

# ICOMOS

international council on monuments and sites

## 18<sup>th</sup> ICOMOS General Assembly and Scientific Symposium 10 – 14 November 2014, Florence, Italy

### Call for Papers: “Heritage and Landscape as Human Values” Deadline for abstracts: 31 January 2014

The Scientific Symposium which will take place in Florence (Italy) on the occasion of the 18<sup>th</sup> ICOMOS General Assembly, from 10 to 14 November 2014, will explore the theme "Heritage and Landscape as Human Values" as briefly illustrated below, according to five sub-themes:

- Theme 1: Sharing and experiencing the identity of communities through tourism and interpretation
- Theme 2: Landscape as cultural habitat
- Theme 3: Sustainability through traditional knowledge
- Theme 4: Community-driven conservation and local empowerment
- Theme 5: Emerging tools for conservation practice

The Symposium will be open to the public. The papers, among which selected presentations of 20 minutes each and brief interventions of 10 minutes, will form the scientific basis of the Symposium, and will feed into the discussions and resulting recommendations. Attached please find an overview of the five Symposium sub-themes.

ICOMOS members who wish to propose a paper for one of the five sub-themes, should submit **a concise one-page summary (max. 3000 characters), in French or English, by email to GA2014-Symposium@icomos.org by 31 January 2014.**

The abstracts should indicate:

- the full title of the paper
- the chosen sub-theme
- three to five keywords that reflect the general theme of the paper
- the author's name(s), institutional affiliation and contact details (postal address, phone, fax, email).

Proposals will be selected through blind peer-review by the Scientific Committee of the Symposium, which will determine the form of the paper (20 minute presentation or 10 minute intervention) and the sub-theme to which the paper is allocated. The authors of the selected proposals will be informed by 31 June 2014 and will be asked to provide the final text of their papers (max. 15 pages) by 30 September 2014.



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## Theme 1

### Sharing and experiencing the identity of communities through tourism and interpretation

*Interpretation and sustainable tourism initiatives are expanding the quality of visitor and community engagement at heritage sites through cross-cultural and intergenerational dialogue. How can cultural respect be promoted through heritage?*

Theme 1 explores new and emerging approaches to cultural creativity and intercultural dialogue through community-driven tourism frameworks that enhance the value of cultural heritage for both visitors and local residents. This theme will include case studies of the social and economic impacts of responsible and conservation-conscious community-based tourism; as well as more theoretical presentations about the potential roles of community, tourism, and intercultural dialogue in widening and deepening the process of conservation and site management, and in enhancing the active role that heritage can play in contemporary society.

Theme 1 welcomes contributions that will share experience and exchange international expertise in the engagement of communities in the management and public interpretation of cultural tourism activities with the goals of fostering the idea of “travel for knowledge”, of enhancing the significance of cultural heritage in contemporary society through respectful, mutually beneficial interchanges between local communities and visitors, the better to understand cultural differences and cultural diversity. Papers should contribute to increased awareness of the possibilities for community-based frameworks for the public interpretation of both tangible and intangible heritage, and submission of abstracts in the following sub-themes is invited:

- 1-1 New Tourism Frameworks:** How can tourism programmes and frameworks both achieve economic sustainability and facilitate intercultural dialogue? What role can community-based tourism play in the enhancement of social cohesion among local residents, yet at the same time remain accessible and fulfilling for visitors from the outside? Can tourism become an opportunity for healing and reconciliation in post-conflict situations? In what ways can participatory heritage tourism programmes encourage active citizenship and collective pride?
- 1-2 Experiencing and Conserving the Cultural Landscape:** Experiential tourism is a form of a tourism that places the emphasis on visitors' personal engagement with the wider cultural elements of a place or region and facilitates a conscious exchange between tourists and residents in connection with the conservation and care of heritage. What should the relationship between or merging of natural and cultural heritage be in such an approach? Have instances of visitor-resident collaboration—or volunteer tourism programmes in rural areas—been successful or sustainable?
- 1-3 Sustainable Tourism and the Viability of Cultural Traditions:** How can tourism (both regional and international) enhance the economic viability and intergenerational transmission of Intangible Cultural Heritage? Which models have proved effective in mobilising local communities and visitors to assist in the conservation and management of tangible heritage—especially in a time of decreasing public budgets? Can community-based programmes assist in the revitalisation of urban areas?
- 1-4 Empowerment of the Local Community in Tourism Activities:** The value of travel in a changing world is focusing increasing attention on cultural interchange in which communities can play an important role in the presentation and interpretation of their own cultural heritage. How can such approaches be integrated into heritage-based human development strategies? How can minorities, new immigrants, and marginal communities be positively integrated into such initiatives? Can training in heritage skills provide a meaningful and sustainable platform for capacity building in developing countries?
- 1-5 Tourism and Conservation:** An awareness of existing cultural resources on the part of the local community is a crucial factor in their participation in the conservation of built heritage, cultural landscapes, and elements of intangible heritage. What has been the experience—and benefit—of participatory cultural mapping and GIS surveys? Have crowd-funding platforms aimed at local communities and at outside visitors succeeded? To what extent can community-based tourism initiatives serve as a platform for wider social innovation and civic responsibility?



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## Theme 2

### Landscape as cultural habitat

*The man-made settings in which communities live are the heart and home of human creativity. How can heritage approaches help merge the landscape and cultural dimensions?*

- 2-1 Knowledge and values:** Knowledge of a landscape cannot be separated from knowledge of its history and recognition of the identifying characteristics of a territory and must also be understood as awareness on the part of local populations of such values. The focus is on models of knowledge of the area / landscape; stimulated by tools and methods for identification of the material and immaterial values of the cultural landscape and assessment of the social and economic drivers that make the landscape an ever-changing place.
- 2-2 Use and protection:** Changes affecting various landscapes are often driven by the desire to enable economic dynamics, ignoring the specific needs of communities and territories. The involvement of the community is the basis of the processes of re-appropriation of places that should underpin every action for protection. Protection is here understood as a dynamic and integrated action that governs, in respect of the landscape, the inevitable transformations (bundled strategy use and protection). The focus is on the cultural landscape as a useful resource for a model of sustainable local economy and innovation.
- 2-3 Urban landscape:** The idea of urban landscape concerns the material and immaterial form of a site that, in its historical and socio-cultural configuration, is one of the first elements of human development. The urban landscape is conceived as historical stratification of cultural and natural values and is connected with the question of contemporary architecture.  
The focus is on the main critical points (rapid urbanisation that threatens spirit of place and community identity; uncontrolled urban development, poorly designed or poorly executed; the intensity and pace of change; the unsustainable use of resources...) and on the impacts and reduction of hazards and on reintroduction of quality into urban fabric.
- 2-4 Rural landscape:** The rural landscape has played an important role in the planning documents of the agricultural sector and in forestry and environmental policies pursued by various international bodies. This is largely due to recognition that rural areas are the places where economic, social and environmental aspects are integrated, in many cases proposing models which provide useful reference for challenges relating to sustainable development and global change. Cultural landscapes that retain clear evidence of their historical origin, while maintaining an active role in society and in the economy, often have values that are the result of the interaction between biological diversity and cultural diversity, as suggested by the UNESCO-CBD Joint Program. The focus is on the role of landscape as an added value for the competitiveness of the rural territory, as a proper way of understanding the quality of rural space and its biodiversity, but also on its role in the quality of life of the population.
- 2-5 Archaeological landscape:** The focus is on the processes that human populations have engaged in, in the past, in organising space or altering the landscape for diverse purposes, including subsistence, economic, social, political, and religious undertakings and on the tools for examining such processes.
- 2-6 Landscape policies, regulations, practices:** Comparison of international experiences. Starting from international landscape policies, attention will be focused above all on the notion of landscape underlying individual national policies and management approaches, monitoring and highlighting the main conflicts about the definition of landscape and heritage, between national and international cultural and public institutions, as evidenced from the legislation, administrative set-up and the technical instruments used in protection, planning, programming, management and implementation and those underlying awareness-campaigns and initiatives aimed at encouraging the general public's participation in the decision-making process.



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**2-7 Landscape hazards:** Landscapes are affected by potential natural and anthropogenic hazards. The most significant natural hazards (climate change, drought, flood, bushfire, volcanic eruption, earthquake, landslide, cyclones, diseases...) will be considered, as will the effects of anthropogenic impact (urban sprawl, fragmentation, homogenisation, biodiversity loss...). Each hazard will be defined, considered in the context of historical events, analysed for its impacts and risks to human socio-economics. The focus will also be on problems arising through conflicting interests.

**2-8 Landscape analysis, evaluation, planning and design:** The focus is on methodology and tools for assessing and monitoring landscape quality. Landscape reading is a complex operation that goes beyond what can be seen and implies a mental process that seeks to understand how we have reached the current situation. In this case, there is inevitably a more or less accentuated subjective factor on the part of those who interpret it, but it is important to implement efficient cultural values models, which offer an integrated conceptual framework for understanding the potential range of values that might be present within a landscape, and the potential dynamics between these values.

### Keywords

- Landscape - Townscape - Cultural Landscape - Historic Urban Landscape. The evolution of a concept and its relevance in planning practice and built heritage conservation.
- The country-city debate ends where the “landscape” starts.
- HUL as a new tool approaching conservation as “management of change”. Towards a “paradigm shift”?
- How can heritage management operate in today’s dynamic urban environment and which are the new players, approaches and tools?
- Regional planning and “landscape planning”. Institutional and legal tools for a sustainable development and management.
- Archaeological parks – Archaeology and landscape. What is the appropriate scale for planning and preservation?
- From big scale to small scale: urban gardens as symbolic public spaces.
- Water cultural heritage. An alternative way to approach and enhance heritage related to water by bridging culture and nature.
- Water supply traditional techniques and landscape conservation. Regional culture diversity as a basis for a sustainable future.
- Landscape urbanism. Different options and sustainable solutions for historical landscape.
- Beyond the “Third Landscape”. Recycling as a way of thinking and planning.
- Climate change and its impact on built heritage. Tools and methodologies to evaluate the resilience of historic cities and landscapes.
- Smart Growth. How the smart technology contributes to identifying new priorities for landscape protection.
- 3D GIS and new technologies in the service of planning, networking and territorial governance.
- Representing cities and landscapes. The role of virtual space in reconfiguring visual aesthetics.
- Place-making in cities and landscapes.
- The colour of cities. How traditionally cities were integrated in their landscape.
- Methodologies for the assessment of rural landscapes.
- Rural landscape as an added value for the rural economy.
- Biocultural diversity and rural landscape.
- Inventorying, planning and management of historical rural landscapes.
- Impact of climate change on rural landscapes.



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### Theme 3

#### Sustainability through traditional knowledge

*Quality of daily life - value of traditional knowledge and practices as the basis for balanced technological, innovative development programmes and sustainable development - respect for sites, and decision processes that safeguard communities and people - reacting in an adaptive and participatory way to risk and catastrophes.*

The achievement and perpetuation of the cultural heritage, both tangible and intangible, and of landscapes are due to that age-old fusion of knowledge and techniques that the United Nations refers to as Traditional Knowledge. Today, traditional knowledge is in danger and its disappearance would not only cause the loss of people's capability to maintain and pass on the cultural and natural heritage, but also the loss of an extraordinary source of knowledge and cultural diversity from which appropriate innovative solutions can be derived today and in the future.

Theme 3 invites contributions that will share experiences and expand international and traditional knowledge, contributing to the international heritage management toolkit and developing the discourse on enabling tradition, traditional knowledge and historical concepts to influence technologies as tools for modern conservation outcomes. Base Research Papers and Case Studies are welcome. Four sub-themes have been identified by the organising committee. We are also open to alternative suggestions, especially concepts that develop synergies between traditional knowledge and the hard sciences.

#### 3-1 Quality of daily life produced by traditional knowledge

- The role of traditional knowledge in the development of ancient civilisations
- Identity, social cohesion, community engagement and quality of daily life
- Meaning, symbolism and rituals linked with traditional techniques and procedures
- Well-being, nutrition and way of life in traditional communities
- Rights of local communities and native peoples who are the holders of traditional knowledge and indigenous science systems

#### 3-2 Value of traditional knowledge and practices as the basis for balanced technological, innovative development programmes and sustainable development

- Learning from traditional knowledge systems for a new technological paradigm
- Building typology identification
- Case studies, best practices and success stories of non-invasive and adapted technologies
- Consequences of abandoning traditional knowledge techniques compared with a scenario where traditional knowledge techniques are applied (or maintained/restored).
- Potential monetary benefits from replicating traditional knowledge techniques across regions and world-wide.

#### 3-3 Respect for sites and decision processes that safeguard communities and people

- Successful practices and systems of incentives to implement and disseminate participatory decision processes
- Methods for the protection of traditional knowledge that subjects, communities, disseminators and innovators of traditional techniques can implement
- Promotion of traditional techniques in each country and indicators for the nation-wide adoption of safeguarding and dissemination strategies

#### 3-4 Reacting in an adaptive and participatory way to risk and catastrophes

- Using traditional knowledge to face global challenges such as climate change, migration, poverty and catastrophes
- Resilient technologies
- Using traditional knowledge to save energy and reduce CO<sub>2</sub>
- Collective behaviours and participative actions for the prevention of catastrophes
- Communication and interpretation to create sustainable policies and structures and supporting such structures through our education system and into legislation.



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## Theme 4

### Community-driven conservation and local empowerment

*Engaging and empowering communities to identify local values and participate fully in the conservation of their historic centres and heritage resources is a widely shared goal. How can it be achieved most effectively?*

It is now widely accepted that the future of our cultural heritage can be ensured only through the active involvement of communities and when heritage constitutes a vital ingredient of sustainable local development. The community here may be defined as a group of individuals, within a larger society in which they exist, sharing a common interest in the future of its heritage, both cultural and natural. The community's role in the process of heritage identification and management was anchored in the 1972 World Heritage Convention, which called for "a general policy which aims to give the cultural and natural heritage a function in the life of the community and to integrate the protection of that heritage into comprehensive planning programmes".

It has been further recognised in subsequent international charters and legal instruments, including the Lausanne Charter (1990) that encouraged local community involvement in the development process; the Budapest Declaration (2002) that placed greater emphasis on "the active involvement of our local communities at all levels in the identification, protection and management of our World Heritage properties"; the Intangible Heritage Convention (2003) that called for community participation in identification and safeguarding; and the Faro Convention (2005) that aimed at a greater synergy between all public stakeholders in managing heritage.

Since the 1990s, the World Heritage Committee has also been encouraging greater community involvement in the identification and management of heritage properties. In today's multi-faceted society, communities are sometimes in conflict; resolution of such conflict requires respect, consensus and negotiation as indicated in the Nara Document (1994), the Burra Charter (1999) and the UNESCO Recommendation on Historic Urban Landscapes (2011).

Six facets of the discourse on community-driven conservation and local empowerment include

- Understanding local knowledge for the enhancement of value perception of community cultural resources
- Advocating a bottom-up approach for landscape protection through the active participation of local communities
- Ensuring a role for the community in governance and the decision-making process
- Articulating the role of cultural heritage as a driver for community-based socio-economic development
- Exploring new paradigms in the universality of the right to participate that bridge the local-global duality
- Community participation in self-funded conservation/valorisation

Many challenges remain in truly empowering communities to engage with a development process that views cultural heritage as a sustainable resource contributing to an improved quality of life while also strengthening communities' senses of identity through stewardship of their heritage. Theme 4 explores some of these challenges and invites papers that contribute to understanding contemporary thought and practice in addressing them. Papers that demonstrate innovative approaches and best practices to empower communities in the heritage conservation process are particularly encouraged.

**Sub themes in this topic include:**

- 4-1 Community Engagement in the valorisation of heritage:** The recognition of the local values of each community is crucial in defining what is to be conserved and how, so that heritage has a continued relevance in society. Papers are encouraged that explore multi-disciplinary methods employed both to identify and to draw the community into this process as well as the tools that can be adopted for knowledge transfer (ranging from oral traditions, education and awareness programmes, social networks) to the next generation. Appropriate means of assessing the effectiveness of such methods and tools should also be addressed.



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- 4-2 Developing a bottom-up approach to the conservation, management and protection of heritage:** Community involvement in the decision-making process can contribute in the long term to more relevant and sustainable systems of heritage protection. Papers are encouraged that demonstrate effective heritage management models and related legislation which encourage a greater role for the communities concerned, as well as highlight the integration/adaptation of traditional heritage management models to contemporary contexts. Innovations such as community ICT platforms and Living Labs that enrich local involvement in heritage conservation, and ways of measuring the effectiveness of such participatory models, can also be explored.
- 4-3 Harmonising international principles of heritage conservation with local needs, beliefs, practices and traditions:** Enhancing the role of local communities in the implementation of the World Heritage Convention is now one of the objectives of the World Heritage Committee. Therefore, reconciling the sometimes divergent needs, beliefs and practices of communities with the principles in international legal instruments is crucial. Papers may highlight how gulfs between universal values of heritage conservation and local specificities can be bridged.
- 4-4 Linking heritage protection and sustainable local socio-economic development:** In the present economic climate, there is increasing need to utilise heritage resources to provide development impetus. How can local development aims be met without compromising the integrity and vitality of heritage and in ways that garner community support and benefits rather than entrench disparate relations? Papers that explore development models built upon the effective and sustainable use of heritage resources are encouraged.
- 4-5 Implementing community driven heritage conservation through participatory resource mobilisation:** The sustainability of successful heritage conservation and management models depends on self-reliance for resource mobilisation. How can communities mobilise and generate resources through participatory funding, crowd funding and other means? Papers are welcome that look at sustainably financed community-engaged heritage protection in today’s context of decreased public spending and shrinking philanthropic markets..



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## Theme 5

### Emerging tools for conservation practice

*Cultural mapping, Capacity building, Micro-financing, Social values analysis and Multi-purpose GIS are revolutionising heritage practices. How can they enhance conservation practice?*

Theme 5 explores the diversity of new tools emerging in conservation practice - from hard science and theoretical debates to the practical operational methodologies that are being developed, trialled or implemented world-wide.

Today conservation practice must engage with new and emerging technologies to address risks to conservation - from climate change to globalisation, from security to material sciences. New opportunities are emerging for mass information systemisation, digitisation and social media to support advocacy, planning, organising, management, interpretation and monitoring of conservation action and values analysis.

Theme 5 invites contributions which will share experience and expand international knowledge, contributing to the international heritage management toolkit and developing the discourse on enabling technologies as tools for conservation outcomes. Case studies are welcome. Four sub-themes have been identified, and we are also open to alternatives, especially concepts that develop synergies between the humanities and the hard sciences.

- 5-1 Technological innovation:** Emerging enabling technologies for assessing and managing heritage: What's next in Information Technologies, storage and accessibility, for example webGIS, 3D modelling, and 3D printing? What tools are developing for energy management and heritage sustainability, risk mitigation and disaster management planning, climate change and global warming? Papers are encouraged that identify problems and issues as well as solutions that are in early development or on trial.
- 5-2 Community engagement:** How can conservation instruments better address the complexity of cultural values, the inclusion of other voices and improve diverse stakeholder engagement? Papers are welcome that use anthropology, social geography or social archaeology as disciplinary perspectives, as well as papers that review developments in methodologies and infrastructure such as cultural planning, micro-financing, social values analysis, or cultural mapping.
- 5-3 Theoretical tools:** Implementing new paradigms for managing change such as the concept of tolerance for change. Do we need an update of the Venice Charter or the Nara Document? Do certain heritage typologies need alternative conservation approaches- such as Twentieth Century heritage or space heritage?
- 5-4 Communication and Interpretation:** What are best practice tools for mobilising conservation action and heritage advocacy, generating public awareness, capacity building and training? How is the integration between specialist knowledge and traditional knowledge progressing? Papers are welcome that demonstrate best practice heritage communications and interpretation case studies.



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#### Sharing and experiencing the identity of communities through tourism and interpretation

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#### Landscape as cultural habitat

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## Sub-theme 3: Sustainability through traditional knowledge

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## Sub-theme 4: Community-driven conservation and local empowerment

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## Sub-theme 5: Emerging tools for conservation practice

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## Symposium Scientific Secretariat

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