



Carpathian Cultural Heritage Inventory and valorization for sustainable community development

Project Proposal Draft

Carpathian Convention Working Group
on Cultural Heritage and Traditional Knowledge
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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**
 - ⑩ Guide to intergenerational community activities focused on teaching youth about cultural and natural heritage preservation and use for sustainable development (EN, IT, BG, GE)
- **Community Livelihood Platform**
 - ⑩ Accessible through CC website, CH page
- **Carpathian Mountains ESD Training Tool Kit**
 - ⑩ Tool for school teachers to organize courses to teach about the local cultural and natural heritage, in cooperation with the local NGOs and PAs (EN, RO)
- CNPA/BIOREGIO relevant outcomes?



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.

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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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