

REPORT ACADEMY 2021

**4-8 October
Turin and Piedmont Region**

**Academy on
UNESCO Designations
and Sustainable Development**



INTERNATIONAL
ACADEMY ON
UNESCO DESIGNATIONS
AND SUSTAINABLE
DEVELOPMENT



Academy on UNESCO Designations and Sustainable Development

4 – 8 OCTOBER 2021

IN PARTNERSHIP WITH



Università di Scienze
Gastronomiche di Pollenzo
University of Gastronomic Sciences of Pollenzo



UNIVERSITÀ
IULM



UNIVERSITÀ DEGLI STUDI DI TORINO

IN COLLABORATION WITH



FONDAZIONE
PISTOLETTO
CITTADELL'ARTE
BIELLA



United Nations
Educational, Scientific and
Cultural Organization



BIELLA
CITY OF CRAFTS
AND FOLK ART
Designated
UNESCO Creative City
in 2019



United Nations
Educational, Scientific and
Cultural Organization



Ivrea, Industrial City
of the 20th Century
inscribed on the World
Heritage List in 2018



United Nations
Educational, Scientific and
Cultural Organization



Man and
Biosphere
Reserve



CollinaPo

WITH THE GENEROUS SUPPORT OF



Fondazione
Compagnia
di San Paolo

"Culture is an intrinsic part of the human experience and, with the adoption of the 2030 agenda for sustainable development in 2015, the international community also recognized the role of culture as a driver of sustainable development. It is the first international agenda to acknowledge the power of culture for creating decent work and economic growth, reducing inequalities, protecting the environment, promoting gender equality and building peaceful and inclusive societies. The New Urban Agenda adopted in 2016 also places special emphasis on the role of culture in building sustainable cities."

(Foreword in Culture for the 2030 Agenda, 2018)

Audrey Azoulay, Director-General of UNESCO

The present report was completed on November 2021.

All the information regarding the sixth edition of the "Academy on UNESCO designations and Sustainable Development" are available at:

<https://www.academysd.net/about>

The programme of the initiative and the records of the sixth editions are downloadable at the following link:

<https://www.academysd.net/programme>

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1. PRESENTATION

The **International Academy on UNESCO designations and Sustainable Development** is a capacity building program ideated and implemented by the **Fondazione Santagata for the Economics of Culture** and UNESCO through the **UNESCO Regional Bureau for Science and Culture in Europe** (based in Venice, Italy), with the support of several local partners in the Turin, Piedmont area and Milan and in cooperation with **University of Turin, IULM University of Milan** and **University of Gastronomic Sciences of Pollenzo**.

Launched as a pilot program in occasion of the III International Forum on Local Economic Development in 2015, in collaboration with the United Nations System Staff College and the International Training Centre of the International Labour Organization. The Academy is mainly based in the city of Torino (Italy), which counts three different UNESCO designations, related to World Heritage List, the UNESCO Creative Cities Network and the UNESCO Biosphere Reserves.

Beside the training activities, the Academy also promotes a Community of good management practices in UNESCO designated areas, an international cooperative network of site managers, operators and practitioners committed to disseminate sustainable practices of territorial and community management.

The main objective of the program is to contribute to the achievement of the **UN 2030 Agenda** and its **Sustainable Development Goals**, through an effective advancement of institutional and professional capacities of managing authorities, communities and relevant operators from different UNESCO designations from both the Culture and Science sectors.

The 2021 edition of the Academy mainly focuses on the **Creative Economy for Sustainable Development**, being 2021 the "International Year of Creative Economy for Sustainable Development". All activities are streamed online via the Zoom Platform, but they take place in Torino and Piedmont Region, in collaboration with the managing authorities of the World Heritage site of Ivrea; the Creative Cities of Torino and Biella; Collina Po Biosphere Reserve, Monviso Transboundary Biosphere Reserve and the Musical art of horn players.

2. WORKSHOP

The sixth edition of the Academy on UNESCO Designations and Sustainable Development took place in Torino, Ivrea, Biella and Moncalieri, from October 4th to October 8th 2021 and all activities has been held online.

The Academy main goals are to provide an opportunity for the exchange of knowledge and territorial good practices at international level on the management of cultural and natural sites, and to contribute to advancing professional and institutional capacities of managing authorities and relevant operators form UNESCO designated sites, in order to increase the benefits for the local communities and contribute to the achievement of the Sustainable Development Goals.

This edition of the Academy mainly focuses on the Creative Economy for Sustainable Development, being 2021 the “International Year of Creative Economy for Sustainable Development”.

The cultural sector and the creative economy as been largely affected by the Covid -19 pandemic, revealing and worsening all its pre-existing vulnerability. In this frame, the meeting aims at sharing experiences, defining good practices, and discussing solutions on the integration of creative and cultural industries in the management of UNESCO designated areas.

In line with the Academy's cross-disciplinary approach, the workshop's programme offers a combination of lectures, panel discussions and presentations by participants.

All activities streamed online via the Zoom platform but physically held in different hosting locations: Fondazione Pistoletto Cittadellarte, Ivrea's Visitor Centre and Cascina Le Vallere, site of the Collina Po Biosphere Reserve.

The 2021 program focuses on the following UNESCO Designations:

- the World Heritage List;
- the Intangible Cultural Heritage;

- the Creative Cities Network;
- the Biosphere Reserves included in the Man and Biosphere programme;
- the Global Geoparks Network.

Special attention will be paid to "**multiple designated areas**", i.e. local territories hosting more than one UNESCO Designation, in order to analyse the potentialities, challenges and possible experiences related to the coordination between different designations.

Within this framework, specific sub topics addressed in the 2021 edition will be:

1. Enhancing the value of UNESCO Designations through cultural and creative industries, considering the role of creativity and innovation in community-based development processes.

2. Interpreting cultural heritage in terms of inclusion to ensure the cohesion of our societies and promote sustainable and inclusive economic growth, fostering innovation and providing opportunities for local development and entrepreneurship.

3. Tools and labels for integrated management for cultural and natural resources, with special attention to those territories having multiple designations - according to different UNESCO Conventions and Programmes- to enforce their attractiveness as places to live, work and visit.

3. RESOURCES

Introduction to the 2030 Agenda:

<https://www.unitar.org/event/full-catalog/introduction-2030-agenda-new-agenda-sustainable-world-new-2018-edition>

UNESCO moving forward the 2030 Agenda for Sustainable Development:

<http://unesdoc.unesco.org/images/0024/002477/247785e.pdf>

Culture Urban Future:

<http://unesdoc.unesco.org/images/0024/002459/245999e.pdf>

Swedish biosphere reserves as arenas for implementing the 2030 Agenda:

http://www.unesco.org/fileadmin/MULTIMEDIA/HQ/SC/images/Swedish_BRs_2030_Agenda.pdf

Lima Action Plan:

http://www.unesco.org/fileadmin/MULTIMEDIA/HQ/SC/pdf/Lima_Action_Plan_en_final.pdf

MAB Strategy:

http://www.unesco.org/fileadmin/MULTIMEDIA/HQ/SC/pdf/MAB_Strategy_2015-2025_final_text.pdf

Education for Sustainable Development in Biosphere Reserves and other Designated Areas:

<http://unesdoc.unesco.org/images/0021/002199/219946e.pdf>

UNESCO Global Geoparks contributing to the Sustainable Development:

<http://unesdoc.unesco.org/images/0024/002477/247741E.pdf>

UNESCO Global Geoparks:

<http://unesdoc.unesco.org/images/0024/002436/243650e.pdf>

Identifying and Inventorying Intangible Cultural Heritage:

<https://ich.unesco.org/doc/src/01856-EN.pdf>

XIth Annual Meeting of the UNESCO Creative Cities Network:

<https://en.unesco.org/creative-cities/sites/creative-cities/files/Conclusions%20of%20the%202017%20UCCN%20AM.pdf>

UNESCO Cluster. Towards an integrated management perspective for multiple UNESCO designated areas:

https://www.fondazioneasantagata.it/wp-content/uploads/clusers_estratto_06_03.pdf

International Academy on UNESCO Designations and Sustainable Development: impact assessment summary:

<https://www.fondazioneasantagata.it/wp-content/uploads/International-Academy-on-UNESCO-Designations-and-Sustainable-Development-impact-assessment-summary-2015-2019-UNESCO-Digital-Library.pdf>

4. PARTNERS

The **Academy on UNESCO designations and Sustainable Development 2021** edition is promoted by:

Fondazione Santagata for the Economics of Culture

UNESCO Regional Bureau for Science and Culture in Europe (UNESCO Venice Office)

In collaboration with:

University of Turin

IULM University, Milan

University of Gastronomic Sciences of Pollenzo

In cooperation with:

Italian National Commission for UNESCO

Cittadellarte – Fondazione Pistoletto

City of Turin/Torino Design Week 2021

Corona Verde – Piedmont Region

Fondazione per l'Ambiente T. Fenoglio

Azores– Portugal, Global Geopark

Collina Po, Biosphere Reserve

Municipality of Biella, Creative City of Crafts and Folk Art

Municipality of Ivrea - IVREA Industrial City of the XX Century, World Heritage Site

Rjukan-Notodden – Norway, Industrial World Heritage Site

Town of Bamberg – Germany, World Heritage Site

The activities were implemented thanks to the generous support of the Fondazione Compagnia di San Paolo.

5. ORGANIZATION AND FACULTY

The workshop saw the participation of the following subjects:

Scientific Committee:

Alessio Re (Fondazione Santagata for the Economics of Culture)
Matteo Rosati (UNESCO Regional Bureau for Science and Culture in Europe)
Giovanna Segre (University of Turin)
Enrico Vicenti (Italian National Commission for UNESCO)

Faculty:

Patricia Alberth (Town of Bamberg – UNESCO World Heritage Site)
Jonathan Baker (UNESCO Regional Bureau for Science and Culture in Europe)
Franco Becchis (Fondazione per l'Ambiente T. Fenoglio)
Enrico Bertacchini (University of Turin)
Paola Borrione (Fondazione Santagata)
Michele Cerruti But (Accademia Unidee)
Lorenzo Fogliato (Collina Po Biosphere Reserve)
Sara Fortunati (Circolo del Design)
Barbara Greggio (Municipality of Biella, UNESCO Creative city for arts and folk craft)
Valasia Iakovoglou (UNESCO Chair Con-E-Ect at IHU)
Renato Lavarini (City of Ivrea)
Paolo Naldini (Fondazione Pistoletto)
Alessio Re (Fondazione Santagata)
Matteo Rosati (UNESCO Regional Bureau for Science and Culture in Europe)
Francesca Rota (CNR IRCrES)
Giovanna Segre (University of Turin)
Carla Silva (Azores Islands Biosphere Reserve)
Arianna Spigolon (Fondazione Compagnia di San Paolo)
Juliana Strogan (Rjukan-Notodden – UNESCO World Heritage Site)
Enrico Vicenti, (UNESCO Italian National Commission)
Fabio Viola (Game Designer and Producer)

Academy coordination:

Alessio Re (Fondazione Santagata)

Fondazione Santagata Team

Ottavia Arenella, Giulia Avanza, Paola Borrione, Erica Meneghin, Sabrina Montanari, Andrea Porta.

6. REPRESENTATIVES FROM UNESCO DESIGNATED TERRITORIES

The sixth edition of the Academy saw the participation of **23** representatives coming from **18** different countries.

Svetlana Belova, *Project Manager, Machaon International, Slovakia*

Mai Odeh, *Head of Culture Assistant, UNESCO Ramallah, Palestine*

Amilcar Vargas, *Site Manager, Casa Batllò World Heritage Site, Spain*

Mia Alibegovic, *PhD Researcher, Italy*

Sebnem Yurkadul, *Project Manager, City Values Association of Izmir, Turkey*

Marina Casledine, *PhD Researcher, United Kingdom*

Kristina Biceva, *Project Manager, Directorate for Protection of CH, Macedonia*

Shereen AlKurdi, *Architect, Syria*

Kire Stavrov, *Architect, Macedonia*

Besmir Gëzici, *Environmental engineer, Albania*

Myrsini Zorba, *Former Minister of Culture, Greece*

Aida Musaeve, *PhD Researcher, Hungary*

Irina Cozma, **Counselor**, *EUSDR-PA3, Romania*

Mihaela Skuric, *Director, Institute for the Restoration of Dubrovnik, Croatia*

Ana Brancelj, *Heritage Conservation specialist, Slovenia*

Joana Miranda, *Executive Director, Braga UNESCO CC in Media Arts, Portugal*

Dan Horatiu Popa, *Engineer, Hateg Country UNESCO GG, Romania*

Ivana Rusnakova, *Project Manager, Creative Industry Kosice, Slovakia*

Zoran Pavlov, *Head of Department, Directorate for Protection of CH, North Macedonia*

Maria Teresa Pinna, *Executive Director, Municipality of Ferrara, Italy*

Sebinan Lekoekoe, *Senior Heritage Professional, Limkokwing University, Malaysia*

Irena Todorova, *Executive Director, UNESCO Regional Centre Sofia, Bulgaria*

Ivan Malezanov, *Project Manager, Ohrid Regional Green Centre, Macedonia*

7. PROGRAMME AND WORKING SESSIONS

The programme takes place from **4 to 8 October 2021**, consisting in a mix of online lectures, working sessions, seminars and debates, with relevant international speakers. Local case studies have been selected considering their specific relevance and their capacity to show good practices in relation to the role of cultural and natural resources towards the attainment UN Agenda 2030 Sustainable Development Goals.



Monday 4th October

4 October 2021

INTRODUCTION: AGENDA 2030 - OPEN ISSUES TODAY

in collaboration with: University of Turin, IULM University of Milan

Time: 15.30-17.30

Addresses by

Giovanna Segre, *University of Turin*

Opening session

Jonathan Baker, *UNESCO Regional Bureau for Science and Culture in Europe-Science Sector*

Matteo Rosati, *UNESCO Regional Bureau for Science and Culture in Europe-Culture Sector*

Keynote speech

Angelo Miglietta, *IULM University of Milan*

Presentation of the programme and activities

Alessio Re, *Fondazione Santagata for the Economics of Culture*

Introduction of participants

Self presentation of participants

Q&A session

Tuesday 5th October

5 October 2021

**ENHANCING THE VALUE OF UNESCO DESIGNATIONS THROUGH
CULTURAL AND CREATIVE INDUSTRIES**

in collaboration with: Municipality of Biella, Cittadellarte – Fondazione Pistoletto

Time: 10.30-12.00 / 15.30-17.30

10.30-12.00

Seminar on “Enhancing the value of UNESCO Designations through cultural and creative industries”

> Experiences from **Biella UNESCO Creative City of Crafts and Folk Art**.

With the intervention of:

- **Barbara Greggio**, Municipality of Biella, Counsellorship to UNESCO
- **Paolo Naldini**, Director of Cittadellarte – Fondazione Pistoletto, Biella
- **Sara Fortunati**, Director of Circolo del Design, Torino
- **Michele Cerruti But**, Accademia Unidee

Moderated by:

Giovanna Segre, University of Turin

Matteo Rosati, UNESCO Regional Bureau for Science and Culture in Europe-Culture Sector

Q&A session

15.30-17.30

Introduction to the working agenda (15 minutes)

Workshop (75 minutes)

Participants have been divided into three groups; in different online rooms, they took part in round discussions. Each group, through the support of three moderators, have been stimulated to deepen the workshop subtopics and the questions emerged during the seminars

Presentation of group exercise results (35 minutes)



Wednesday 6th October

6 OCTOBER 2021

INTERPRETING CULTURAL HERITAGE

in collaboration with: City of Ivrea, Town of Bamberg world heritage site,

Rjukan-Notodden industrial world heritage site

Time: 10.30-12.00 / 15.30-17.30

10.30-12.00

Seminar on “Interpreting cultural heritage”

> Experiences from **Ivrea, Industrial city of the 20th century - World Heritage Site.**

With the participation of:

- **Renato Lavarini**, *City of Ivrea*
- **Patricia Alberth**, *Town of Bamberg – UNESCO World Heritage Site (Germany)*
- **Juliana Strogan**, *Rjukan-Notodden - UNESCO World Heritage Site (Norway)*
- **Fabio Viola**, *Game Designer and Producer*

Moderated by:

Alessio Re, *Fondazione Santagata for the Economics of Culture*

Matteo Rosati, *UNESCO Regional Bureau for Science and Culture in Europe-Culture Sector*

Q&A session

15.30-17.30

Introduction to the working agenda

Workshop

Presentation of group exercise results (35 minutes)



Thursday 7th October

7 October 2021

**TOOLS AND LABELS FOR THE INTEGRATED MANAGEMENT
FOR CULTURAL AND NATURAL RESOURCES**

*in collaboration with: Collina Po Biosphere Reserve, Corona Verde,
Azores Islands Biosphere Reserve, Fondazione per l'Ambiente T. Fenoglio*

Time: 10.30-12.00 / 15.30-17.30

10.30-12.00

Seminar on “Tools and labels for integrated management for cultural and natural resources”

> Experiences from **Collina Po Biosphere Reserve**.

With the participation of:

- **Lorenzo Fogliato**, *Collina Po Biosphere Reserve*
- **Francesca Rota**, *CNR IRCrES, Research Institute on Sustainable Economic Growth*
- **Carla Silva**, *Azores Islands Biosphere Reserve*
- **Valasia Iakovoglou**, *Director of the Ecotourism Sector of the UNESCO Chair
Con-E-Ect at International Hellenic University (IHU)*

Moderated by **Franco Becchis**, *Fondazione per l'Ambiente T. Fenoglio*

Q&A session

15.30-17.30

Introduction to the working agenda

Workshop

Presentation of group exercise results



Friday 8th October

8 October 2021

CLOSING SESSION AND MAIN RESULTS

in collaboration with: Fondazione Compagnia di San Paolo

Time: 10.30-12.00

Academy Next: proposal for future steps on achieving the SDGs

- **Matteo Rosati**, *UNESCO Regional Bureau for Science and Culture in Europe*
- **Enrico Bertacchini**, *University of Turin, Master in World heritage and cultural projects for development*
- **Giovanna Segre**, *University of Turin*
- **Arianna Spigolon**, *Fondazione Compagnia di San Paolo*
- **Enrico Vicenti**, *Secretary-General UNESCO Italian National Commission*
- **Alessio Re**, *Fondazione Santagata*

Group discussion, conclusions and follow up



8. Communication and monitoring materials

A brand new coordinated graphic image has been launched for the sixth edition of the Academy, aiming at giving to the programme a new communicative power, due to the forced stop of the 2020 edition.

The new **webpage**, containing all the basic information regarding the Academy, its program, lecturers and participants, has been prepared and shared with the partners. A section of the webpage, constantly updated, is dedicated to the Community of good practices project, connected to the Academy and to the possible planning of next editions of it.

An **informative flyer** was also drafted and online distributed during the activities and dedicated graphic cards have been posted on social networks, via newsletter and on the partners' websites.

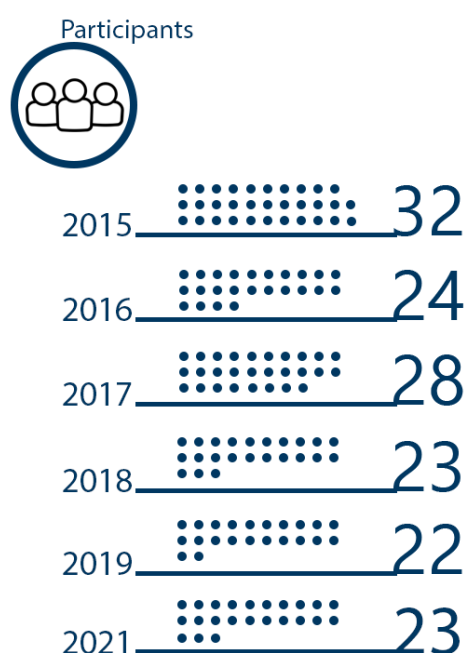
A **Google Drive folder**, shared with all participants, containing all the presentations of the training week, the programme, the informative flyer and some photos.

At the end of the programme, all participants received their personal **certificate of attendance**.

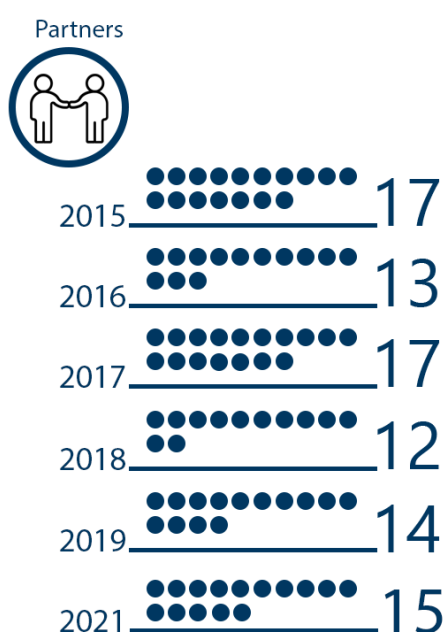
9. MAIN ACHIEVED RESULTS

In the following paragraphs are indicated the main achieved results from the sixth editions of the Academy.

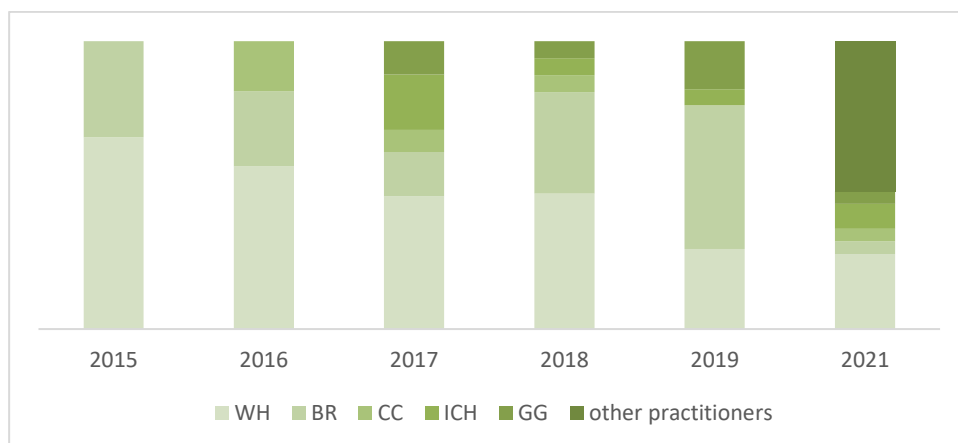
The chart below shows the **number of participants** in the sixth editions:



The chart below shows the **number of partners** taking part in the six editions.



The chart below shows the **number of representatives** from UNESCO designated territories in the six editions.



The map below shows the **world community** in the six edition.





10. Follow up

In the following paragraphs are indicated possible improvements for the next editions of the Academy, or actions to be developed in order to strengthen the community of participants.

Communication

Staying in touch with all the participants thanks the help of social media such as LinkedIn or Facebook (creating groups or clouds) in order to be able to continue sharing different ideas, points of view or suggestions that could be useful to create new collaborations among different UNESCO sites or to resolve real cases or problems in specific UNESCO designations, in order to facilitate the sharing of knowledge, information, good practices and stimulate the development of common projects.

Interaction

Promote the interaction among participants of the same edition of the Academy and the cooperation with all the members of the community creating groups, clouds or shared Drive folders, with all the seminars, work sessions, presentations and contacts.

Knowledge transfer

In addition to the training week of the Academy, it could be useful to improve knowledge transfer and continued education with specific tools. In this regard, for the seventh edition of the Academy a mixed format (on site and online) is being considered, with an online preparatory part, through webinars and sharing of materials, and a following part with the planning of on-site visits and exchanges.

Management and participation

Increasing the involvement of local associations, administration and institutions in the programme in order to show different possible management plans or good practices, locally adopted with success that could be later implemented in other different sites. This could stimulate the reworking of these good examples to solve some similar problems in different designations. Some examples could

be the participation of stakeholders and the cooperation among different community members or support active participation of young generations towards their involvement in decision-making and projects.

Economic impacts

A good analysis of economic impacts related to the management of UNESCO sites, developing multipliers and models, in order to assess the income of touristic and cultural activities in the territory is essential to involve local communities in the management of the designation, to make them aware of the big opportunities that sustainable tourism could offer.

This could be useful especially in relation with the necessity of demonstrating the importance of the sites to the local governments and the other stakeholders, to facilitate fundraising.

Cooperation

Improve the cooperation: within the community of participants and with the new partners and institutions.



www.academysd.net

www.fondazionesantagata.it

www.unesco.org/fieldoffice/venice

