

# Carpathian Cultural Heritage Inventory and valorization for sustainable community development

**Project Proposal Draft** 

Carpathian Convention Working Group on Cultural Heritage and Traditional Knowledge 9 -11 September 2013, Orelec, Poland

**UNEP Vienna** 

Interim Secretariat of the Carpathian Convention







## **Objectives:**

- Establishment of the Carpathian Cultural Heritage Inventory
  - Harmonizing definitions and approaches
  - Updating the pilot CHI with items from all Carpathian countries
- Increasing awareness among the local population, especially the younger generations, about:
  - The value of the cultural and natural heritage,
  - opportunities to valorize it for sustainable economic development
  - Possibility to use existing community resources, such as PAs, museums, schools, etc
- Making a marketable CC Cultural Heritage touristic itinerary







## Proposed Project Concept and Final Products

Creating a regional Carpathian Cultural Heritage Inventory in cooperation with Protected Areas and grounded in local participation:

- community participation and co-production
- Linking existing resources with local, national and regional stakeholders

#### **Final Products:**

- Carpathian Cultural Heritage Inventory
- •A thematic Tourist Route through the Cultural Heritage highlights of the Carpathian Protected Areas,
  - Cultural Heritage Inventory updated with the identified CH items from all Carpathian countries
  - The route and participating communities featured in the Community Livelihood Platform
  - Route promoted on the local, national and regional levels, including CNPA, etc.







## Regional and National levels

- Regional cooperation on Cultural Heritage
  - Harmonization of definitions and approaches in all Carpathian countries
  - Supporting the Carpathian countries
  - Cooperation with regional biodiversity protection and tourism development efforts and stakeholders
- Final products regional and national value
  - Promoted to the national authorities
  - Via national and international NGOs
  - National and international tourism markets
  - National CH, nature protection and educational institutions







## Local Level: Cultural Heritage preservation through community ownership

- Linking Cultural Heritage preservation and valorization to local institutions:
  - Local authorities
  - Schools
  - Retirement homes
  - Craftsmen
  - Museums
  - Tourism developers
  - Protected areas





## Linking Cultural Heritage with the community

- The older population holds knowledge of the cultural heritage, traditional land use, history of the community
  - Retired residents, keepers of museums, etc
- The younger population has ICT skills and can easily adapt to development trends
- Schools can participate by incorporating CH in the class and extracurricular programs,
  - such as in the pilot of the Cultural Heritage Inventory in Ukraine







## **Existing Resources**

Cultural Heritage Inventory

Big Foot Transferability Tool Kit

©Guide to intergenerational community activities focused on teaching youth about cultural and natural heritage preservation and use for sustainable development (EN, IT, BG, GE)

Carpathian Mountains ESD Training Tool Kit

©Tool for school teachers to organize courses to teach abo the local cultural and natural heritage, in cooperation with the local NGOs and PAs (EN, RO)

CNPA/BIOREGIO relevant outcomes?





Community

Livelihood

Platform



### Potential Partners/Stakeholders:

- UNEP Vienna ISCC
- WG on Cultural Heritage, Biodiversity, Tourism
- Cultural Heritage Inventory partners
- UNEP/GRID-Warsaw
- CNPA Steering Committee
- Identified PA administrations
- Local and national authorities
- Identified Communities: administrations, NGOs, schools, elderly organizations CH institutions
- ESD related: Ministry of Education of Austria/Romania, Regional Center of Expertise in ESD – Vienna (UNEP is a partner)







# Protected Areas can contribute to cultural heritage preservation and community development:

- facilitate preservation of cultural heritage and traditional land use
- provide alternative opportunities of socio-economic development for the surrounding communities and support income-generation activities, such as tourism.
- could provide the platform of cooperation, knowledge and experience sharing between the various actors
- could serve as spaces for education and training, facilitate mutual learning and co-production of knowledge

Getzner, Michael, Michael Jungmeier, und Sigrun Lange. *People, Parks and Money. Stakeholder involvement and regional development: a manual for protected areas.* Klagenfurt: Johannes Heyn, 2010.

Dredge, D., und P. Thomas. "Mongrel management, public interest and protected area management in the Victorian Alps, Australia". *Journal of Sustainable Tourism* 17, Nr. 2 (2009): 249–267.







## Proposed Steps – local level

### Local Partner Identification

- 1. Relevant Protected Areas (PAs) selected, PAs administrations approached, and participating communities identified
  - with the help of WG on Biodiversity, WG on cultural heritage and WWF DCP
  - responsible representative from each community identified
- 2. Community Participants identified:
  - identifying and contacting school administrations/teachers, relevant elderly associations, and cultural heritage organizations within the selected communities
- 3. Community consultations organized in the PAs
  - project objectives and available resources discussed with the community
- 4. Based on the consultations, the planned project actions finalized and determined in every participating community and harmonized by the project consortium.







# Proposed steps - local level Participatory CH identification

- 5. Identification of the tangible and intangible Cultural Heritage within or around PAs by the younger+older residents,
  - based on the categories used in the CHI
  - including traditional knowledge, architecture, landscapes, land use practices.
  - The identification can place using school assignments,
    - students of several grades will identify cultural heritage items by interviewing elderly residents of the villages, both professional (museum directors, PA managers) and lay - grandparents, etc,
  - The proposed cultural heritage items collected from the community by the schools
    - Using the Move4Nature example, schools will propose touristic itineraries







## Proposed steps: Local-national-regional level Expert Review

6. Each school present the collected cultural heritage examples and the proposed touristic routes at the follow-up Community consultations, including local experts and PAs, to be refined and improved

### 7. Expert Review:

- The refined products presented to the group of local and regional CH and tourism experts, including PA staff.
- The Expert review decides, which CH items should be included in the Carpathian CHI, which can be used as a tourism products, and which should be protected.
- 8. Based on the Expert Review,
  - the accepted proposed CH items added to the Carpathian Cultural Heritage Inventory (both marketable and those to be protected), and
  - proposed touristic routes refined using only the acceptable cultural heritage items







## Local - National - Regional:

## Carpathian CHI and CH Touristic Itinerary

- 9. Carpathian Cultural Heritage Inventory finalized on the expert level and by the WG on Cultural Heritage and the CHI site updated with the identified CH items
- 10. A Carpathian CH thematic tourism itinerary created by the CC tourism experts
- Local: A training workshop organized for PA managers and leading community representatives, tourism providers, in order to refine and finalize the touristic itineraries, and make a marketing strategy.
- 12. The final touristic itineraries marketed on the local, national and regional level via various media, including the CHI, the Community Livelihood Platform, and CC website, etc.







### Remarks:

- Involvement of schools is especially important for the long-term sustainability of the project
- Involvement of elderly associations will be useful for identification of cultural heritage items, which could potentially be overlooked by experts
- Local coordinators would be ideally representatives from the involved PA, but could be also a representative of NGOs, working both with the PAs and the participating communities







### Community Livelihood Platform - Stories on Cultural Heritage

http://platform.bigfoot-project.eu/cultural-heritage.html





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Platform

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Projects

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#### Intergenerational learning



#### PLATFORM

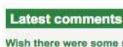
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members from different generation
share knowledge and experience
and learn from each other.
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**Tourism Development** 

#### **Cultural Heritage**





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> Tamara Mitrofanenko 2013-07-31 07:50

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## Thank you for your attention!







