

Last Revision: 7 October 2020

SDGWG Webinar Series- Conceptual Framework



Aims:

- What is the expected result of the webinars?: building up a converging message of substance. ICOMOS to position itself as a 'knowledge provider of heritage'.
- The SDGWG can showcase what it does, and its current goals, to the heritage and wider public. For this series, the target audience is the ICOMOS, heritage and cultural tourism communities
- Giving the heritage community substantive information to explain the potential of heritage for sustainable development, and for ICOMOS to be recognized and respected as a key, expert authority, through 2-3 key messages to decision-makers to implement.

Content:

- Generic details of what the SDGWG does, intro in the first webinar
- Transversality, reflected through topics that are relevant to different committees and WGs
- Strategic themes and thematic focus providing substantive points for people to hook this transversal approach on to.
- **3 Pillars and 5Ps of SD:**
 - o society (people), environment (planet), economy (prosperity)
 - o + culture as 4th pillar
 - o peace (4th pillar in WHSD Policy)
 - o partnerships
- **SDGs in clusters grouped under these pillars, in 5 sessions**
 - o **Opening Webinar (1) - 24 September 2020, 12:00 Paris Time:** all pillars at local/ urban level (society, economy, environment + culture): Integrating Heritage into the SDGs- 'Inclusive, Safe, Resilient and Sustainable Cities (SDG11)'
 - o **Webinar 2- 17 October 2020, 14:00 Paris Time:** economy (prosperity): Pushing for Sustainable Development through Cultural Tourism and Employment (SDGs 5, 8, 12 and 14)

- o **Webinar 3: 21 November, 12:00 Paris Time:** environment (planet): The role of cultural heritage in building environmental resilience (SDGs 6, 7, 13, 14, 15)
- o **Webinar 4:** society (people) + peace: The role of cultural heritage in building a more peaceful world: education, diversity and governance for peace (SDGs 4, 10, 16)
- o **Closing Webinar (5):** society and environment (people, planet) + partnerships: Address people's needs within the limits of our planet (SDG 1, 2, 3, 9, 17)

Key decisions on format and logistics:

- Series of 5 webinars over four months as a holistic 'scientific program', completed by end of 2020
- Small number of speakers (3) per session, with enough time for in-depth presentations
- Some external partners (UCLG, IUCN) invited to speak as needed
- Cross-committee and WG collaborations highlighted (WGs and ISCs)
- Regional diversity of presenters- ARB, AFR, APA, EUR, N.AM, LAC
- Multi-lingual presentations (translations of slide texts, interpretation etc)
- Social media campaign to draw in audience and promote output
- Roll up report of webinars that can then be distributed to key partners (e.g., UNESCO WHC, IUCN, ICCROM, OWHC, etc.)
- This will not be a paid webinar as it is a promotion of the work of ICOMOS in relation to the SDGs

SDG Webinar 2 PROGRAMME: 17 October (Saturday) 14:00 – 15:30 Paris Time

Economy & Prosperity : Driving Community-Based Sustainable Development through Cultural Tourism and Employment (SDGs 5, 8, 12 and 14)

Focus SD Pillar: SOCIETY

Introduction: **Linda Shetabi**, Member of SDGWG, ICOMOS, moderator (5 minutes)

SPEAKER 1: **Fergus Maclaren**, President of ICTC, ICOMOS, (20 minutes)

Topic: **Post-COVID Cultural Tourism: The role the SDGs can play in its recovery and renewal**

Key points: How does cultural tourism respond to the Sustainable Development Goals and the concurrent impacts of COVID-19? This will provide an overview of the current and future view of the cultural tourism-supported visitor economy, and the design and implementation of innovative cultural tourism-related digital and funding platforms incorporating the tourism and employment SDG Targets

SPEAKER 2: **Larry Coben**, President of Sustainable Preservation Initiative (20 minutes)-

Topic: **Taking Heritage Out of its Silo to Achieve the SDG's.**

Key points: What are the challenges and opportunities in localizing the SDGs? What are the indicators of success? This talk will go well beyond tourism to sustainable development more broadly. At least ten SDGs will be discussed.

SPEAKER 3: **Pankaj Manchanda**, Founder of Augtraveler, India (20 minutes)-

Topic: **The Role of Technology in Building a Resilient and Sustainable Tourism Model in alignment with UN SDGs: Augmented Reality Examples from India**

Key points: What kinds of new age technology can be used to highlight the nuances of heritage conservation. This will dovetail with the tourism industry, which is one of the top GDP and employment drivers globally, and how the platform can be used to build an ecosystem, which ensures economic benefits are reaped by communities, whilst also preserving intangible cultural heritage.

Q&A: moderated by Linda and Fatiha Polin (20 minutes), with Expert Reactor in Facebook: **Cecilie Smith-Christensen**, Director of World Heritage Catalysis

Final Wrap up: **Ege Yildirim** (5minutes), Final thanks by **Linda Shetabi**

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Economy & Prosperity : Driving Community-Based Sustainable Development through Cultural Tourism and Employment (SDGs 5, 8, 12 and 14)

Registration: https://zoom.us/meeting/register/tJEpcuCvqToiHtVnnpn5QKAVqN6_FRicqTLpZ

<https://zoom.us/j/95459771841?pwd=RjNPanh4UEpOV1Q2a05waWdOR1o1QT09>

Meeting ID: 954 5977 1841 Passcode: 225600

Public viewing: <https://www.facebook.com/ICOMOSinternational/live>



SDGWG WEBINAR 2

ECONOMY & PROSPERITY: DRIVING COMMUNITY-BASED SUSTAINABLE DEVELOPMENT THROUGH CULTURAL TOURISM AND EMPLOYMENT (SDGs 1,4,5, 8,12 &14)

SATURDAY 17TH OCTOBER 14:00 - 15:30 CET



INTRODUCTION

LINDA SHETABI
Member of ICOMOS Sustainable Development Goals Working Group



TAKING HERITAGE OUT OF ITS SILO TO ACHIEVE THE SDGs

DR. LARRY COBEN
President of Sustainable Preservation Initiative

REGISTER ON:
<https://tinyurl.com/y2nbau7l>

FACEBOOK LIVE:
<https://www.facebook.com/ICOMOSinternational/live>



POST-COVID CULTURAL TOURISM: THE ROLE THE SDGs CAN PLAY IN ITS RECOVERY AND RENEWAL

FERGUS MACLAREN
President of ICOMOS International Cultural Tourism Committee



THE ROLE OF TECHNOLOGY IN BUILDING A RESILIENT AND SUSTAINABLE TOURISM MODEL IN ALIGNMENT WITH UN SDGs: AUGMENTED REALITY EXAMPLES FROM INDIA

PANKAJ MANCHANDA
Founder of Augtraveler, India

MODERATORS:

LINDA SHETABI
Member of ICOMOS SDGWG

FABIHA POJIN
SDGWG focal point ICOMOS Bangladesh

DI EGI YULIARUM
ICOMOS Focal Point for SDGs

CICILIE STAM-CHRISTENSEN
Director of the World Heritage Catalysts

CLOSING REMARKS:

FACEBOOK EVENT REACTOR:



@COMOSSDG2030 #SDG11.4 #ICOMOS

Travel & Tourism is a dynamic engine of employment opportunities, where jobs in the industry particularly support women, youth and other, often marginalised groups of society. In 2019, Travel & Tourism's direct, indirect and induced impact accounted for US\$8.9 trillion contribution to the world's GDP, or 10.3% of the global total, and 330 million jobs, representing 1 in 10 employed around the world. In January 2020, the United Nations World Tourism Organization (UNWTO) Tourism Barometer recorded that international tourist arrivals worldwide grew 4% in 2019 to reach 1.5 billion visitors in total. Based on current trends at that time, economic prospects and the UNWTO Confidence Index, the organization forecasted a growth of 4% in international tourist arrivals worldwide in 2020.

The advent of the COVID-19 pandemic in March 2020 knocked this upward trajectory sideways. There was a massive drop in international travel demand over January-June 2020, which translated into a loss of 440

million international arrivals and approximately US\$460 billion in export revenues from international tourism. This is about five times the loss in international tourism receipts recorded in 2009 amid the global economic and financial crisis.

By focusing on a destination's tangible and intangible cultural heritage, stakeholders including governments, destination management organizations, tour operators and associated businesses, and communities can all play key roles and benefit from tourism's rejuvenation, resiliency and recovery from COVID-19. This webinar will provide an overview

of the current and future view of the cultural tourism-supported visitor economy, and the design and implementation of innovative cultural tourism-related digital and funding platforms incorporating the tourism and employment SDG Targets outlined below:

- SDG Target 5a: *Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws.*
- SDG Target 8.9: *By 2030 devise and implement policies to promote sustainable tourism which creates jobs, promotes local culture and products.*
- SDG Target 12b: *Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products.*
- SDG Target 14.7: *By 2030 increase the economic benefits to SIDS and LDCs from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism.*

SDGWG Webinar 2: Economy & Prosperity - Driving Community-Based Sustainable Development through Cultural Tourism and Employment (SDGs 5, 8, 12 and 14)

SPEAKERS PROFILE

Fergus T. Maclaren, B.A. M.E.Des: "Post-COVID Cultural Tourism: The role the SDGs can play in its recovery and renewal"

President of ICOMOS International Cultural Tourism Committee



Fergus Maclaren is a sustainable tourism and cultural heritage management professional with 25 years experience in Canada and internationally, now focused on tourism at World Heritage sites and the 2030 Sustainable Development Goals. His background includes a broad range of tourism planning, destination management and community development expertise. This includes serving as the Director of the International Year of Ecotourism program from 2001-03, coordinating the global consultations and output. He has subsequently taught and lectured on sustainable tourism in North America, Asia and Africa and published widely in journals and academic texts. Elected President of the ICOMOS International Cultural Tourism Committee in December 2017, he

has also been its Canadian National Expert Representative since 2012. He currently acts as the Director of International Relations and Knowledge Management for the Economic Innovation Institute for Africa, responsible for the development and implementation of their sustainable tourism program. Additionally, he performs in an expert capacity for the Organization of World Heritage Cities (OWHC) and United Nations World Tourism Organization (UNWTO), and sits on UNESCO's World Heritage-focused *Task Force on Culture, Tourism and COVID-19*.

Dr. Larry Coben: "Taking Heritage Out of its Silo to Achieve the SDG's"

President of Sustainable Preservation Initiative



Member of the ICOMOS Sustainable Development Working Group (SDWG) Larry Coben is the founder and Executive Director of the Sustainable Preservation Initiative, the innovative community sustainable economic development and cultural heritage preservation not-for-profit. SPI empowers disadvantaged entrepreneurs and artisans - the majority of whom are women - living in poverty around the world. We provide basic business education and give people the tools to build the future they want for themselves, their families, and their communities Dr. Coben is also an archaeologist and a Consulting Scholar at the University of Pennsylvania Museum of Archaeology and

Anthropology. His most recent archaeological work focuses on Inca imperial expansion and the role of spectacles, rituals and theatricality in ancient societies. He co-authored the

seminal volume *Archaeology of Performance: Theater, Power and Community*. Coben is also Chairman of the Board of NRG Energy, the Fortune 500 leading integrated power company in the US. He has started, run and served on the board of numerous energy companies. In addition to NRG, he sits on the board of Freshpet Inc.

Coben is an expert member of the ICOMOS International Scientific Committee on Archaeological Heritage Management ("ICAHM"), and former Chairman of ICAHM's Nominations Assistance Committee. He is a past Chairman of the Society for American Archaeology's Americas Committee, and a former Trustee of the Archaeological Institute of America. Coben received a B.A. in economics from Yale University, a J.D. from Harvard Law School, and an M.A. and PhD in Anthropology with a focus in Archaeology from the University of Pennsylvania.

Pankaj Manchanda: "The Role of Technology in Building a Resilient and Sustainable Tourism Model in alignment with UN SDGs: Augmented Reality Examples from India"

Founder and CEO of Augtraveler



Pankaj is the Founder and CEO of Augtraveler - a Start-up project use case in Heritage and Culture Travel space based out of India. The platform uses Augmented Reality, Geo Fencing and Multimedia to enhance the visitor experience at the UNESCO World Heritage Sites in India in Phase 1, with a roadmap to build Augtraveler experiences for top 100 World Heritage Sites globally, in consecutive phases. The platform builds on self-guided AR and Geo location based heritage trails, which connects the travelers directly with the 'local host communities' in the vicinity of the heritage sites thereby promoting the intangible cultural heritage of a region, whilst facilitating in evolution of a Sustainable Livelihood Model for the 'host communities'. The project

also has a school outreach program where in the Multidisciplinary activity books have been designed for school children in alignment with the experiential learning pedagogy. The mandate of this module is to highlight and utilize the visits to the World Heritage Sites as Knowledge Dissemination Zones, rather than being picnic spots. The project vision is aligned with UN Sustainable Development Goals of 12b, 11, 8 and 4.

Pankaj's background has been in the Education Technology domain and has over two decades of proven experience in building global businesses and partner ecosystems for designing and delivering multitude of knowledge management systems; skill based training content, as well as performance support systems for myriad audience segments across US, Europe, Southeast Asia and the Indian Subcontinent.