Can World Natural and Cultural Heritage Contribute to Sustainable Development?

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How Can We Capitalize on Culture at Large to Achieve Sustainable Development?
Culture Enables Sustainable Development

The Cultural Sector Drives Inclusive Economic development

How will the Global Community Capitalize on Culture’s Contribution to the Post 2015 Agenda?
A QUICK OVERVIEW OF RECENT DEVELOPMENTS

- Culture was absent from the Millennium Development Goals.

- *2010 Outcome Document of the MDG Summit* emphasizes the importance of culture for development and its contribution to the achievement of the Millennium Development Goals.

- *2010 and 2011 “Culture and Development”* UNGA Resolutions called for the mainstreaming of culture into development policies and strategies, and underscored culture’s intrinsic contribution to sustainable development.

- Rio +20 recognized the relationship between people, their ecosystems and their cultural heritage, the value of sustainable uses of resources by indigenous peoples and local communities, the need for conservation of the natural and cultural heritage, the need to revitalize historic districts, and rehabilitate city centers, as well as the importance of investing in cultural tourism.
40th Anniversary of the World Heritage Convention

“World Heritage and Sustainable Development: the Role of Local Communities”
Djoudj National Bird Sanctuary
Senegal

Community Engagement
Local communities and their integrated knowledge of nature and culture at the centre of government conservation priorities and concerns
Hoi An Ancient Town
Viet Nam

World Heritage in Poverty Alleviation
Where local community engagement has informed sustainable development
Rice Terraces of the Philippine Cordilleras

Integrated Planning and Indigenous Engagement for Sustainable Development

Local communities at the heart of World Heritage site creation and maintenance
Sian Ka’an, Mexico

Participatory Methodologies and Indigenous Communities

Project-based learning and emphasis on dialogue for an adaptive management approach to sustainable development
Angkor, Cambodia

Local Communities in all Stages of Management

Sustainable development through continuity and participation of local communities in the conservation of the World Heritage communities
CULTURAL AND CREATIVE INDUSTRIES

• Cultural industries account for more than 3.4% of the global gross domestic product.

• Cultural and creative industries represent one of the most rapidly expanding sectors in the global economy, with an average growth rate of 13.9% in Africa, 11.9% in South America, 17.6% in the Middle East, 9.7% in Asia, 6.9% in Oceania, and 4.3% in North and Central America, exceeding the rate of growth in service industries and manufacturing.
Cultural tourism accounts for 40% of world tourism revenues.

Investment in culture and creativity has proven an excellent means for revitalize the economy of cities.
Creative Industries & the International Fund for Cultural Diversity (IFCD)

- Culture and creative industries are strategic outlets for income generation and poverty reduction.
- Cultural and creative industries represent one of the most rapidly expanding sectors in the global economy.
- The IFCD, a multi-donor Fund established under Article 18 of the 2005 Convention, fosters the emergence of a dynamic cultural sector.
- We implement 48 projects in 36 developing countries.
MOROCCO: Political participation of women achieved for first time in Guelmin, following capacity-building activities.
CAMBODIA: Increased income and access to markets for handicraft producers (women) with an average overall increase in sales of 33%.
• Need to measure culture’s contribution to sustainable Development
• Need to fully capitalize on culture’s contribution to sustainable development: as an enabler and as a driver

• What next?