



INTERNATIONAL CONFERENCE ON CULTURE FOR SUSTAINABLE CITIES

Hangzhou, People's Republic of China
10-12 December 2015



Report of Panel 1: Creative industries at the core of social and economic urban development

Drafted by Maurizio Carta

Moderator: **Maurizio Carta** (Italy), Urban Planner, President of the Polytechnic School of the University of Palermo 5

Speakers:

- **Charles Landry** (United Kingdom), founder of Comedia Master of International Urban Creativity with The Beijing DeTao Masters Academy
- **Fan Zhou** (China), Dean of Culture Development Institute, Communication University of China, and Director of the Hangzhou Research Center of Cultural and Creative Industry
- **Marcos Amadeo** (Argentina), General-Director for Foreign Trade at the Ministry for Economic Development of the Government of the City of Buenos Aires and representative of Buenos Aires, UNESCO City of Design
- **Josyane Franc** (France), Head of International Affairs, Saint-Etienne Cité du design and Higher School of Art and Design, Saint-Etienne UNESCO Creative City of Design coordination
- **Mamadou Diallo** (Senegal), Officer, Dakar Creative City of Media Arts

Panel 1 began with an opening statement shared by all participants affirming that creative industries are at the core of social and economic urban development. The following debate focused on how this role can be proved through theoretical discourses, concrete experiences and practical tools.

Culture is the most effective sustainable dimension of development and creativity is an enabler for sustainable development. In this light, creativity is an "urban upgrader".

Generative heritage lies between tangible and intangible heritage, tangible as resource and intangible as energy. Culture is the "operative system" of development: the collective intelligence that connects tangible heritage and intangible identities, cultural infrastructures and creative economies.

An effective political urban agenda requires practical actions as demonstrated by the experiences and case studies presented at the panel by the municipalities and local governments of cities of different regions and sizes, all grounded in local contexts and formulated and implemented through a participative approach.

A panel of initiatives that could be understood as the "beta testers" of the new cultural paradigm of urban development and which contribute to the design of tools to achieve successful actions was presented by four UNESCO Creative Cities: Saint Etienne (France), Buenos Aires (Argentina), Dakar (Senegal) and Hangzhou (China).

Towards a creative urban agenda: Five operative tools

- Creative labs: Integrated urban regeneration programs based on the development and consolidation of creative districts as living labs and incubators within which, public demand and decision-making, resources' consumption reduction, energy efficiency and tax incentives with opportunities for private entrepreneurship are integrated and enhanced
- Covenant of creativity: Drawing on creative regeneration agreements and plans formulated in highly participative ways in support of environmental and social sustainability. These plans should be accompanied by monitoring benchmarks based on parameters relating to the metabolism (mobility, waste cycle and digital infrastructure) of buildings and public spaces. The value of culture and creativity in generating income and jobs has been strongly proven. The first thing to be measured now is the cost of not valuing culture and creativity in urban planning
- Building creativity: Establishing project-oriented, economy-driven, planning/management-based creative cooperation local agencies at the city level, which can help foster the development of public-private-civil society partnerships and investment, while ensuring responsible simplification and greater administration effectiveness
- Convergent and transversal protocols: Developing positive convergences among different creative sectors, and between these and other economic sectors based on integrated and transversal approaches and operative protocols, and built on exploration, co-creation, experimentation and evaluation
- Creative dividend: Designing innovative tools for creative city governance through the promotion of new cultural-based frameworks for taxes, aimed to land compensation and equalization, fiscal leverage and management incentives to enhance the return on investment in culture and the spread of positive effects.
The ethical dimension of culture and creativity requires a "creativity dividend": which can not only be used as a new economic bargaining chip in the transition to sustainable development, but also as an active instrument of urban ecological equalization. We are moving from a creative economy to creativity, as creativity is an active element of the rights to the city, and a catalyst for new business models in every sector, building notably on opportunities offered by new technologies.
We need radical actions: cultural and creative policies must be "disruptive", in order for Creative Cities to lead the metamorphosis of development.



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Report of Panel 2: Cultural institutions and events, leverages for urban regeneration

Drafted by Jenny Fatou Mbaye

Moderator: **Jenny Fatou Mbaye** (Senegal), Lecturer in Cultural and Creative Industries, Centre for Culture and the Creative Industries, City University London

Speakers:

- **Alessandro Balducci** (Italy), Deputy Mayor for Urban Planning and Agriculture, City of Milan
- **Zhang Bing** (China), Chief Urban Planner/Vice President, China Academy of Urban Planning, Baiwanzhuang, Beijing
- **Clementine Cecil** (United Kingdom), Director of SAVE Britain's Heritage, co-founder of the Moscow Architecture Preservation Society (MAPS)
- **Judy Ogana** (Kenya), General Manager, The GoDown Arts Centre
- **Javier Jiménez** (Spain), Director, Lord Cultural Resources

The panel focused on cultural spaces and explored the latter as places for the generation of knowledge as well as key in revitalising the urban fabric. The objective was to understand how cultural institutions and events can act as catalysts in mobilising local driving forces, and in which ways they can become leverages in the processes of urban regeneration. Ultimately the emphasis was put on the essential role these cultural spaces play in building inclusive and tolerant cities.

An eclectic range of practitioners and well-experienced intermediaries composed the panel; they all combined a firm grip on academia with their active participation in the various processes of culture-led urban regeneration. Echoing and reflecting on their respective and complementary practice, the different speakers demonstrated, through their diverse perspective, the multiplicity of actors and profiles involved in this leveraging process: planners, policy-makers, cultural engineers and mediators, ordinary citizens and activists – the civil society singularly recognised by the Convention 2005.

The panel provided examples and thus highlighted success stories in terms of leverages for urban development and renewal. As such, the case of Expo Milan 2015 showed how success is necessarily progressive: while it may at first be about attracting visitors and mostly focused on both primary and secondary benefits from regeneration initiatives, it can lead to a genuine urban transformation,

characterised by an enhanced cohesion created and developed in what used to be a particularly fragmented urban governance system. This dimension was also reaffirmed in the London Smithfield market case study presented, whereby a success story was interpreted as a necessary phased approach: from an activist mobilisation, to the development of an innovative business model, and with finally the support of a key cultural driver, such as the Museum of London joining the engaged forces.

The discussions also pointed to new forms of urban governance and the lessons one can learn on how to enact and activate key leverages for urban renewal. In this regard, the account provided by the GoDown Centre and its campaign throughout Nairobi, *Nai Ni Who* (“Who is Nairobi?”) stressed the imperative of forging partnerships among the various urbanites (educators, artists, architects, and city planners) in order to ensure the development of a careful urban design and a genuinely community-generated programme. In fact, it was argued that collaborative efforts within a people-driven framework remained crucial to permit an actual journey of rediscovery on how to enjoy a city and what makes a city enjoyable for its citizens. As the urban and planning theorist Ananya Roy would have it, this process of reconquering space is also one of reconquering time; hence taking the time to mobilise urbanites in an effective and dedicated way. Again, the community-based and culture-led regeneration initiative in Yangmeizhu (Beijing) insisted on the essentiality of bringing together cross-borders groups, and thus engaging in processes of collaborative regeneration. Indeed, in the Beijing case study, progressive steps were taken to improve, preserve and conserve the urban infrastructures and *hutong* buildings, while going beyond simple consultation process, and actually involving in a participative manner different volunteer stakeholders (with the active role played by a local NGO) in the regeneration initiative of this urban area.

The different presentations of the panel thus permitted to draw the contours of an inclusive and open society, and the progressive polis it implies, one that is capable of embracing its whole cultural diversity. Such a comprising process involves working across generations, occupations and professions: something that a public company (a form of think tank) managed to do in the Beijing example. It also requires an effective strategy to reach citizens across various social classes, through the occupation of both virtual and real communication and social spaces; in this sense, the campaign in Nairobi did address the need for a more democratic city, while relying on social media, but also billboards to communicate to and involve the broadest part of the population. Embracing cultural diversity and making way to a more inclusive city has also to do with displaying and providing another perception, vision and understanding for a given streetscape. Both the London and Liverpool case studies in fact highlighted the importance of allowing multiple imaginaries of the city to emerge, through the capacity of civil society to develop and argue for alternative perspectives on the possible and viable uses of the diverse cultural spaces of their urban fabric. Here, and key to an inclusive and open society, was reaffirmed the relevance of campaigning, of being informed and of keeping the conventional coalition of urban growth (public institutions and real estate developers) in check. In other words, what embracing cultural diversity implies for a city, to leverage and activate its local soft power, this art of persuasion that translates into diverse capabilities for residents to influence an agenda setting through peaceful means.

Eventually, the panel identified both evaluation and monitoring practices that enable one to grasp both the economic and cultural impacts of these leverages for urban regeneration. In this sense,

while a massive flagship event such as Milan Expo 2015 displayed benefits that were essentially economic (and external) in nature, it could also be evaluated in terms of the accelerating role it played in the rediscovery of public space (inward-looking for its focus on its residents), as well as in terms of the triggering part it performed in the multiplication of cultural facilities throughout the city. Similarly, the Nairobi campaign, initiated through a genuine questioning of the ambivalence felt by its citizens regarding the ownership of their city, could estimate its effective impact in their collective response “*Nai ni sisi*” (“We are Nairobi”). An effective re-engagement of the residents with their own city was hence achieved, drawing on a renewed sense of ownership, identity and belonging. From the same token, both the Milan and Beijing case studies recognised as key impact an increased sense of pride from the community involved in the urban regeneration processes. As the systemic perspective on soft power and city demonstrated, evaluation and monitoring processes of the effectiveness of cultural leverages must take into account the fostering of value choices and the actual regeneration of the notion of citizenship; the latter can then be reaffirmed as the public agora, a place for citizens.

Finally, the Q&A session provided the panel with insightful conclusions. First, the importance of starting from and using what a city has to regenerate itself, remains key; in other words, focusing on what is rather than what should be. Second, and related to this perspective, it is crucial to concentrate on programme and content within regeneration processes rather than shield and icon; while the first ones are long-term and inward-looking, the second might be more about quick superficial fixes to the city for its external appeal. “*Some streets only need some love and care, not to be demolished*”. This phrase thus reminded us of how time and dedication could be a more sustainable solution for a city and its residents than the expedited rewriting of its (tangible and intangible) history. In this regard, devoted cultural participants in an effective urban transformation would have to be knowledgeable of, and agile enough to work through the fine balance between art/heritage and commerce, aesthetics and business in deploying cultural events and institutions as leverages for urban regeneration.



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Report of Panel 3: Towards an integrated vision of urban policies Drafted by Ana Pereira Roders

Moderator: **Ana Pereira Roders** (Portugal), Assistant Professor, Department of the Built Environment, Eindhoven University of Technology

Speakers:

- **Patricia O'Donnell** (United States of America), Principal and founder of Heritage Landscapes, Preservation Landscape Architects and Planners
- **Hassan Radoine** (Morocco), Director of the National School of Architecture of Morocco
- **Mohammad Motallebi** (Iran), Environmental and landscape designer
- **Cristina Iamandi** (Romania), Conservation Architect and Urban Planner

1. How can culture be placed at the core of strategic urban planning processes, and what lessons can be learned from previous experiences?

- Culture permeates and heritage sustains the three pillars of sustainability: economic, social and environmental. Culture is an integral element in the development of these three dimensions
- Culture and heritage should be included in urban planning, why are they currently standing as isolated monuments?
- Culture should be seen as a unifying thread, connecting the different aspects of sustainable development
- Rely on combined developments of cultural, societal and economic opportunities and processes
- There is an existing conflict between old and new values
- Balanced development can only be ensured by making cultural factors an integral part of strategies designed to affect it
- Need to focus on social and, specifically, local values
- Question how to define culture; by reducing it to events and the creative industry, we are losing the link to the community

2. How can urban governance mechanisms (tools) be consolidated in order to take greater account of the diversity of cultural expressions?

- Effectiveness of the tools needs to be monitored and assessed, in order to ensure effective governance
- Civic engagements
 - Participation in defining, not decision-making
 - Participation in specific parts of the process
 - Awareness and capacity building for all stakeholders, at all levels
- Knowledge and planning
 - Slowly picking up on local memory and identity
 - Informed decision making on case level, very dependent on political will
 - Guidelines and strategies are ahead on policy and legal frameworks, long term goals (20 years UN-HABITAT)
 - Community maps: form-based code and local-identity code
 - Adaptability: tools change with time based on needs
 - Character assessments
- Regulatory systems
 - Linked to land use
 - Linked to traditional categories of heritage
 - Still very project based, not integrated in policy/legal framework
 - Link of governance levels (local, regional, national, supranational) needed
- Financial tools
 - Investment is coming from different parties, local (owners) to global (WB)
 - Short term – long term benefits (communication)

3. How can advocacy for the cultural dimension of urban development to national and local authority be strengthened?

- Visualisation
- Communication
- Best practice sharing, learn from mistakes
- Common language
- Foster change in attitude
- Break silos
- Proactive attitude

4. How can cultural diversity be acknowledged and integrated into formal and informal education

- Think in attributes and values, so it becomes part of a whole, holistic approach. Instead of all categories fighting for their own place in the system, break silos
- Not only focus on cultural diversity but also biodiversity, intangible and tangible, movable immovable, local global

5. Additional remarks

- Need to integrate tourism in management plans, 'old' challenge, more proactive approach, site specific, and welcoming capacity
- We should use concepts of progressing authenticity, and evolutionary, continuing authenticity
- Heritage should be used to improve livelihood and quality of life, and recognised as living heritage, dynamic, accessible and conducive to diverse employment areas



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Report of Panel 4: Multicultural cities: the challenges of urban governance Delivered by John Rossant

Moderator: **John Rossant** (United States of America), Founder and Chairman, New Cities Foundation
Speakers:

- **Marcello Balbo** (Italy), Chairholder, UNESCO Chair on the Social and Spatial Inclusion of International Migrants – Urban Policies and Practices, University IUAV of Venice
- **Eric Huybrechts** (Belgium), Head of International Affairs, Institut d'Aménagement et d'Urbanisme d'Île-de-France
- **Hiroshi Okano** (Japan), Professor of Urban Research and Professor of Graduate School of Business, Osaka City University
- **Miao Chengchao** (China), Secretary of the Committee of the Communist Party of the Shangcheng District of the City of Hangzhou

Thank you very much and good morning again, and thank you once again to UNESCO for having organised this very interesting conference.

We have had a very spirited and in depth discussion at our Panel “Multicultural cities: the challenges of urban governance”. We looked at the unprecedented transnational flows of populations and migrants among other things and I wish to thank my excellent co-panelists Marcello Balbo, Eric Huybrechts, Hiroshi Okano and Jiao Guoru from the home team here in Hangzhou.

I would suggest a probably more appropriate title for the session could be not only the challenges of multicultural cities but the opportunities because I think there is a general agreement that multiculturalism and the cultural cities are a real asset. Cities which are open systems, which are diverse and inclusive, are also cities which can thrive and compete at a global level, that can attract the best talent from around the world and that are vibrant and dynamic places. By inference the inverse is also true, cities which are closed systems, which maintain migrant populations for example in the informal sector are cities which tend to look back and not forward and thus find it difficult to leverage and harness the potential of those who reside there.

We looked at this issue from two different angles: one the governance challenges which have risen through the impact of enormous flows of migrants into global cities, both cities of the Global South as well as cities of Europe and North America. The other related angle that we examined was the

degree to which heritage sites, both historical and natural, can provide a leverage to begin the process of healing, particularly in post-conflict zones. In this case we discussed Lebanon and the challenges it faces from a governance point of view. Concerning the issue of migrant populations, cities are now facing a major new issue which is that the mass arrival of people of different cultures, with different historical memories, with different socio-economic backgrounds, does pose interesting and important challenges for urban administrations.

In the last 10 years, according to the United Nations, the number of international migrants has risen by about 60% to 260-270 million people if we add so-called irregular migrants, which would make this group the fourth most populous nation on Earth. More and more of course, these migrants head to cities that are where opportunities are, where services are, where there may be pre-existing similar communities and what we are seeing everywhere, I think this is an important point, it is a sharp bifurcation between the policies at the national level, where national governments are increasingly concerned with security implications and with determining to the degree they can, exactly who can enter and who cannot, and policy at the city level, where city administrations and city governments face the reality on the ground.

We see this bifurcation for example on this contrast in my country, the United States of America, in my home town New York, and even as the debate wages at the national level about the implications of immigration in the United States, at the New York city level the current administration is issuing New York city identity cards to all residents whether they are legally or illegally in the country so that they can have access to social services, and so that they can be citizens of New York, and that I think is very important. We see similar initiatives in other cities like the London visa proposed by Mayor Johnson.

It is cities that have taken the initiative, and there is an agreement that this must not only be encouraged but developed and enhanced. Local governments should increasingly move away from seeing migrant communities as guests or temporary workers to a policy which approaches them as citizens, as citizens of the city with a full right to the city, even if those rights sometimes are challenged at the level of the nation state. Municipalities need to move from viewing this as emergency measures to more sustainable and inclusive policies, and I think there has been agreement that there should be an acknowledgement that these populations are here to stay, they often do not have homes to which they can go back.

Lastly, and I think this is critically important, is the need to recast the debate so that migrants and immigrants are seen as a source of opportunity and not just a problem to be solved or to alleviate. We also examined and had a very interesting discussion on the ways that both physical and historical heritage can be nurtured to bring together shattered and divided communities as part of the new multicultural landscape in the city, in this case, post-civil war Beirut. We examined different policy responses, one a top-down more efficiency-first approach that may not in the end have produced the desired results, and one in which the very diversity that is sought is part of the process itself of building an initiative around physical heritage. I think the message here is the importance of more participatory and integrated mechanisms at the local level when it comes to culture, heritage, and multiculturalism.



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**Report of Panel 5 - New Threats to Urban
Heritage: Strengthening Resilience
Drafted by Michael Turner**



Moderator: Michael Turner (Israel), *Bezalel Academy of Arts and Design*

Speakers:

- Guangming Yan (China), Senior Urban Specialist, *The World Bank*
- Denis Ricard (Canada), Secretary-General, *Organization of World Heritage Cities*
- Ayesha Pamela Rogers (Pakistan), Visiting Professor, Department of Communication & Cultural Studies at the *National College of Arts of Lahore*
- Robyn Riddett (Australia), Managing Director of Anthemion Consultancies and representative of the *ICOMOS ISF Risk Preparedness (ICORP)*
- Zhu Chunquan (China), Head, *IUCN China Office*
- Yang Xiaoru, Manager of the WHS *Hangzhou West Lake*

Rapporteur: Juliana Forero, *WHITRAP-Shanghai*

Demonstrating Five Components of Resilience

- **Economics** World Bank
- **Social and Human Dimensions** National College of Arts of Lahore (Pakistan)
- **Nature** IUCN
- **Culture** OWHC
- **Management**
 - Melbourne ICOMOS/ICORP
 - Hangzhou Hangzhou West Lake



Economics



Integrating Cultural Heritage Conservation in Urban Regeneration

- Integration can deliver social and economic benefits to local communities.
- Expand economic opportunities
- Enhance quality of life
- Generate local identity
- Strengthen regional competitiveness
- Local branding

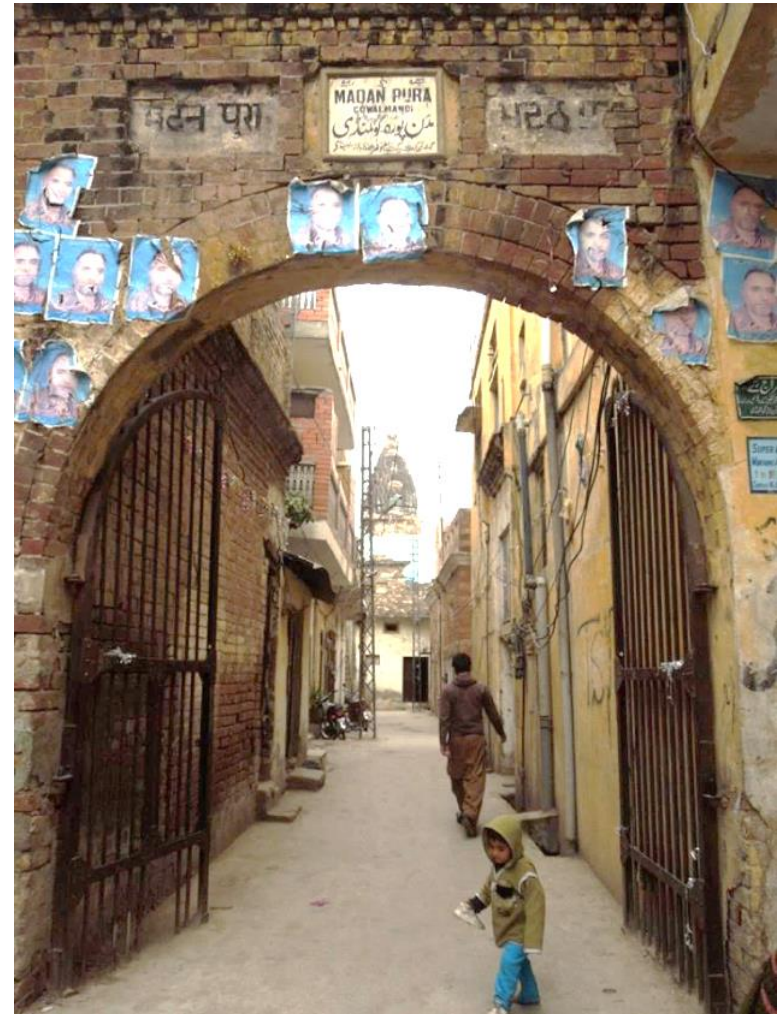




Social and Human Dimensions

Cultural Resilience:

- The maintenance of these spatial patterns and linkages of private and community space
- Continuity of use and footprint – maintaining the spatial patterns that position people and places within a mutually understood context
- Social Capital made tangible



Pakistan - Historic City Centres

Vehra (House Courtyard)



Front Door



Thara (sitting platform)



Gali (lane)



**Street leading to
Chowk (cross-roads)**



**Dervaza (gate to
neighborhood)**



Bazaar (market)



Nature



Integrating the value of nature in urban planning, decision making and development



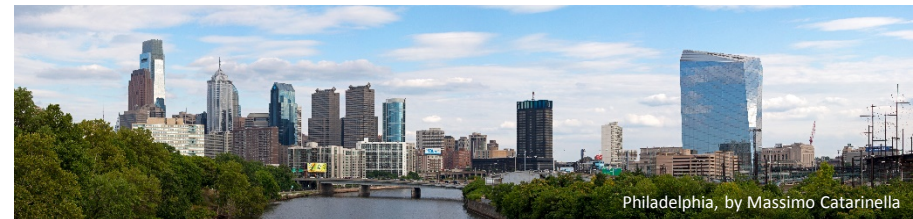


Culture



Organization of World Heritage Cities (OWHC)

- Arequipa Recommendation (2015)
- Good Practice case-studies
 - Philadelphia (Economic)
 - Bamberg (Social)
 - Valparaiso (Natural)





Management

Melbourne - Case Study

- Cultural heritage belongs to the community not just the private owner – it defines the identity of cities and must be protected.
- The often competing demands of urban existence must be balanced and can only be properly managed with sound planning strategies.
- Good planning manages risks.
- Capacity building increases resilience which enables better management which is fundamental to the sustainability of the city.

Melbourne - Case Study



HANGZHOU West Lake

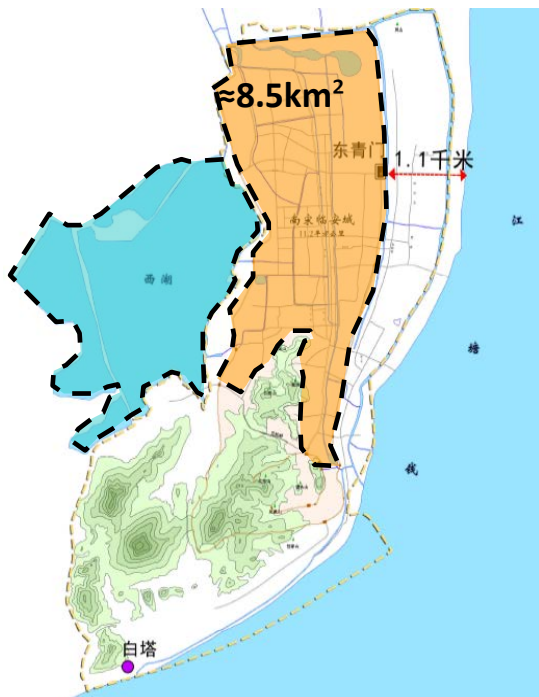
As urban heritage, Hangzhou West Lake Cultural Landscape faces many prominent impact factors in management, such as

- **urban construction on the east of the West Lake**
- **tourist volume management in the property area**

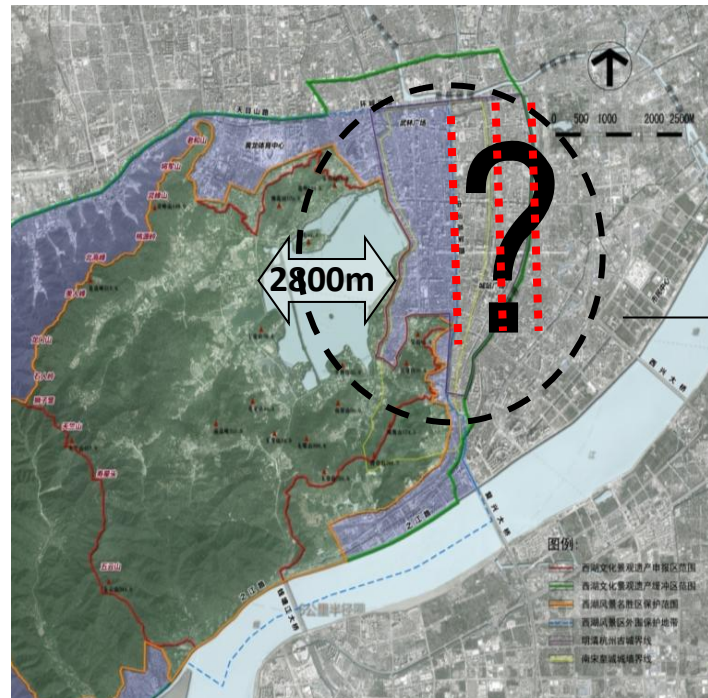
Strategy of conservation:

In order to control the impact of the urbanization processes on the east of the West Lake, was extended the buffer zone and spatial layout between the city and the lake.

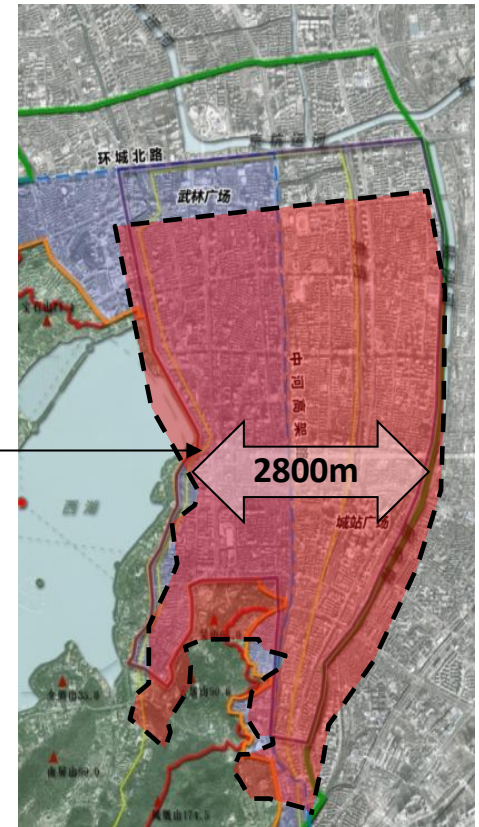
From the historical spatial layout between the city and the lake, the relationship of the spatial scale between the modern city and the lake is derived.



During the Southern Song Dynasty



The eastern boundary of the buffer zone is determined to maintain the balance of spatial scale between the city and the lake.



Strategy for the management of tourism:

A Tourist Volume Modulating System was set up in order to manage the amount of tourist within the territory covered by the Property Area of West Lake Cultural Landscape.



2003/09/25

Issues for reflection

- Culture to assist in the resilience of communities to maintain sustainable development;
- Integrating private and public and green spaces as a network in the city;
- Strengthen the social relationships in the public space;
- Develop micro and macro levels of resilience;
- Recognize the interaction between formal and informal heritage;
- Encourage diversity and multi-tasking and opportunities;
- Maintain the cultural, social, economic and environmental resources of the city.

Conclusions –

Strengthening Resilience through:

- **Diversity**
- **Continuity**
- **Flexibility**
- **Networking**
- **Human Factor**
- **Integration of nature in urban areas**
- **Enhancing/ Protecting/ Preserving Commons**
- **Good practice case-studies**
 - Where official conservation practices took place:
Hangzhou, Philadelphia, Valparaiso, Bamberg, Gibsons, Torbay, Melbourne
 - Where community itself maintain traditional cultural practices:
Pakistan (Gujrat, Lahore, Rawalpindi)



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Report of Panel 6: Public spaces as a key to urban regeneration

Drafted by Naima Lahbil Tagemouati

Moderator: **Naima Lahbil Tagemouati** (Morocco), International consultant in cultural heritage and sustainable urban development

Speakers:

- **Paolo Ceccarelli** (Italy), Chair holder, UNESCO Chair in “Urban and Regional Planning for Local Sustainable Development”, University of Ferrara
- **Zhenshan Zhang** (China), Habitat Programme Manager, UN-Habitat Beijing
- **Jeffrey Soule** (United States of America), Director of Outreach and International Programs, American Planning Association
- **Richard Hsu** (China), Adjunct Professor, Tongji University’s School of Design and Innovation, TEDx Ambassador to China, Founder of Pan-Asia Network
- **Alexei Muratov** (Russian Federation), Partner, Head of Strategies and Territorial Development, STRELKA KB

We have gathered together to discuss the role of public spaces in urban regeneration. The study of public spaces began relatively recently, around four decades ago. To summarise, there are two existing opposing points of view, those who believe that public spaces are in decline or simply extinct, and those who on the contrary think that although new communication technologies and car usage have considerably changed the stage, public spaces still have a role to play and we need to understand the new purposes.

The goal of today’s meeting is not to discuss these two viewpoints. The hypothesis adopted by UNESCO, which is also in some way a necessary bet, is that public spaces have a role to play. Indeed, without public spaces our cities would be like an enormous house without a living room, while it is primarily in the living room that “living together” and cohesion take place.

We have been invited by the organizers to respond to four questions, however before recalling them, I would like to address the relationship between public space and city: public spaces are the partial reflection of our cities. They convey richness, poverty, social segregation at broad and of a particular gender (public spaces of Muslim-Arab cities for instance are not very welcoming for the female gender). In this sense, public spaces are “data”; they are constraints which we must use to negotiate.

On the other hand, and this is the hypothesis of our workshop, public spaces can contribute to shape and influence social relations for more inclusive and egalitarian cities. How? Integrating the cultural dimensions in the development of public spaces can notably contribute to avoid their banalisation and homogenisation. Why? Because culture, unlike economic and market logic, has the (potential) role of integrating a double dimension: economic and social.

Questions to be discussed:

- 1) How to avoid banalisation and homogenisation?
- 2) How to allow all social groups to appropriate public spaces?
- 3) How can they reflect diversity and become more inclusive?
- 4) How to improve the purpose and management of public spaces building on cultural and traditional management practices?



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Report of Panel 7: Cultural heritage for sustainable cities

Drafted by Mounir Bouchenaki

Moderator: **Mounir Bouchenaki** (Algeria), Director, Arab Regional Centre for World Heritage

Speakers:

- **Stefano De Caro** (Italy), Director-General, International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM)
- **Yves Dauge** (France), Former Senator and Mayor of Chinon, President of the Association of French World Heritage Sites, President of the Cultural Encounter Centers Association
- **Susan Fayad** (Australia), Coordinator Heritage Strategy, City of Ballarat
- **Liu Shuguang** (China), President of the Chinese Academy of Cultural Heritage

A) Brief synthesis

The Members of the Panel addressed this Agenda item in starting by saying that the term “Cultural heritage” has not always designated the same things and that in recent years, let’s say in the last five decades, the notion of cultural heritage has expanded considerably.

In a strategic approach concerning cultural heritage for sustainable cities, the Panel recalled basic reference documents such as the Athens Charter of 1931, the Venice Charter of 1964, the UNESCO Nairobi Recommendation of 1976, the ICOMOS Washington Charter of 1987, and finally the recent UNESCO Recommendation of 2011.

The overwhelming majority of States are furthermore giving support to the 1972 UNESCO Convention on the protection of the World Cultural and Natural Heritage and the 2003 UNESCO Convention on the Safeguarding of Intangible Cultural Heritage, not to forget the latest UNESCO Convention of 2005 for the protection and promotion of expressions of cultural diversity.

Through the years, urban heritage, which was felt in a number of countries as a burden, started to be of interest for the public, as well as the private sector. In this light, the 80’s and 90’s have seen the flourishing of a great number of initiatives for its conservation and development.

There is therefore an increasing and intensifying debate with regard to the rapidly changing face of historic cities in many parts of the world. The discussions of Panel 7 addressed the questions of new urban and architectural development and the extent to which change and regeneration are possibly taking into account the fact that cities are to maintain their character and identity. The remaining challenge is to reconcile economic opportunities and conservation.

B) General Recommendations

1. A Historic City should maintain its identity and cultural heritage, as well as the features that make it distinctive from any other city
2. Urban heritage should be the starting point for the development of all urban policies. Heritage and its accumulation over time - the history, its buildings, streets, districts and residents – should be regarded as the force and foundation of any sustainable development
3. There is a need to harmonize the new economic and social needs of the inhabitants with the original urban pattern without compromising identity and authenticity, two major criteria in the World Heritage Convention
4. In view of the special role of culture in the quality of life, strategies should be worked out in order to protect historic centers and promote spaces for encounter and exchange, so that the city's cultural identity may be grounded in its history, architectural plurality and diversity
5. In historic city centers the adaptive re-use of historic monuments is to be encouraged as it proves cost effective and helps rejuvenate the economic base of the old part of the city, generating income and employment
6. Urban heritage together with tourism and today's new information technologies must be appropriated and made accessible in more imaginative ways, in order to promote a living culture, which will be valued as heritage of the future

C) Operational Recommendations

1. A careful study of the phenomenon of concentration in the new urban world, which requires a new analysis and interpretation taking into consideration the place of migrants and marginalized citizens
2. Training and capacity building particularly for architectural and material conservation, taking into account an interdisciplinary approach
3. It is important to take into consideration the archaeological remains in cities, which provide new discourses on the history of cities and which should be taken into account particularly in the planning process

4. In it necessary to send a clear message to the private sector in order to establish a creative partnership when dealing with urban heritage
5. Promote policies supporting changes in cities by reinforcing dialogue among all stakeholders on the basis of values and distinctive characters
6. There is a need to build knowledge granting special support to creativity in all artistic fields and to monitor continuity and change
7. Necessity of improving the legal system and enhancing law enforcement in urban heritage areas
8. It is important to integrate culture in large projects of development of cities by changing the scale of the approach
9. Improve well-being in historic urban areas. Quality of life is an essential element of urban heritage
10. No participation and concertation could be done without a clear political vision and defined principles



INTERNATIONAL CONFERENCE ON CULTURE FOR SUSTAINABLE CITIES

Hangzhou, People's Republic of China
10-12 December 2015



Report of Panel 8: Managing cultural tourism as a driver for cities

Drafted by Christian Ost

Moderator: **Christian Ost** (Belgium), Economist and General Manager of the Institut Catholique des Hautes Etudes Commerciales (ICHEC)

Speakers:

- **Jordi Tresserras Juan** (Spain), Academic Coordinator of the post-graduate programmes “International Management and Cultural Cooperation” and “Cultural Tourism”, University of Barcelona
- **Sue Millar** (United Kingdom), President of the International Scientific Committee on Cultural Tourism, International Council on Monuments and Sites (ICOMOS)
- **Zhang Min** (China), Project manager, PhD candidate, University of Rovira I Virgili
- **Webber Ndoro** (South Africa), Director, African World Heritage Fund

As you know, cultural tourism is a highly transversal field that links cultural, social, and economic activities and draws from a wide range of experiences. It is also a prime field of research, which encourages the application of a diversity of tools, techniques and methodologies.

Cultural tourism is today a professional field. Given the complexity of managing cultural cities (70% of cultural tourists visit cities) we are in need of substantial studies, research, data and professional experiences. The panel drew attention to the large variety of information on cultural tourism, which has not yet been disseminated or communicated to the extent that it could have. Moreover, it also emphasized the urging and growing need for improved professional and managerial skills, and practices. In managerial terms, we claim that tourism is neither good nor bad, but rather that it should be treated either as a threat or an opportunity. Finding a suitable balance is a way of achieving sustainable tourism, however the question is how to achieve this balance? Historic cities are certainly the ideal place to pursue this balance.

Juan Jordi Tresserras, Academic Coordinator of the Post-graduate programmes “International Management and Cultural Cooperation” and “Cultural Tourism” at the University of Barcelona, addressed this issue in his presentation on “#OrangeTourism: Cultural and creative tourism as a driving force for cities identity and sustainable development”, through which he provided a number of initiatives, examples, and potential best practices.

The Orange Economy project focuses on a creative cultural economy perspective, based on a framework in which cultural tourism is not just considered an economic impact, but an integral element of the process of creativity, innovation, design, tradition, corporate social responsibility.

We currently benefit from a common agenda shared by UNESCO and other prominent organizations as well as new partnership models (such as the recent Siem Reap Declaration on Tourism and Culture and the Global Sustainable Tourism Charter). Furthermore, initiatives have been developed aimed at building partnerships with the corporate sector and enabling discussions with tour operators and tourism stakeholders.

Private-public partnerships are frequently addressed in discussions (I used to refer to them as private-public rather than public-private, which is the common trend today), particularly within cultural tourism, it is crucial to find shared solutions among the different economic actors, and social stakeholders.

The panel put emphasis on the well-known fact that cultural tourism is made up of two opposite faces of the same coin: benefits and costs. However and unfortunately the negative effects of tourism around the world (and there are many) receive much more publicity than the positive impacts of cultural tourism: social and economic benefits, individual and collective, quantitative and qualitative.

Sue Millar, who chairs the ICOMOS Scientific Committee on cultural tourism, pointed out the need for creative strategic planning to manage the conflicting dynamics of cultural tourism in cities. She presented a very convincing analysis of the true value of culture, from the perspective of the visitor, speaking of inside feelings, sense of uniqueness, benefits from mutual and intercultural encounters, discovering new identities, in brief everything that characterizes the perception of tangible and intangible heritage. If there is no shared feeling of local heritage with people from other countries, then what is the meaning of outstanding universal values?

There is also an existing need for an understanding of the process of creative strategic planning in heritage interpretation and management. Given the current complex level of tourism management in urban contexts, we cannot afford not to use management tools to get a better understanding of cultural tourism and its management.

A better understanding may be achieved through gathering data on behaviour, attitudes, and profiles of cultural tourists or consumers. *What is the first thing tourists do when they visit a new country? 80% of them look for a place to eat*, said Min Zhang, PhD. student and project manager in tourism and leisure. She explained how to better manage cultural tourism, particularly through creativity, aiming to best define cultural itineraries from a sustainable perspective (it is not a coincidence that all panelists mentioned the word “creative” in the title of their presentations, or in their slides). Ms Min Zhang gave some accurate examples of how a systemic approach is effective for better understanding consumer’s behaviours, as well as to bring added value and work on collective trademarks and IPs, as guidelines for the improvement of cultural tourism management.

A peculiar phenomenon of cultural tourism is that there are as many experiences as there are visitors and cities. The panel acknowledges that, although cultural tourism is definitely a global process, we should not forget that it could be expressed differently. The presentation of Webber Ndoro, Director of the African World Heritage Fund perfectly exemplified this principle.

Mr Ndoro successfully explained the difficulty of developing cultural tourism from a sustainable development perspective in Africa. Taking into account the 17 UNSDG's, cultural tourism (as heritage conservation, or culture as a whole) can be perceived as being not always in line with poverty alleviation, or other major and crucial goals.

This is not to say that there is a contradiction between culture and sustainable development, or between conservation and new development. We know that cultural heritage and conservation have to go hand in hand, and that sustainable development is better achieved through cultural heritage. However, we are also aware that people's perceptions are important and contribute to people's attitudes towards tourism.

Webber Ndoro explained the example of the city-township of Soweto, a historic remnant of South Africa's social and economic context. Township tourism has widely developed during the past few years around Johannesburg and Cape Town. It is promoted by tour operators, and included in tourism packages for visitors, not forgetting that this vivid example is of course open for discussion.

Nevertheless, the high (and growing) number of visitors for township-tourism does not have a substantial impact on local residents, as there is limited interaction with the local population for safety reasons, as well as a lack of local accommodation. There is however no doubt that there are potential benefits in terms of arts and crafts, intangible heritage, and indirect tourism, and that township-tourism can help alleviate poverty and improve the well-being of the local population.

This last example tells us that cultural tourism is almost meaningless, if taken out of its context, and aside of local considerations that can explain the two sides of the market: local stakeholders and visitors.

As the recently adopted *Policy for the integration of a sustainable development perspective into the processes of the world heritage convention* describes it, sustainable tourism is part of inclusive economic development. The Policy mentions "encouraging locally-driven responsible and sustainable tourism management to complement other sources of growth, so as to promote economic diversification between tourism and non-tourism activities". Diversification is a key-word, not only referring to keeping a diversified economy, in terms of locally-produced commodities and imports, balancing tradition and innovation, and common goods and tourism-related products, but also acknowledging that cultural tourism policies are a way (among others) of making historic cities more attractive and livable.

The *urban buzz* is at stake. Heritage perceived as an asset will contribute to attract new residents, new visitors (among them, tourists) and new investors (business, entrepreneurs, innovators, creators, artists, etc.). Panel 8 contributed to the conclusion that a balance between these categories of stakeholders will bring *de facto* sustainable tourism and sustainable development as a whole.



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Report of the Researchers' Forum:

New Perspectives on the role of culture for sustainable urban development

Drafted by Giulio Verdini

Moderator: **Giulio Verdini** (Italy), Associate Professor of Urban Planning and Design and Co-Director of the Research Institute of Urbanisation at Xi'an Jiaotong-Liverpool University

Speakers:

- **Juliana Forero Bordamalo** (Colombia), Programme Specialist for Research, World Heritage Institute of Training and Research for the Asia and the Pacific Region under the auspices of UNESCO (WHITRAP) Shanghai, China
- **Anna-Paola Pola** (Italy), Researcher, Urbanism and Architecture Institute of Venice
- **Julia Rey Pérez** (Spain), Researcher, University of Seville
- **Loes Veldpaus** (Netherlands), Research Associate at the School of Architecture, Planning and Landscape of Newcastle University
- **Kuai Dashen** (China), Research Professor, Deputy Director, Institute of Literature of Shanghai Academy of Social Sciences

I would like to start with a general consideration regarding the fundamental role that research plays in unveiling potential issues and problems in the definition, conceptualization and adoption of different methodologies, approaches and discourses on the role of culture for sustainable urban development, in very diverse situations.

Thus, the advancement of this understanding will serve the purpose of finding real sustainable solutions for the city of tomorrow. It goes without saying that this requires strong support for research and committed researchers involved in real world experiences, such as those who participated in this Forum.

We may begin with the questions raised by Kuai Dashen. If culture is at the centre of urban development, how can we avoid the trap of purely materialistic approaches? How can we avoid the easy shortcut between culture, creativity and purely economic outputs? And finally, what are the enabling factors needed to create human urban environments?

Thinking back to the presentations delivered yesterday, I think that the answer should be drawn from the field, from the learning by doing, and from the theoretical contributions and case studies which were presented and which have stimulated a passionate discussion.

Following the order of speakers, the first contribution presented by Juliana Forero was about 'social sustainability'. By recapping the evolution of the discourse on conservation and development, which is intrinsically conflictive, this contribution shows that discourse has gradually evolved. It has therefore identified 'community' as the nexus between heritage, culture (on one hand) and sustainable urban development (on the other hand) in both advanced countries and the global south.

The second contribution, from Anna-Paola Pola, focused on the relationship between the 'historic city and the natural environment'. Looking back at milestone experiences of planners and architects dealing with city planning, an increasing sense of the need to preserve both the built environment, with historic characteristics, and the natural environment, with a similar historic evolution, is evident. This implies that we need to look beyond the traditional boundaries of the conservation discipline to embrace a more holistic and integrated perspective, where complex landscapes (urban, peri-urban and rural) form the backbone of cities, and therefore cannot be marginalized.

The third contribution, from Julia Perez, was on the need for 'integration'. By presenting the fascinating case of Cuenca in Ecuador, the speaker went through a series of innovative planning tools, regulatory frameworks and mechanisms to involve the public in the process of city transformation. In this respect, integration (or integrated tools, which require interdisciplinary approaches) and participation, are the main keywords. Focusing again, on the aim of identifying complex landscape systems, within the city, to preserve and manage them sustainably.

The last contribution, from Loes Veldpaus, spoke of 'multi-level governance'. Veldpaus highlighted that the way urban heritage conservation is embedded in multi-level governance is fundamental, and is closely related to how we attribute value to heritage on different levels. The case of Amsterdam, which she presented, could be used to explore this relationship.

Drawing all these contributions together (social sustainability, historic cities and natural environment, integration/participation and multi-level governance), it is evident that these are the conditions needed for culture can be more widely associated to sustainability. These are key elements to avoid the trap of linking culture to a mere economic component of the city and, ultimately, to avoid the reductionism of a certain rhetoric on creativity, culture and heritage.

As a final remark, I would like to say that the underlying message behind the presentations is that the 2011 UNESCO Recommendation on Historic urban Landscape offers an institutional reference, if not direct support, to keep experimenting on how to reconcile culture and development in practice, in order to achieve sustainability. Further efforts need to be made, of course, in order to institutionalize such process, alongside the need of evaluating how HUL works in practice. I think we are already at the stage of having many pilot cases in different parts of the world; many studies which are probably rather scattered and which are most likely not widely disseminated. But this Forum could show that we have already embarked in that direction.

In conclusion, allow me to say that this is a promising path for embedding some of these issues in the 'new urban agenda'. Nevertheless, some elements have already been achieved as some of these concepts have been integrated in the 2030 UN Agenda for Sustainable Development, especially under Goal 11: 'Make cities and human settlements inclusive, safe, resilient and sustainable'.