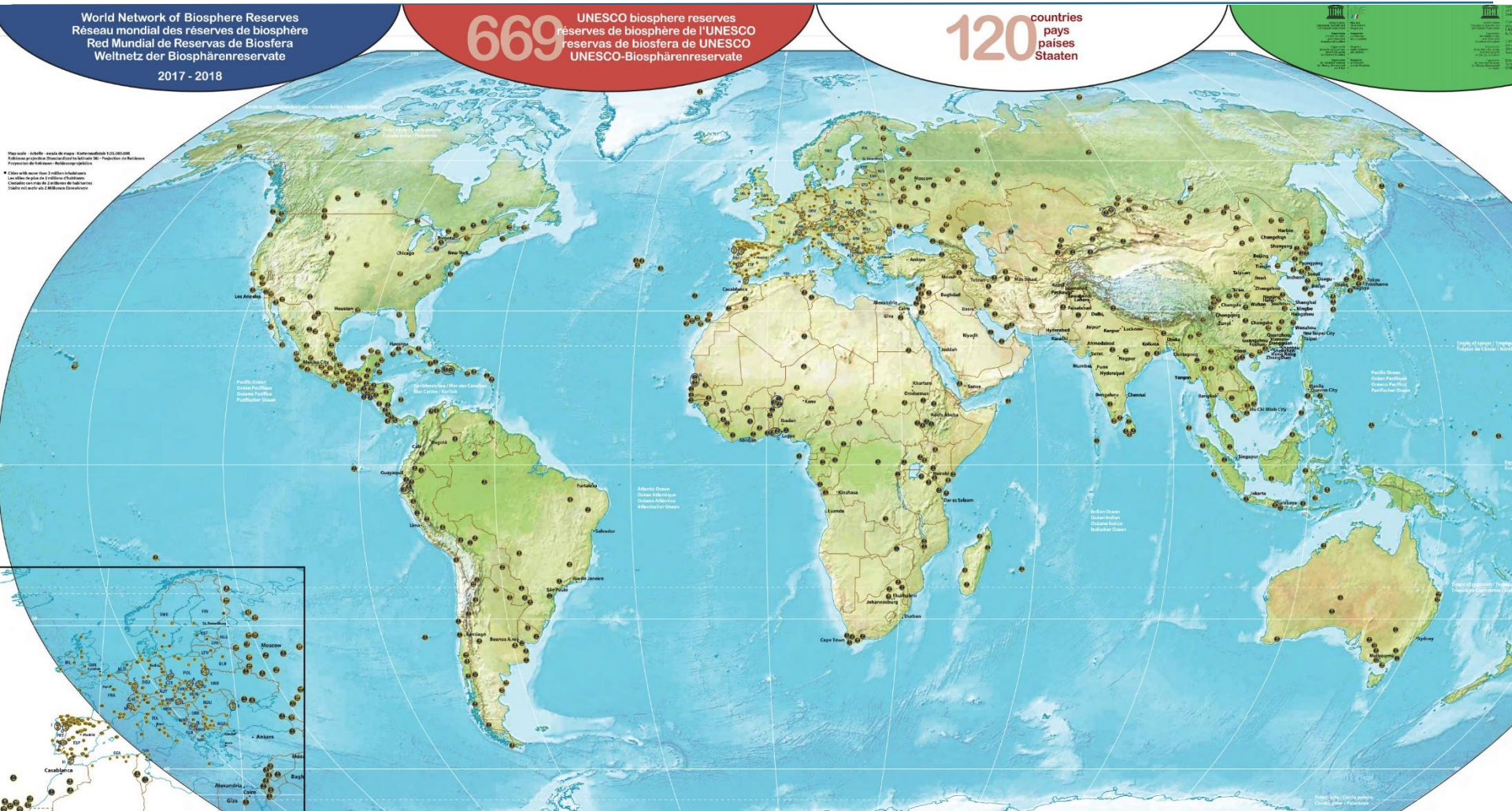
World Network of Biosphere Reserves
Réseau mondial des réserves de biosphère
Red Mundial de Reservas de Biosfera
Weltnetz der Biosphärenreservate
2017 - 2018

669r

UNESCO biosphere reserves
réserves de biosphère de l'UNESCO
reservas de biosfera de UNESCO
UNESCO-Biosphärenreservate

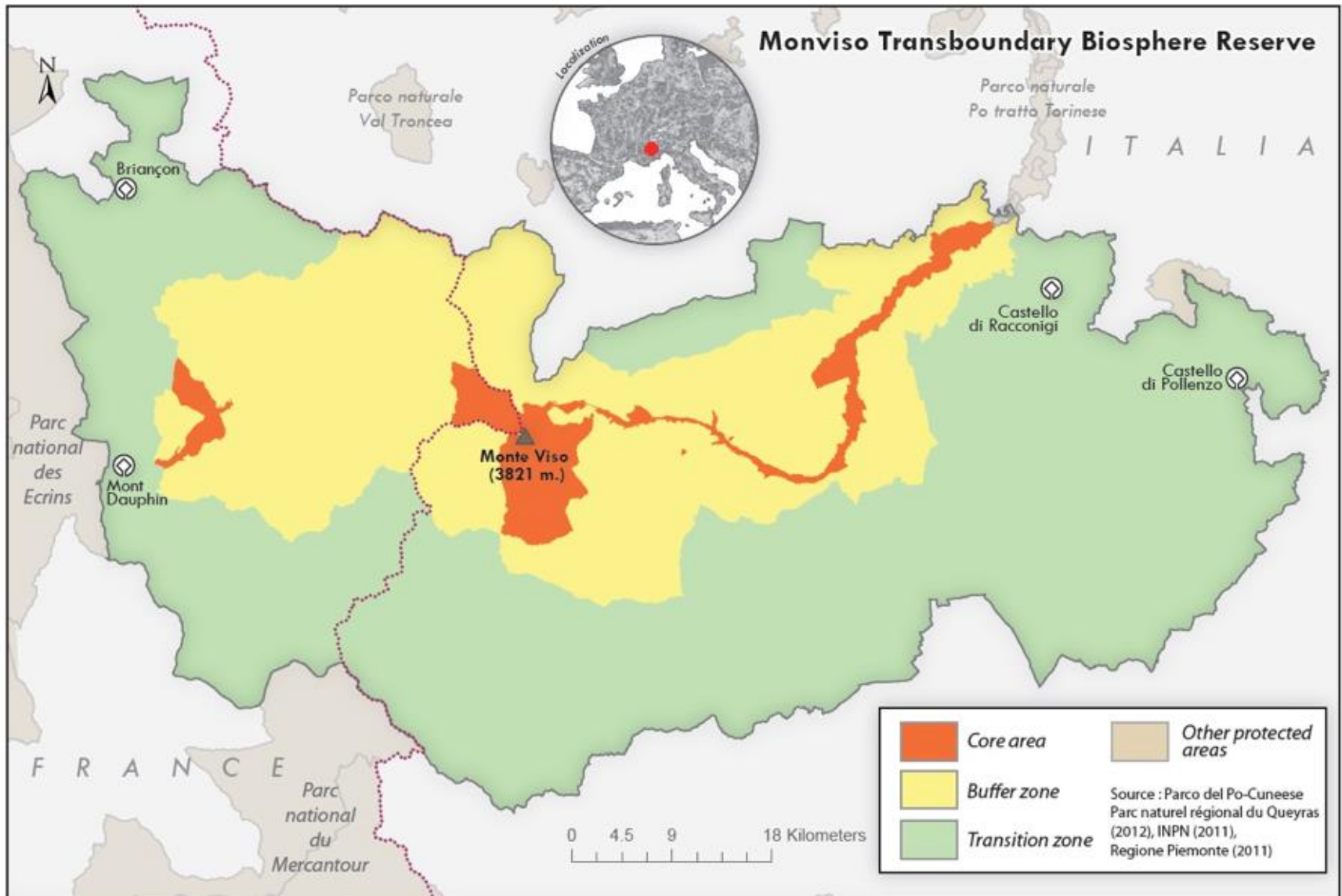
120

countries
pays
países
Staaten



686 Biosphere Reserves, 40% in mountain areas

The Monviso Transboundary Biosphere Reserve



The Monviso Transboundary Biosphere Reserve

427.080 ha surface
300.000 inhabitants
2 parks
2 departments
88 municipalities in Italy
21 municipalities in France
85% municipalities with less than 5.000
Inhabitants
3 UNESCO sites

Riserva della
BIOSFERA



MONVISO

2013

National
Biosphere
Reserve

2014

Inscription
TBR

2015

Management
Plan

2017

Mab Youth
Forum

2018

A new spark.....

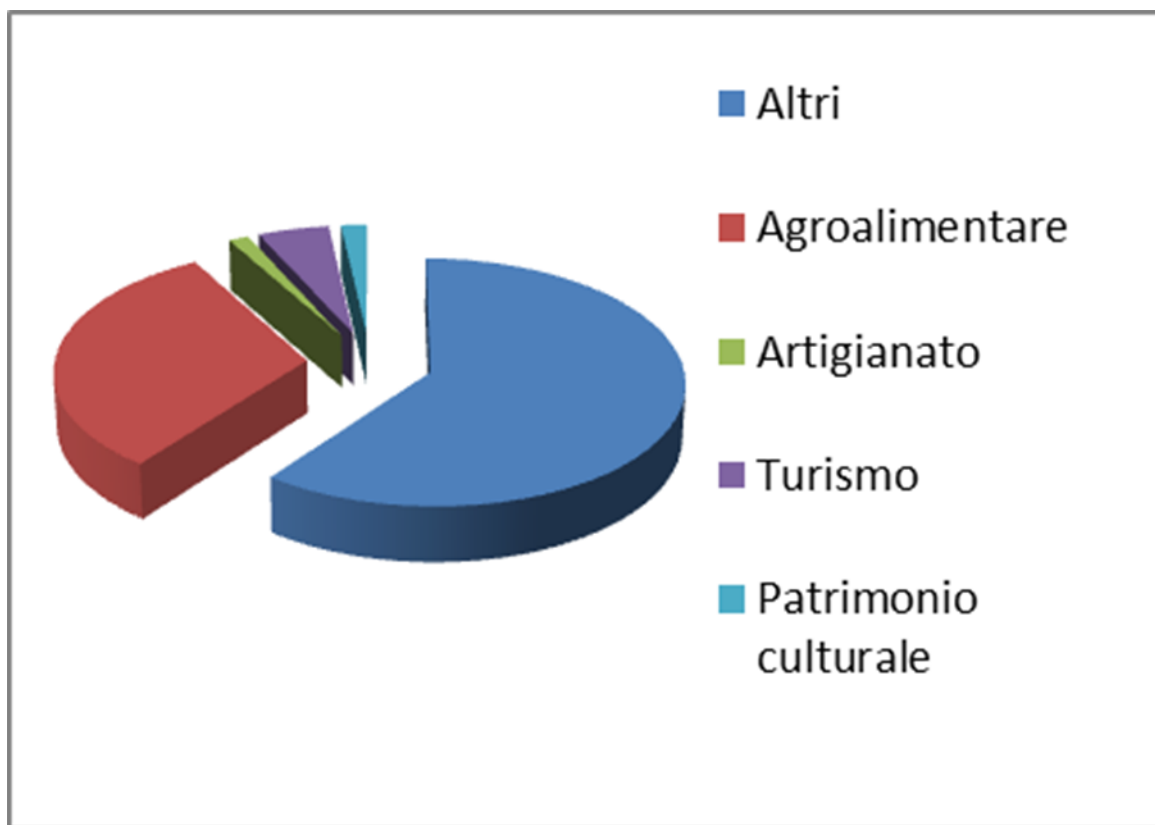
Local development path



**MONVISO
UNESCO
2020**

1. Analysis of the context and priorities emerged during the nomination phases
2. Analysis of the territorial best practices
3. Preliminary structuring of the management plan
4. Definition of local communities priorities
5. Definition of the management activities
6. Governance analysis

Economic context: Creative Atmosphere



Agri food: 30%

Tourism: 5%

Handicraft 1,4%

Cultural Heritage: 1,8%

40% of firms works with natural and cultural resources

Best practices analysis: identification of experiences capable of being examples for the future development of the Biosphere Reserve

Analysed sectors included:

- **Cultural heritage:** museums and cultural sites
- **Material culture:** arts and crafts; agriculture;
- **Natural heritage:** environment, landscape, sustainable energy
- **Tourism:** accomodation; events



Main Criteria:

1. Environmental sustainability



- 1.1 Harmonic relationship between the practices and the land evolution
- 1.2 existence of systems to safeguard the environment and its biodiversity
- 1.3 dynamic conservation of the territory and adaptive management of the landscape

2. Inclusive economic development

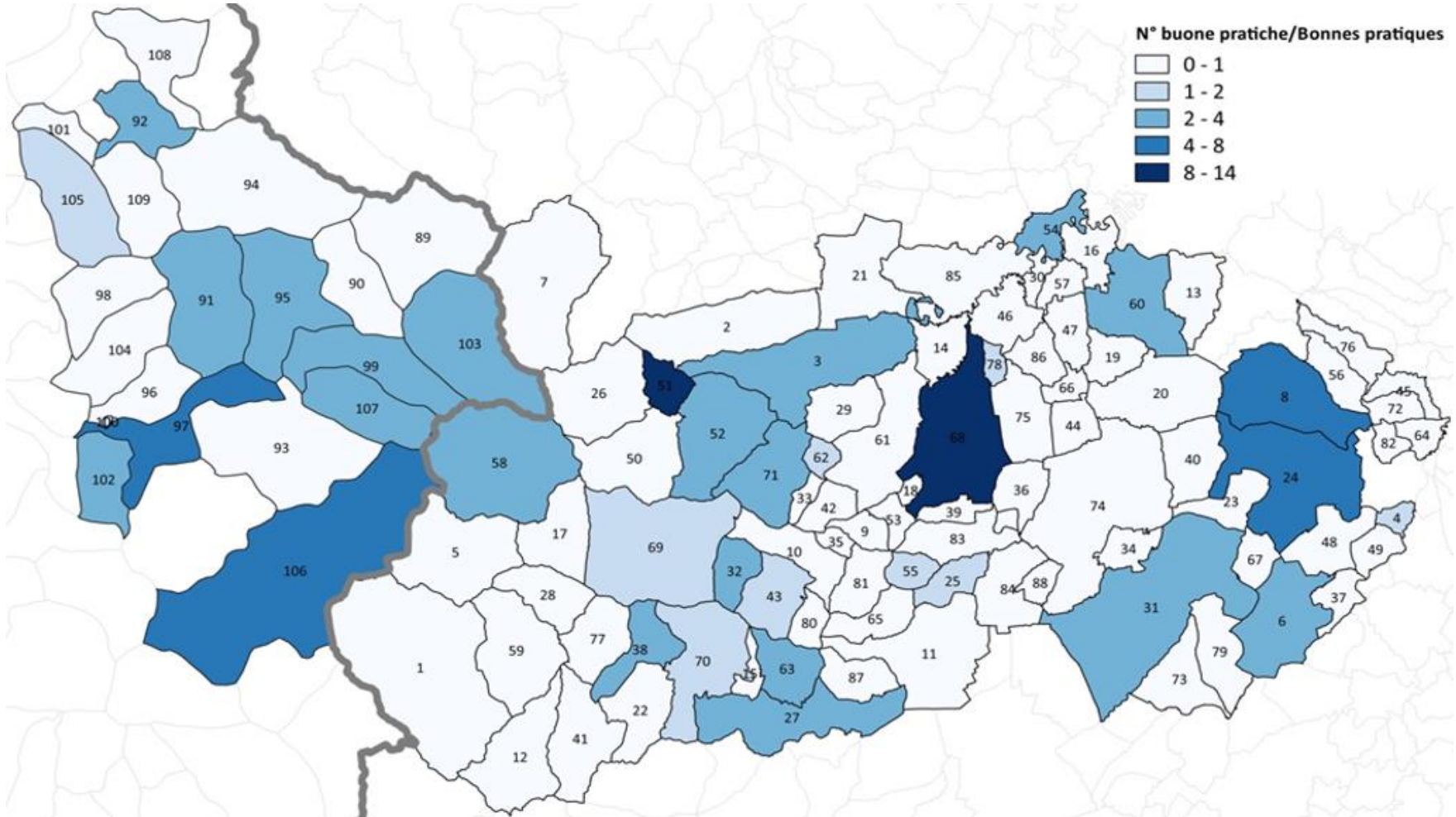


- 2.1 promotion of the local know how and of the use of local resources
- 2.2 use of local products and services, valorization of the locally based distribution systems
- 2.3 creation of micro-districts and positive social externalities

3. Innovation

4. Horizontal and vertical networks

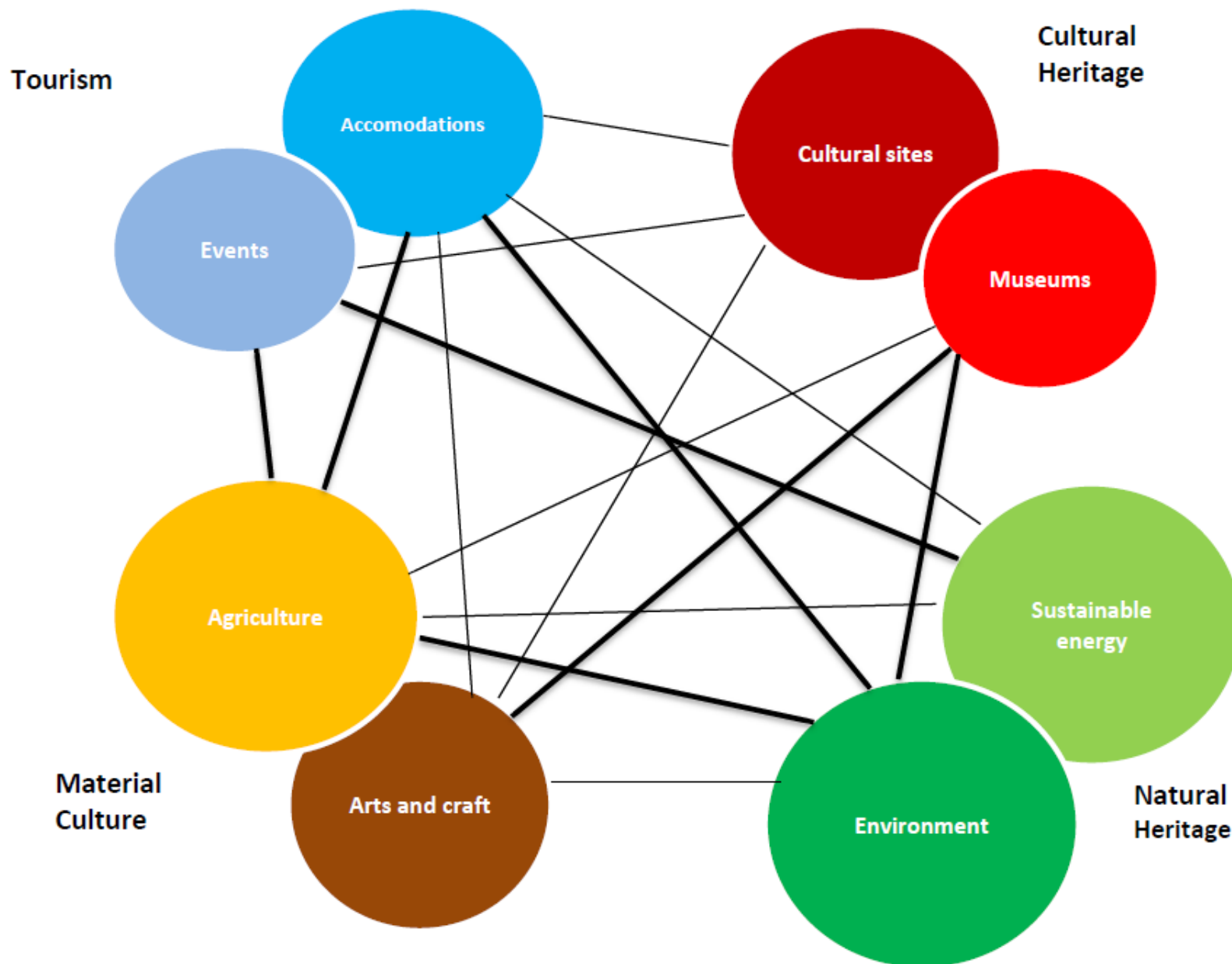
Concentration of best practices for each municipality



800 experiences identified

150 best practices distributed throughout the territory

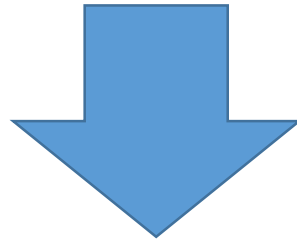
The Management Plan



Limited awareness of the population

Limited projects and network initiatives of the institutions

Limited transboundary cooperation and governance



The Management plan has been gathering dust from 2015 to 2018



How can we reactivate the
development path in Biosphere
Reserves?



United Nations
Educational, Scientific and
Cultural Organization



The key is raise awareness and facilitate YOUTH
engagement

from top downto bottom up



A spark of local development

9 – 13 July 2018

15 italians

7 french

15 – 18 years old

2000 m above sea level

5 days camp in the nature

2 educators

2 researchers

3 workshops

6 local firms

A lot of new objectives to
achieve...

**A new network of people
interested in the development
of the Monviso TBR**





Andrea Porta, Alessio Re
andrea.porta@fondazionesantagata.it

Cultural Heritage 2018

We are artists.

We are landscape painters in wellies, commissioned by our fellow citizens.

We paint, Constable-like, pictures, when we plough brown, when we spread recyclable manure, when we plant green grass, flowery meadows, hedges and clusters of diverse trees.

We create aesthetic. Lowry pencil forms and shapes when we rebuild grey stone walls and store sunrays on solar panels.

We are dramatists, writing scripts with flock health plans and quality assurance schemes. Our staff and family troupe, dramatically play out seasonal chores sowing, lambing, shearing, harvesting, from a stage of fields, barns and yards.

We copy, we invent, our farms are studios, in a rural gallery. We paste, craft and sculpture in welcoming villages.

We can sing, we can orchestrate, cheerfully, harmoniously when our biodiverse farms nest soprano- choirs of birds. Our collie dogs bark in tenor, the tractors rumble base.

We can dance. We dance when the spring barley sways in the wind, when the trees heave and when our Welsh lambs twirl and foxtrot in the morning sun.

We are tapestry, plural- rural.

This is our Heritage - we share!

Tom Jones

