



*Development of the Historic Urban Landscape (HUL) approach as a key tool for the sustainable conservation and management of World Heritage historic urban ensembles*

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<b>Geographical scope/benefitting country(ies):</b>	3 regions: Africa (AFR), Arab States (ARB), and Latin America and the Caribbean (LAC)
<b>Duration (in months):</b>	14 months (June 2014 – August 2015)
<b>Partner(s) institutions:</b>	OWHC ICOMOS ICCROM UN-Habitat WHITR-AP (C2C) AWHF (C2C) ARC-WH (C2C) IFLA Cities and sites managers
<b>Total estimated budget inclusive of Programme Support costs</b>	1 million USD

### ***Rationale and background***

The Recommendation on the Historic Urban Landscape (HUL) was adopted by the General Conference of UNESCO at its 36<sup>th</sup> session in November 2011. It has been the first normative instrument dealing with the issue of urbanization adopted by UNESCO since the 1976 Nairobi Recommendation concerning the Safeguarding and Contemporary Role of Historic Areas.

The HUL Recommendation is based on a holistic approach to the issue of urban heritage conservation. It is not a category of cultural heritage but a way of looking at the urban ensemble in its entirety as well as its connection to its territory..

Historic urban ensembles are the most represented category of properties inscribed on the World Heritage List. The discussions at the sessions of the World Heritage Committee since ten years have shown how complex and challenging the conservation of these properties is. The HUL Recommendation has the potential to provide responses to a number of issues which the World Heritage Convention alone can not address anymore.

The HUL Recommendation can therefore be a key tool for the sustainable conservation and management of the historic urban ensembles inscribed on the World Heritage List, especially historic cities.

It is also a key tool to address landscape and land use management at larger and a way to promote culture in planning and development policies.

UNESCO is recognized within the UN system and worldwide as the custodian of culture promotion and heritage protection. UNESCO was the first UN agency to deal with landscape and urban settlements at a global scale.

The UN General Assembly mandated UN-Habitat to lead the UN action on the issue of the world's urbanization and decided to convene a third United Nations conference on housing and sustainable urban development (Habitat III) in 2016. The objective of this conference is to define a Post-2015 New Urban Agenda as the 20 coming years will be crucial to address the failure of the urbanization model which has been used in the 20<sup>th</sup> century, especially after the Second World War. Habitat III is a unique opportunity to bring together existing studies, practices, experiences and competences worldwide to insert the issue of urbanization in the SDGs and the Post-2015 development agenda. Cities are not in crisis but the so far used urbanization models are. The challenge is how to bring the Governments on board and how to insert new practices at the different levels of governance. In the coming 30 to 40 years, 3 billion people will be "urbanized" which is the double of today's number while Africa will become the most urbanized continent by 2050.

### **Why UNESCO ?**

In this context, UNESCO is solicited by UN-Habitat for a close cooperation to address the issue of culture promotion and heritage protection in the framework of the UN common response to the challenges raised by the exponential urbanization of the world. This reinforces UNESCO's legitimacy and credibility in the field of urban heritage conservation and the promotion of sustainable urban environments.

The application of the HUL approach encourages new development policies and advocates a development philosophy focused on culture. This is directly to be linked to demonstrating culture's power to lever development and experiment how to encourage economic diversity and new economic models. It is also to be linked to MDGs and to linking the cultural conventions to strategies to advocate a better urban quality of life and identify means to achieve this. It is directly connected to climate change issues and policies and alleviation of poverty.

Internally, at the level of the World Heritage Centre, such a project would allow reinforcing the application of the HUL Recommendation in all the regions in view of improving the assistance provided to the States Parties; local governments and site managers for the management and conservation of the historic urban ensembles inscribed on the World Heritage List.

The project's outcomes would be included in the report on the implementation of the HUL Recommendation, to be submitted to the General Conference at its 38<sup>th</sup> session in 2015

## ***Overall Goal/Objective***

The project aims at introducing the HUL approach in the management and conservation measures which the States Parties apply to the historic urban ensembles inscribed on the World Heritage List. The long term objective is that this holistic approach becomes a standard entry point while reflecting on the most appropriate system to be adopted to ensure the sustainable protection and management of World Heritage historic urban ensembles.

The application of the HUL approach has a cross cutting dimension through normative actions and pilot projects to build long term and field rooted actions to foster a better urban quality of life. The implementation of HUL is also a means to reach out to the broader community: local governments, planning departments, and private banking and building sector and develop training and capacity building programs.

Each region would be invited to develop a pilot project for the implementation of the HUL Recommendation but a focus would be put on Africa, the Arab States and Latin America and the Caribbean. The Arab States adopted their action plan in December 2013, which foresees that each of the 19 States Parties select a pilot historic urban ensemble to which the HUL approach would be applied. The selected historic urban ensemble could be a World Heritage property or a property planned to go through the nomination process.

Several State of conservation reports refer to urban development and many ongoing conservation development projects would benefit from a more global approach, especially for managing buffer zones and defining policy guidelines.

Finally, the outcomes of these action plans and activities would provide substantial material for the potential major contribution of UNESCO to Habitat III Conference on urban conservation foreseen in a Global Report on the role of Culture in Sustainable Urban Development (details still to be confirmed by the ongoing internal discussions on this subject).

## ***Main expected results***

### **Expected Result 1**

Improved understanding of the Historic Urban Landscape approach with a focus on the issue of urbanization and culture's role as a driver for sustainable development

### **Expected Result 2**

Reach out to local governments and civil society

### **Expected Result 3**

Practical application of the Historic Urban Landscape approach towards the sustainable management and conservation of World Heritage historic urban ensembles

## Activities and outputs/deliverables relating to the achievement of expected results

### Activity 1 – expected results 1

***Each region will host a meeting bringing together representatives from each concerned State Party. Ideally, a number of case studies should be presented by the participants at the meeting, as bases for discussion. Each meeting should end with the adoption of an action plan for a future implementation of the Historic Urban Landscape approach.***

### Activity 2 – expected results 2

***A conference at UNESCO HQ's focusing on local governments and cities to be held in 2015.***

### Activity 3 – expected results 3

***3 pilot projects, one per region, with priority given to properties included on the Danger List.***

The pilot projects will focus on local context and aim to develop new and innovative economic models to demonstrate how heritage and World Heritage can be a lever for development. The projects should also take into account infrastructure, water management, solid waste management, transport, green energy and reach out beyond the traditional heritage community. This is particularly important as no proper heritage management can be achieved without considering these main infrastructures and what local communities want. Most infrastructure project professionals do not know how to integrate heritage within their programs and as a core component. Many infrastructure projects would benefit from a more holistic and heritage focused approach. The economic value of heritage values is to be further detailed and new benchmarks developed.

## Beneficiaries and stakeholders

The beneficiaries are:

- the local authorities of selected pilot sites;
- the local communities and city inhabitants;
- the managers of the properties selected as pilot sites;
- the national institutions dealing with the implementation of the World Heritage Convention;
- the managers of the other WH properties located in the countries which decided to develop a pilot project;
- the private sector involved in city infrastructure, building development and often opposed to heritage focused approaches.

The stakeholders are:

- all national and local authorities involved;
- national professionals, especially the managers of the WH properties selected as pilot sites;
- the civil society.
- the private sector involved in city infrastructure, building development and often opposed to heritage focused approaches.

The holistic approach carried by the HUL Recommendation implies the participation of a maximum number of stakeholders thus bringing them together with the beneficiaries. We

need to move beyond the heritage community and embrace other actors, as a large number of people can benefit from and serve as agents to mainstream the active role of culture as a lever for development as advocated by the Historic Urban Landscape Recommendation. The quality of life of inhabitants, local communities, the alleviation of poverty is one of the key issues to be addressed.

### ***Implementation strategy***

The project will be implemented in the framework of the follow-up to the second cycle of Periodic Reporting and in upfront strategies regarding the Global Strategy and identification of cultural assets. The outcomes of the reflection meeting on the implementation of the HUL Recommendation (Paris, December 2013) as well as the action plan adopted for the Arab States will be provided in view of their utilization, by the concerned regional units of the World Heritage Centre, as reference for the development of their action plans and key activities in their regions.

Each regional unit will be requested to ensure that one pilot project is implemented and that a regional meeting is held by summer 2015. The regional units and WHC's Cities team will provide technical assistance to interested States Parties, using experts who would travel to the concerned countries to carry out technical workshops, ensure a follow-up in coordination with the regional units and the Cities team and assist the States Parties in providing a final report in July or August 2015.

All reports will be compiled in one document to be attached to the report submitted to the General Conference on the implementation of the HUL Recommendation.

Gender equality will be one of the key aspects of the implementation of these action plans.

Three main specific objectives should be achieved

- to have the HUL approach understood by States Parties;
- to reach out to local governments and civil society;
- to have the HUL approach used at the very early stage of heritage and cultural asset identification (ref. Article 5 of the WH Convention) and in any nomination of a historic urban ensemble and applied to address management and conservation issues related to historic urban ensembles inscribed on the World Heritage List.

### ***Sustainability and exit strategy***

The HUL Recommendation being a normative instrument serving the reinforcement of the World Heritage Convention and the development of the World Heritage Cities Programme (approved by the World Heritage Committee in 2001), further funding will be necessary to pursue the development of the HUL Recommendation as a key tool for the sustainable management and conservation of World Heritage historic urban ensembles. The achievements of this project would certainly be a strong argument in favor of the mobilization of additional funds by the already involved donors or new ones.

It is also expected that the States Parties pursue, by themselves, the development of the HUL approach by duplicating the work carried out in the framework of the pilot projects. They would then probably seek funds by themselves should they need financial support. In the long term, the goal is to achieve sustainability and develop new economic models and foster sustainable economic benefits for local communities.