

MANAGEMENT OF CULTURAL HERITAGE AND HARMONIZATION OF SUSTAINABLE DEVELOPMENT OBJECTIVES WITHIN THE EUROPEAN UNION

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Abstract: *All member states of the United Nations (UN) unanimously adopted the Sustainable Development Goals (SDGs) in 2015. This resulted in a comprehensive set of 17 goals and 169 targets aimed at reducing poverty and promoting health and well-being for all by in 2030.¹⁰ The imperative need for action to create inclusive cities has been recognized in the commitments and recommendations set out in the Sustainable Development Goals, the World Humanitarian Summit and the New Urban Agenda in Habitat III (2016). The lack of focus on urban areas and disaggregation is being addressed internationally through the introduction of the SDGs. A successful global campaign by a network of civil society, cities and the United Nations was a campaign that recently culminated in a New Urban Agenda¹¹ and an Urban Sustainable Development Goal (USDG) as part of the United Nations 2030 Agenda for Sustainable Development. The purpose of this research is to better understand whether the taxonomy used by different databases allows consistency in the classification and valuation of different asset categories¹².*

Keywords: *Sustainable development goals, successful global campaign, United Nations Agenda 2030, capitalizing on different asset classes.*

JEL Classification: E6; H0; H4; O1; O2; P0.

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¹⁰ Agenda 2030 (UN): <https://sdgs.un.org/2030agenda>

¹¹ The new urban agenda: https://commission.europa.eu/eu-regional-and-urban-development/topics/cities-and-urban-development/urban-agenda-eu_ro

¹² Petti, L.; Trillo C. & Makore, B.C.N., 2019. pp. 127-135. „Towards a common understanding of the concept of heritage in the EU context". School of the Built Environment, University of Salford, Salford M5 4WT, UK.

Introduction

The SDGs were intended to remedy many of the shortcomings of the MDGs. While the MDGs committed governments and international agencies to reducing the number of people living in poverty or lacking access to essential services and infrastructure, the SDGs commit these actors to poverty eradication and universal access to these services and infrastructure.

In this context, the potential of a common approach to the protection and safeguarding of European heritage is explored with the aim of feeding a methodological framework for calculating the SDGs for target 11.4.

The SDGs are a United Nations-sponsored effort to create a common set of development goals for all communities in every country, with a 2030 deadline to achieve. While these efforts symbolize an important start, similar to the UN system, the platform does not have no data on cultural heritage indicators. Therefore, reflecting the challenges in obtaining adequate data and developing systematic methodologies on cultural heritage is necessary to achieve the SDGs. In this paper, it is emphasized that the availability and harmonization of data from Member States is essential for the localization of SDG 11.4. There is a growing number of studies investigating the development of harmonized data to successfully achieve the SDGs. Similarly, there is an established discourse on the documentation of cultural heritage and the development of heritage databases in the implementation of sustainable development for urban and rural areas¹³. Consequently, this influences how local communities associate with and value heritage. This review is anticipated to have two possible applications: (1) supporting national authorities in finding an appropriate conceptual framework and methodology for developing SDG culture indicators and (2) supporting the UN in understanding the inconsistencies that may arise from different target calculation systems related to heritage according to various European databases.

¹³ Daele, K.V., Meganck L. & Mortier, S, 2016, pp153–165. "On data-based systems and system-based data: 20 years of heritage inventory in Flanders", *Journal of Cultural Heritage Management and Sustainable Development*, Liège, Belgium;

1. Cultural heritage and the concept of sustainable development

1.1 Definitions and classification of cultural heritage assets

Cultural heritage is, in its broadest sense, both a product and a process, which provides societies with a wealth of resources that are inherited from the past, created in the present and passed on for the benefit of future generations. Most importantly, it includes not only tangible heritage, but also natural and intangible heritage. Unesco (United Nations Educational, Scientific and Cultural Organization) defines cultural heritage broadly as the legacy of physical artefacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and given for the benefit of future generations. The 1954 Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict classifies cultural property according to the identification of three typological categories: (1) movable or immovable property of great importance for the cultural heritage of each people; (2) buildings containing cultural objects, such as museums, libraries and archives; and (3) historic centers containing monuments.¹⁴ UNESCO extends this classification of cultural heritage through the World Heritage Convention. The World Convention reconciles previous definitions of cultural heritage and presents immovable cultural heritage in three categories: (1) monuments, (2) groups of buildings and (3) sites. Intangible heritage is conceptualized in five categories focused on traditional social practices and processes, crafts, rituals and arts.

1.2 The role, importance and multidimensional impact of cultural heritage

The role of cultural heritage is a fundamental source of individual and group identity, vitality and solidarity. Cultural heritage is a universal process by which people maintain connections with our past, affirm our similarities and differences from one another, and tell our children and other young people what we believe is important and worth being part of the future.

¹⁴ UNESCO, 1954, Convenția pentru protecția bunurilor culturale: <http://www.unesco.org/new/en/culture/themes/armed-conflict-and-heritage/convention-and-protocols/1954-hague-convention/>

We must pay attention to our heritage, because it helps us determine our destiny and that of our descendants. The notion of heritage is important for culture and development insofar as it constitutes the "cultural capital" of contemporary societies. It contributes to the continuous revaluing of cultures and identities and is an important vehicle for the transmission of expertise, skills and knowledge between generations. UNESCO created the Culture for Development Indicator Suite (CDIS) as an advocacy and policy tool that assesses the multidimensional role of culture in development processes through facts and figures and covers 7 interrelated policy dimensions: economy, education, governance, social participation, gender, Communication and Heritage addressing the multifaceted contribution of culture to sustainable development as can be seen in figure 1¹⁵. The Culture for Development DNA is represented by a 22-bar barcode that summarizes the results obtained at the national level for the 22 core indicators. When a baseline indicator has not been constructed due to a lack of relevant data, the bar is colored gray. It believes that the sustainability of heritage is highly dependent on policies and actions that ensure the protection of the "fragile wealth" of cultural heritage, addressing the current challenges and impacts brought about by globalization, neglect and over-exploitation, and by investing in valorization and revitalization processes that create the conditions for cultural heritage to thrive and bear new fruit in the future.

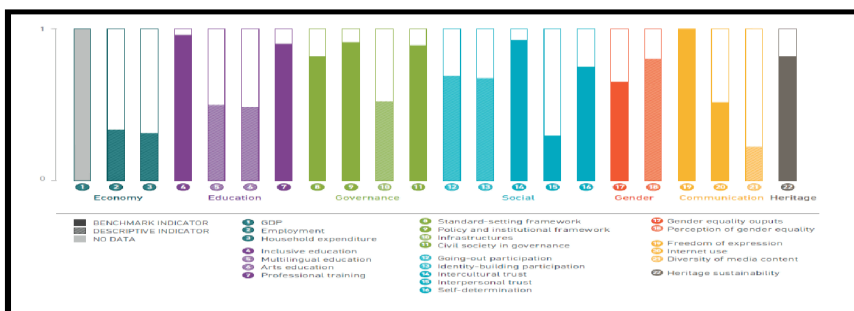


Figure 1. Culture for Development Indicator Suite (CDIS).

¹⁵ UNESCO Culture for Development Indicators (CDIS), 2009: <https://en.unesco.org/creativity/activities/cdis>

2. European heritage indicators

At the European level, Eurostat collects statistical data for culture from the member states. Compiles databases with information on key developments for culture-related education, cultural employment, cultural enterprises, international trade in cultural goods, cultural participation, use of information and communication technology (ICT) for cultural purposes, as well as household and government spending culture for all EU member states. Several countries are above average in terms of employment in cultural services, including Estonia (5.6%), Slovenia (4.7%) and all Nordic countries. Intangible heritage databases have been developed according to international standards and created in collaboration with local citizens. Evidence of spatial mapping of cultural heritage emerged during analysis with GIS-based geoportals and public accessibility of spatial data. This latter thematic area also explores the relationship between environmental and cultural sustainability processes and practices.

3. Challenges and solutions in cultural heritage management

3.1 Efforts to protect and preserve the world's cultural and natural heritage

Culture has a crucial role to play in SDG 11: "Make cities and human settlements inclusive, safe, resilient and sustainable". Target 11.4 calls for strengthening efforts to protect and safeguard the world's cultural and natural heritage. Of the 17 completed SDGs (Sustainable Development Goals), one of them, Goal 11, focuses on the commitment to "make cities and human settlements inclusive, safe, resilient and sustainable" and includes a series of 11 targets, each with indicators negotiate politically. Other references include target 4.7, which focuses on promoting knowledge and skills and appreciating cultural diversity; objectives 8.9 and 12.b, which promote sustainable tourism and local culture aligned with objective 14.7, promoting the sustainable use of aquaculture and tourism; objectives 16.3, 16.8 and 16B promote the application of the rule of law and the strengthening of global governance¹⁶.

¹⁶ UN-Habitat, SDGs11.4

3.2 Saving the built cultural heritage

The conservation and protection of heritage built through conventions is revealed as a central point of analysis. Countries such as Italy, France and England are leaders in the availability of cultural heritage data. This is largely due to the fact that these countries hold a noteworthy number of World Cultural Heritage sites listed by UNESCO under the Convention for the Protection of the World Cultural and Natural Heritage as ratified in 1972. However, responses pointed out that "the role and influence of culture are rather difficult to measure" (Estonia), with an under-developed understanding of "the links between culture and human development and their possible unrevealed potential" (Portugal). In addition, data harmonization is perceived as logistically problematic, requiring "consensus on a consistent approach so that different agencies and institutions essentially speak the same language in the long term.

3.3 Protection of intangible heritage

The interdependence relationship between tangible and intangible cultural heritage and its crucial position in sustainability is established in the results of the discourse analysis. When analyzing databases, the inclusion of intangible heritage assets is inconsistent in approaches. The 2003 UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage provides signatories with recommendations to develop a national intangible cultural heritage database. In fact, Italy has a comprehensive catalog of databases called SIGECweb, which contains over 2,700,000 records of archaeological, architectural, historical and intangible heritage. All the sites have specific cultural implications. The SDGs explicitly focus on heritage in one specific goal and indicator: Goal 11, target number 11.4¹⁷. The indicator is concerned with developing a global picture of the financial actions to safeguard the cultural and natural heritage carried out by private sector organizations and public authorities at local and national level.

¹⁷ UN-Habitat. Metadata on SDGs Indicator 11.4.1, Strengthening efforts to protect and safeguard the world's cultural and natural heritage: https://unhabitat.org/sites/default/files/2020/07/metadata_on_sdg_indicator_11.4.1.pdf

Conclusions

On the road to achieving the goals of the 2030 agenda, local governments, heritage stakeholders and institutions must have sufficient data on their tangible and intangible heritage assets and the ability to monitor them. In an effort to capture member states' progress in achieving the SDGs, the UN has developed a global database of SDG indicators.

Another monitoring system is the World Bank's Development Indicators platform, which allows users to explore data for selected targets and indicators, a compilation of relevant, high-quality and internationally comparable statistics on global development and the fight against poverty. World Bank Development Indicators Platform¹⁸, which allows users to explore data for selected targets and indicators, a compilation of relevant, high-quality and internationally comparable statistics on global development and the fight against poverty. The database contains 1,400 time-series indicators for 217 economies and over 40 country groups, with data for many indicators dating back more than 50 years. (World Bank, 2020) One of these projects is the UNESCO Culture 2030 Agenda for Sustainable Development Indicators initiative.

This project deals with the integration of culture in the implementation of the 2030 Agenda. Its aim is to establish a methodology and conceptual framework for countries and cities to assess the contribution of culture to the SDGs as part of existing mechanisms to implement the 2030 Agenda at national or local level. Responses from UNESCO Member States in the European region challenge the feasibility of these indicators, as reflected in the Member States survey that was launched in May 2019 to develop the thematic indicator framework.

There is unified agreement on the importance of measuring culture and developing indicators to support and enhance the role of culture in their

¹⁸ Banca Mondială, 2020. 'Teme de date' (WDI) Indicatori de dezvoltare mondială: <https://datatopics.worldbank.org/world-development-indicators/>

countries' efforts to implement the 2030 Agenda to achieve progress and increase the quality of life for sustainable development.

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