

Regional Bureau for Science and Culture in Europe



INTERNATIONAL ACADEMY ON UNESCO DESIGNATIONS AND SUSTAINABLE DEVELOPMENT

Impact Assessment Summary (2015-2019)











© Fondazione Santagata 2021

The short report presents the key findings of the research study on the Impact of the International Academy on UNESCO Designations and Sustainable Development (2015-2019) commissioned by the UNESCO Regional Bureau for Science and Culture in Europe, thanks to its annual contribution by Italy.

The study was conducted by the Fondazione Santagata for the Economics of Culture in collaboration with the University of Torino, Dep. of Economics Cognetti and Statystics de Martiis.

The study had the financial support of Compagnia di San Paolo.



Research Team of the Fondazione Santagata

Coordinators:

Paola Borrione, Alessio Re

Researchers:

Giulia Avanza, Erica Meneghin

Fondazione Santagata wishes to thank the UNESCO Regional Bureau for Science and Culture in Europe for the valued advice and inputs to the present report.



Disclaimer: The author of the report, the Fondazione Santagata, is solely responsible for the information, denominations and opinions contained in it. The designations employed and presentation of material throughout this document do not the expression of any opinion whatsoever on the part of UNESCO concerning the legal status any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. The ideas and opinions expressed in this publication are those of the authors; they are not necessarily those of UNESCO and do not commit the Organization.

Abstract

The report summary presents the results of a survey on the **impact of the 5** years' practice of the International Academy on UNESCO Designations and Sustainable Development (2015-2019), an interdisciplinary capacity-building programme conceived and launched by the Santagata Foundation for the Economics of Culture and UNESCO through its Regional Bureau for Science and Culture in Europe.

According to the survey respondents, who are participants in the previous workshops, the International Academy has generated an evident positive impact on local sustainable development, in terms of enhancing professionals' capacities, fostering the introduction of relevant operational policies and/or measures, and strengthening the network for cooperation and peer exchanges at all levels. The most positive impact was observed on the cooperation and networking dimension, attesting to the large, diverse community of professionals that the Academy has created.

The survey also pointed out capacity-building **needs** related to increasing the preparedness, resilience, and recovery capacity of the sites in face of various emergencies (as emerged during the COVID pandemic) as well as to continue supporting the construction of a strategic, integrated, and participatory management framework with a view to achieving middle-and long-term objectives. The respondents especially showed interest in further capacity-building for fostering sustainable development in its economic, environmental, and social dimensions, with a special focus on the synergies among the three aspects.

Having recognized the positive experience of the past editions and remaining gaps, the respondents encouraged the **continuation and advancement** of the International Academy. In particular, the Academy is expected to become a more systematic, active, and influential platform through establishing a digital space for alumni and partners, enlarging target groups, enriching the programme of its regular activities, etc. Topics underlined for future activities include the integrated management of cultural and natural resources; community engagement and inclusive participatory approach; as well as reinforcing local inter-sectoral partnership among different stakeholders.

Introduction

The Academy

The International Academy on UNESCO Designations and Sustainable Development (hereinafter the International Academy or the Academy) is a capacity-building programme conceived and launched in 2015 by Fondazione Santagata and the UNESCO Regional Bureau for Science and Culture in Europe, as part of the interdisciplinary and inter-sectoral programme of the latter. It aims to contribute to the achievement of the Sustainable Development Goals of the 2030 Agenda through strengthening the capacities of managing authorities and other local practitioners working with UNESCO designations, with special focus on World Heritage properties, Biosphere Reserves, Global Geoparks, elements inscribed in the Lists for Intangible Cultural Heritage, and Creative Cities.

From 2015 to 2019, five international workshops were organised on a yearly basis, hosted primarily in Turin and the Piedmont region. The workshops had approximately 130 participants from about 50 countries, forming a community of practitioners committed to promoting and realising the role of cultural and natural resources in fostering sustainable development.

Each of the past five workshops focused on one or more specific **sub-themes**, as follows:

Edition	Sub-themes
2015	 The dimensions of sustainable development Sustainability, Culture and Local Economic Development Management planning for UNESCO designated territories
2016	 Urban heritage as driver of change Cities as incubators of creativity and innovation Cities and rural area as cooperative systems
2017	 Recognition and interpretation of territorial and community capital Integrated management of cultural and natural resources Tools and good practices for supporting sustainable development in UNESCO designations
2018	 Integrated management models for cultural and natural resources The role of creativity and innovation in community based development Tools and practices to facilitate the management and development of sustainable tourism
2019	 Integrated management models for cultural and natural resources The role of creativity and innovation in community based development Tools and practices to facilitate the management and development of food-related sustainable tourism

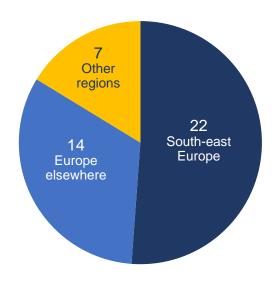
Table 1 Main topics of the International Academy workshops 2015-2019



The survey

Due to the Covid-19 pandemic, the sixth workshop of the International Academy, initially planned in autumn 2020, could not take place and is now being organized for 2021. In parallel, the UNESCO Regional Bureau for Science and Culture in Europe and the Fondazione Santagata agreed to undertake an in-depth evaluation survey on the impact generated by the International Academy so far, as well as to collect input and advice from previous participants on priorities for the future development of the programme.

The survey was carried out through a digital questionnaire (See Annex) to the community managers, operators and practitioners committed to Sustainable Development established through the five editions of the International Academy. 43 complete responses were considered for the purpose of the study.



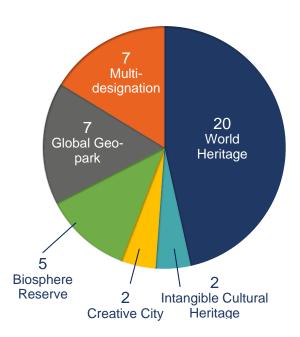


Chart 1 Geographical distribution of respondents

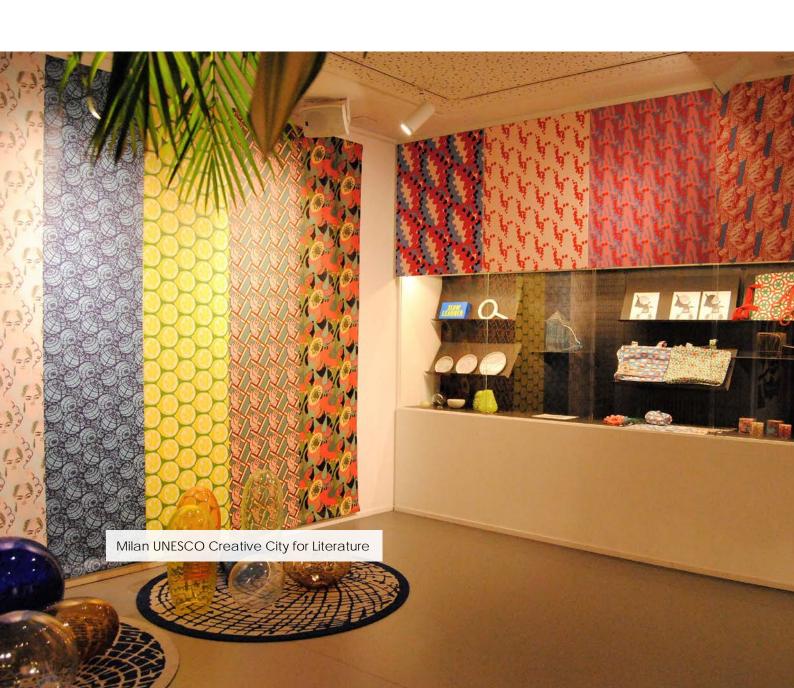
Chart 2 Typologies of designations represented by the respondents

The first objective of the research was to assess the impact generated by the five editions of the International Academy in supporting and enhancing the role played by cultural and natural resources for achieving sustainable and local development. The second objective was to identify capacity building needs to be addressed by future editions of the International Academy in order to enhance the programme contribution towards the UN 2030 Agenda.

The report

Key findings of the survey were analysed with regard to three main issues:

- **A. impacts generated by the International Academy** in terms of the participants' capacities, new operational measures and policies, and cooperation and network at all levels.
- **B.** emerging concerns and capacity-building needs concerning the management of territories with UNESCO designation(s)
- **C.** suggestions for improving the organization of future activities in the framework of the International Academy, in terms of the methodology, programme, and format.

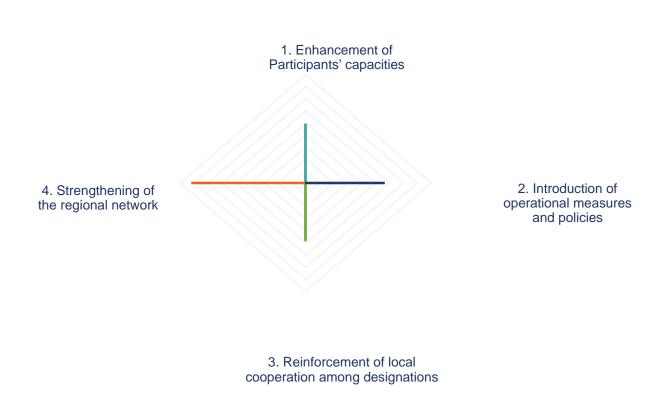


A. Impacts of the International Academy

Overall, respondents acknowledged that the International Academy generated positive impact in all the four dimensions:

- 1. enhance participants' capacities
- 2. introduce operational measures and/or policies
- 3. reinforce the cooperation among different kinds of UNESCO designations for integrated management at the local level
- 4. strengthen the network of professionals for peer exchanges and cooperation at the regional and international level

The most positive impact was observed on networking and cooperation at regional and international level, attesting to the large, diverse community of professionals in the relevant sectors that the Academy created (chart 3).



Graph 3 the four fields of impact of the International Academy

Capacity-building of participants

Respondents widely confirmed that all subjects treated in the previous workshops were of high interest and relevance to them and that, through the workshop(s), their knowledge and skills in the relevant domains had been greatly strengthened. Some respondents also appreciated the opportunity to deepen their understanding about the UNESCO designations and sustainable development in general and to renew their motivation towards the common goals.

Particularly, respondents showed strong interest in the activities concerning **community engagement and empowerment**, **inclusive participatory approach**, and the **integrated management** of cultural and natural resources.

Furthermore, 93% of the respondents recognized that what they took away from the Academy generated positive impact on their work (39% great impact, 33% good impact, 21% moderate impact).

Operational measures and policies

56% of the respondents confirmed that, after attending the Academy, they were able to introduce new operational and/or policy measures to improve site management in line with the Sustainable Development Goals. Among the different kinds of UNESCO designations, participants working on World Heritage properties gave a positive answer rate of 50%, followed by the Global Geoparks (17%), multi-designated areas (13%), and Biosphere Reserves (12%).

Consistently with the professional interest expressed by the respondents, most of the newly introduced operational and/or policy measures focused on the integrated management strategies and the engagement of local communities. Other measures were related to training and education, communication and promotion, monitoring, preparation for new nominations, the establishment of new partnerships, etc.

Networking and cooperation at the local level

The International Academy helped reinforce synergies and cooperation among different designated sites/elements at the local level. After attending the academy, the percentage of the investigated sites who had not established such collaboration at the local level dropped from 33% to 15% while that of sites who have good practices in this regard increased from 26% to 48%.

So far, the **network and cooperation** among the different designated sites/elements in the same territory seemed to have been strengthened mainly through occasional coordination meetings and informal exchanges among managing authorities and/or other major stakeholders, rather than through formal institutional cooperation. Nevertheless, there was also evidence of the creation of joint governing bodies or permanent coordination platforms for multiple sites/elements at territorial level, involving different managing authorities and other

major stakeholders.

This reinforced cooperation at local level focused mostly on **community engagement and education, communication and promotion, and capacity building**. Domains less impacted by these new forms of cooperation include creating a joint framework for monitoring and reporting, pooling human or financial resources for joint management, and reinforcing coordination on emergency preparedness and response.

Networking and cooperation at the regional/international level

Benefiting from the International Academy, the vast majority of the respondents (93%) have established new regional/international relation(s); 11% of the respondents have activated more than 6 new relationships. Participants from multi-designated areas were extremely active in this regard, followed by World Heritage sites, Global Geoparks and Biosphere Reserves.

Thanks to the diversity of the participants in the Academy, new relations triggered by the workshop(s) are also very diverse in terms of the actors involved, including but not limited to participants from the same designated area (31%) and from other designations (21%), the organizers (24%), local cultural institutions (11%), etc.

The main interactions between previous participants concerned the exchange of information and mutual learning. There were also a few attempts of more in-depth interaction and cooperation, such as the development of joint projects, the signatures of cooperation/partnership agreements, twinning, etc.

Respondents recognized that the newly established relations have brought a variety of benefits:

- Enhanced valorisation of cultural diversity (20%)
- Community engagement and empowerment (16%)
- Positioning and visibility of my designation (14%)
- Inclusive/participatory site management (12%)
- Access to funding (10%)
- Transfer of innovative processes within the management of my designation (9%)
- Access to new development opportunities (7%)
- Development of new entrepreneurship based on local cultural and natural resources (7%)
- Realization of communications campaign (5%)

Among various EU-funded opportunities for financing projects of international cultural cooperation originated from the Academy, the programme that was most commonly addressed by the respondents is the Interreg (48%), followed by Creative Europe (23%), and ENI CBC Med (14%).

B. Major concerns and future capacity-building needs

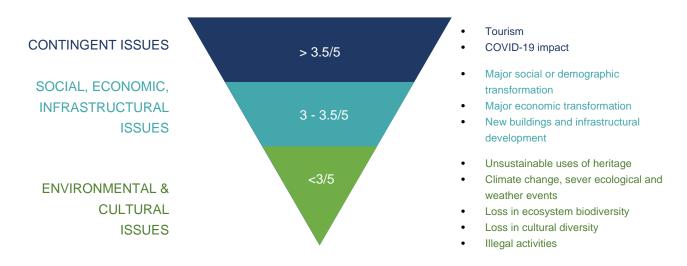
Contingency prevailed over structural issues.

There is no surprise that the socio-economic impact of the COVID-19 pandemic appeared at the top of the main issues affecting the concerned UNESCO designated sites.

Tourism management (also in relation to the dramatic decrease of tourist flows in 2020) and the general impact of the pandemic raised the highest concern of the respondents. In comparison, all other social, economic, and infrastructure issues, which are more systemic and structural, were currently considered secondary.

It is notable that, in the investigated UNESCO designated sites, some major global challenges such as climate change were perceived as having little influence at the site level to the point that about a fifth of the respondents indicated no loss in biological and cultural diversity in their site.

Whilst the contingency tends to prevail over structural issues, the general indication that emerged from the survey was the need to give timely assistance on increasing the preparedness, resilience, and recovery of the sites in face of emergencies as well as to continue supporting the construction of a strategic management framework for the sites.



Graph 4 Issues affecting UNESCO designated sites represented by the respondents

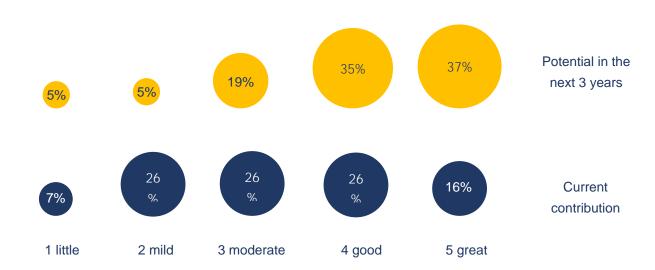
Gaps between knowing and doing exist.

While recognizing the great potential of UNESCO Designations in contributing to sustainable development at the local level, many respondents indicated that the current contribution of their site was still moderate (26%) or little (33%).

The answers varied on the basis of the type of designation. Respondents from areas with

multiple designations showed the highest confidence in the current contribution of their sites to sustainable development with an average score of 3.86/5, followed by those from Biosphere Reserves and Global Geo-parks (3.16/5), World Heritage, Intangible Cultural Heritage, and Creative Cities (3.00/5).

There was a widely shared agreement on the possibility of improving the impact capacity of the sites. It is interesting that those who had less confidence in the current performance of their site in this aspect showed greater optimism in the improvement of the situation and expressed an even higher expectation for the results to be achieved in the next 3 years.



Graph 5 Perception of the current and potential contribution of UNESCO designations to the sustainable development at the local level (scale 1-5)

The good performance of multi-designated areas may suggest the benefit of the integrated management and extensive cooperation.

The survey showed differences in the situations of different types of designations and sites. Notably, multi-designated areas seemed to be more active in establishing new partnerships at all levels. In the meanwhile, professionals working in such areas appeared evidently more confident in the contribution that their sites have made to the local sustainable development. This might suggest that the integrated management of cultural and natural resources in the territory and joint actions of cross-sectorial and cross-disciplinary nature can trigger an agglomeration effect and generate greater benefit for all participating parties.

South-Eastern European countries still need to enhance the institutional framework to support the management of the cultural and natural resources in line with the 2030 Agenda.

With regard to the effective governance and management, most of the respondents expressed extreme interest in enhancing their capacity to integrate the management of cultural and natural resources with other policy areas.

European professionals in general agreed with the need to work primarily on community awareness and engagement and on the awareness of key decision-makers. Professionals from South-East Europe, in particular, remarked the inadequacy or scarce efficacy of site management systems and the lack of capacities of the management authorities at the higher level as key issues that they were facing.

Building capacity for fostering economic sustainability raised special interest.

A large majority of respondents expressed extreme interest in enhancing their capacity on economic sustainability, which is especially understandable in the context of the economic recession at the global level caused by the COVID-19 pandemic. Specifically, the two subjects of greatest interest in this regard were how to harmonize heritage conservation with economic development and how to improve tourism sustainability. There was also high interest concerning the capacity to develop new entrepreneurship based on the sustainable use of local cultural and natural resources.

People showed more interest in environmental sustainability issues which are cross-cutting with economic and social dimensions.

The environmental aspect that raised the greatest interest was on **promoting sustainable production and consumption patterns through site management and heritage interpretation**, which is closely connected with the area of economic sustainability. Another topic of concern was on how to **promote traditional knowledge and practices for environmental conservation** as it relates to both the transmission of the intangible heritage and the involvement of local community actors.

The social dimension of sustainability is relatively less prominent in the interest expressed by respondents.

Compared to the economic and environmental dimensions, respondents showed relatively less interest in developing their capacities for social sustainability. Despite widely acknowledging the significance of enhancing community engagement, cultural diversity, and social equality in general, the respondents showed less attention to some specific indicators of social inclusiveness such as the engagement of disadvantaged groups and the development of gender-sensitive policies.

These results show the need for reinforced awareness-raising on such topics, as well as targeted capacity-building for relevant stakeholders on how to engage and empower local communities, with special attention to women, youth as well as vulnerable, disadvantaged, and marginalized groups (minorities, migrants, etc.), in the spirit of leaving no-one behind Besides, the need of promoting the appreciation for cultural diversity and the respect for cultural rights through heritage interpretation is also widely identified by the respondents.



C. The way forward

Continuation of the capacity building and networking activities: more systematic, active, and in-depth

Building on the positive experience of previous workshops, the International Academy is expected to become a more systematic, active platform for knowledge advancement and exchange with a view at leveraging cultural and natural resources in territories with UNESCO designations for local sustainable development. To this end, the survey's results suggest to:

- continue the annual workshops in-presence and complement them with online preparatory and follow-up activities such as distance learning, monitoring, reporting, evaluation, etc.
- establish a digital platform for alumni and partners in the Academy to facilitate continued exchange knowledge, building partnerships, and seeking solutions and assistance. Elements of such a platform can already be found *in nuce* on the website of the Fondazione Santagata: Global Community of sustainability practices in UNESCO territories
- provide assistance to the designated sites/elements in the formulation and regular updates
 of their medium- and long-term strategic plans, ensuring the setting of objectives aligned
 with the 2030 Agenda and breaking-down the overall objectives into practical modular
 activities and progressive milestones adapting to real-case scenarios.

With regard to the topics of future annual meeting, respondents underlined the following aspects to be further explored:

- integrated management of cultural and natural resources
- community engagement and inclusive participatory approach
- networking, cooperation, and partnership among multiple stakeholders.

People also expressed the willingness to bring the discussions into subdivided areas by focusing on one or a set of interrelated Sustainable Development Goals (such as SDG 11).

Target group enlargement

It is suggested that the target group of participants may be extended beyond professionals from managing bodies of UNESCO designated sites/elements to other relevant categories including community representatives (e.g. heritage bearers, religious communities, school teachers and students), civil society organizations (e.g. local associations, NGOs), business operators, researches and scholars, etc.

Programme and methodology

The current 5-day programme of the annual workshops is generally considered very appropriate. Some people also expressed the willingness to have an even richer programme including more site visits, case studies, and in-depth group work assignments within the same or a slightly extended time-frame. This might be considered through integrating virtual/online activities as proposed by some respondents.

Annex: the Questionnaire

General information

- 1. Which workshop of the Academy on UNESCO Designation and Sustainable Development did you attend? (Multiple options available)
- 2015
- 2016
- 2017
- 2018
- 2019
- 2. Name of the UNESCO designated site/element for or in which you work
- 3. Category of the UNESCO designation:
- World Heritage Site
- Creative City
- Biosphere Reserve
- Intangible Cultural Heritage
- Global Geo-park
- 4. Country

A. Impact on the development of participants' capacities

- a1. Which topics explored during the Academy were more interesting / relevant to you, among those listed here? (Answer on a scale from Extremely interesting and relevant to Neither interesting nor relevant)
- Community engagement and empowerment
- Cultural entrepreneurship and innovation
- Inclusive/participatory approaches to site management
- Integrated management of cultural and natural resources

- Developing synergies between different designated sites/elements at territorial level
- Aligning site management with the attainment of the SDGs
- a2. To what extent did the Academy contribute to improve your knowledge and skills with regard to the following subjects? (Answer on a scale from 5 –very much to 1 not at all)
- Community engagement and empowerment
- Cultural entrepreneurship and innovation
- Inclusive/participatory approaches to site management
- Integrated management of cultural and natural resources
- Developing synergies between different designated sites/elements at territorial level
- Aligning site management with the attainment of the SDGs
- a3. Which other knowledge or skill did the Academy contribute to develop, if any?
- a4. To what extent did the Academy impact on your work with regard to the management of your designated site / element? (Answer on a scale from 5 -great impact to 1 no impact)
- B. Impact of operational and/or policy measures introduced after attending the Academy (I/P)
- b1. After attending the Academy, did you propose/introduce any new operational measure to improve site management in line with the Sustainable Development Goals?
- Yes
- No

- b2. If yes, please describe the measure or measures, and the results it or they contributed to achieve (if implemented)
- b3. After attending the Academy, did you propose/introduce any new policy measure to improve site management in line with the Sustainable Development Goals?
- Yes
- No
- b4. If yes, could you give an example of the policy and of the relative results?
- b5. Are other UNESCO designated sites/elements present in your local context, besides the one for which you work?
- Yes
- No

C. Reinforcement of cooperation between UNESCO designated sites/elements at the local level

(if the answer to b5 is yes)

- c1. How well developed and effective was the cooperation between different designated sites/elements in your local context, before you attended the Academy? (Answer on a scale from 5 -very much to 1 not at all)
- c2. After attending the Academy, have you promoted/introduced any new measure to improve synergies between relevant designated sites elements? (Multiple options available)
- Creation of a joint governing body for the management of different designated sites/elements
- Creation of a permanent table of coordination among managing authorities and/or other major

- stakeholders of different designated sites/elements
- Organisation of occasional coordination meetings among managing authorities and/or other major stakeholders of different designated sites/elements
- c3. After your participation in the Academy, did your designated site/element consider taking new measures with regard to one or more of the following subjects related to cooperation with other sites/elements in the same local context? (Multiple options available)
- Aligned their management/conservation objectives
- Generating a single site branding strategy
- Joint communication and promotion activities
- Cooperation on managing tourism flows
- Pooling human and or financial resources for the management of related sites/elements
- Joint applications for funding
- Joint activities for community engagement and education
- Reinforcing coordination on emergency preparedness and response
- Creating a joint framework for monitoring and reporting
- Developing joint capacity-building initiatives
- c4. To what extent has the cooperation between different designated sites/elements improved, as a result of measures introduced after your participation in the Academy? (Answer on a scale from 5 -very much to 1 not at all)

D. Reinforcement of cooperation between

UNESCO designated sites/elements at the local level

(if the answer to b5 is yes)

- d1. How many new international relations have you activated, at either professional or institutional level, as a result of your participation in the Academy?
- d2. With which kind of actor did you establish new relations? (Multiple options available)
- Academy participants from the same type of Designation
- Academy participants from other types of UNESCO Designations
- Local cultural institutions met during the Academy
- Organizers (UNESCO, Fondazione Santagata)
- Other academy resource persons (speakers, guests, etc.)
- d3. With how many actors have you interacted (0; 1-2; 3-5; >5), with regard to:
- Exchange of information
- Exchange of good practice and mutual learning
- Attempt to develop joint-projects
- Actual implementation of joint projects
- Signature of cooperation /partnership agreements
- Twinnings
- Other
- d4. These newly established relations brought benefits with regard to (multiple options available):
- Access to funding
- Access to new development opportunities
- Enhanced valorisation of cultural diversity

- Positioning and exposure of my Designation
- Realization of communications campaign
- Transfer of innovative processes within the management of my Designation
- Community engagement/empowerment
- Inclusive/participatory site management
- Development of new entrepreneurship based on local cultural and natural resources
- d5. What other intangible values do you perceive from being part of an international community of practice?
- d6. Which programmes and instruments for financing project of international cultural cooperation are you planning to apply to? (for instance: CreativeEurope, Interreg, ENI CBC MED, ...

E. Further suggestions

- e1. Do you believe that the Academy may benefit from the following innovations? (Yes or No)
- Shorter programme (2-3 days)
- Longer programme (up to 10 days)
- More group-work assignments
- Combination of on-site activities with activities from remote (online meetings; assignments; etc.)
- Special focus on one single case-study
- Special focus on specific SDGs/targets
- e2. Any other comment or suggestion that could help us improve the programme of the Academy:

F. Needs at the local context

f1. On a scale from 1 (the lowest) to 5 (the highest), please indicate how much the following issues are affecting your UNESCO designated site/element:

- Major social or demographic transformations (e.g. urbanization, depopulation, migration, etc.)
- Major economic transformations (unemployment, reduced business opportunities, etc.)
- COVID-19 socio-economic impact
- Unstainable uses of cultural and/or natural heritage
- Loss in cultural diversity
- Loss in ecosystem biodiversity
- Tourism management
- New buildings and Infrastructural development
- Climate change, severe ecological and weather events
- Illegal activities

f2. On a scale from 1 (the lowest) to 5 (the highest), please indicate how much the following management issues are affecting your UNESCO designated site/element:

- Lack of a proper management system and/or plan
- Ineffective management system/plan
- Lack of funding
- Insufficient capacities of the managing authority
- Insufficient awareness or attention by key decision makers
- Insufficient community awareness and engagement
- Insufficient awareness and engagement of the private sector

G. Capacities

g1. How interested would you be in

developing your capacities for ECONOMIC SUSTAINABILITY with regard to the following subjects? (Answer on the scale Extremely interested, Interested, Not interested)

- Improve tourism sustainability
- Develop new entrepreneurship based on the sustainable use of local cultural and natural resources
- Improve the integration between heritage preservation and economic development
- Promote the inclusion of disadvantaged groups in site-related economic activities

g2. How interested would you be in developing your capacities for ENVIRONMENTAL SUSTAINABILITY with regard to the following subjects? (Answer on the scale Extremely interested, Interested, Not interested)

- Climate change mitigation, adaptation and preparedness
- Integrating emergency preparedness and response in site management
- Promote sustainable production and consumption patterns through site management and heritage interpretation
- Promote sustainable traditional knowledge and practices (e.g. for climate change adaptation, food security, water and land management, etc.)
- g3. How interested would you be in developing your capacities for SOCIAL SUSTAINABILITY with regard to the following subjects? (Answer on the scale Extremely interested, Interested, Not interested)
- Community engagement and empowerment through site management

- Develop gender-sensitive actions and policies
- Develop youth-sensitive actions and policies
- Promote social inclusion through site management, with special focus on disadvantaged groups (minorities, migrants, etc.)
- Promote appreciation for cultural diversity and the respect for cultural rights through site management and heritage interpretation

g4. How interested would you be in developing your capacities for EFFECTIVE GOVERNANCE AND MANAGEMENT with regard to the following subjects? (Answer on the scale Extremely interested, Interested, Not interested)

- Build international partnerships
- Build partnerships at the local level

- Adopt participatory approaches and create consensus among multiple levels
- Collect and analyse statistical data
- Integrate the management of cultural and natural resources in/with other policy areas

H. Overall assessment

h1. How much you think your UNESCO
Designated site/element is currently
contributing to sustainable development at
local level? (Answer on a scale from 5 –
Greatly to 1 – Poorly)

h2. How much potential do you see for improving your UNESCO Designated site/element contribution to sustainable development at local level over the next three years? (Answer on a scale from 5 – Great potential to 1 – Little potential)

