the power of culture

today’s changemakers in urban heritage

Dr. Ester van Steekelenburg
Founder & Director - Urban Discovery
How to quantify and appreciate the wider economic, social, cultural, and environmental costs and benefits of heritage?
culture enters the sustainability definition!
New Urban Agenda

38. leverage natural and cultural heritage in cities to safeguard and promote cultural infrastructures

45. develop urban economies, building on cultural heritage and local resources

60. support sustainable tourism and heritage conservation activities

124. include culture as a priority component of urban plans

125. support leveraging cultural heritage for sustainable urban development

2016. **Habitat III. finally a significant mention are recognised on the international stage playing a role in promoting sustainable urban growth**
FOR WHOM?

DRIVING & RESTRAINING FORCES

academics  NGO’s  cultural institutions  advocacy groups  professional organisations  cultural entrepreneurs  visitors

residents  business  property owners  developers

government
five questions we get asked often

- How to make heritage preservation financially feasible?
- How to put a neglected neighbourhood on the map?
- How to preserve the spirit of a place?
- How to make heritage relevant in contemporary urban society?
- How to manage and upgrade historic districts in a time of rapid urban change?
Istanbul Turkey . participatory upgrading of historic square
Semarang Indonesia. feasibility studies for adaptive re-use
Yangon Myanmar feasibility for urban regeneration
Yangon, Myanmar: feasibility for urban regeneration
Yangon Myanmar. feasibility for urban regeneration
are we doing the right projects?
are we making an impact?
the moment is now...
meet the changemakers!
CONCENTRATE EFFORTS
REACH OUT TO A NEW AUDIENCE

academics  NGO’s  cultural institutions
advocacy groups  professional organisations
cultural entrepreneurs  visitors
government

residents  business  property owners  developers
a young generation fearing a loss of identity
creative entrepreneurs have a different value of place
new generation of developers who recognise demand for authenticity
“How to manage and upgrade historic districts in a time of rapid urban change?”

“How to make heritage preservation financially feasible?”

“How to put a neglected neighbourhood on the map?”

“How to preserve the spirit of a place?”

“How to make heritage relevant in contemporary urban society?”
The power of culture
how to improve the powerplay?

⭐ Quantity value of culture to be appreciated
⭐ Preach to the non-converted
⭐ Use technology to reach a wider audience
THANK YOU

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