

Sustainable use of cult sites through education, local awareness and regional development

”... the vision of a heritage that is
accessible, useful and vital for people
everywhere.”

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Is there a conflict between use and protection?

Understanding, participation and responsibility is increased by (careful) use of the cultural heritage

A good practice to preserve and defend the cultural heritage as a common resource and to strengthen it as a positive force in the development is to use it (with care)...

A sustainable use of the cultural heritage heightens the perceived quality in experience and is vital in product development (tourism).

Knowledge in the field of cultural heritage offers new opportunities for entrepreneurs

How do we define *sustainable use*?

The Brundtland Report:

Sustainable development is the kind of development that meets the needs of the present without compromising the ability of future generations to meet their own needs

- **Economic** growth
- **Environmental** protection
- **Social** equality



What defines a location as *attractive* for development?

- Experiences, events, history, friends/family, nature, the "magic" of something **authentic**.
- **Flexible** (season, space and content)
- **Complements** other (seasonal?) activities
- Scientific **questions**
- **Local stories** and traditions



Identify positive factors for development regarding the cultural heritage

- Define **space** for development together with stakeholders/agencies
- Use the **experience of others**
- Define **roles** and **responsibilities**
- A clear and **sustainable** vision
- **Cooperate!**



Hovgården as an example...



Identified problems

The focus of the public and the majority of the public activities are at Birka and therefore is the communicated history incomplete.

Earlier examples of centrally planned museums and visitor centres have often met negative public opinion.

The island of Adelsö lacks several basic functions (not to mention work opportunities)



Stakeholders

The Swedish National Heritage Board, The County Administrative Board and Ekerö municipality

” regarding the area surrounding Hovgården this could mean that **the development is stimulated and that the need for service etc. is increased.**”

(‘Ekerö municipality, vision 2015 – 2030’)

” Regional development and growth has its starting point in a landscape where **cultural heritage is a resource for the quality of life for the inhabitants, the experiences of the visitors and the product development of entrepreneurs.**”

(The Swedish National Heritage Board, report; Culture, cultural heritage and economy i cooperation’)

When asked, the local community said: -There is a will to...

develop knowledge-based information and public activities in connection with Birka and Hovgården

offer service, logistics and information

be a part of a solution to several of the problems for example lack of convenient stores/service and day care, work opportunities, lack of avocations...



but...

Basic functions and facilities are lacking for public activities in and around Hovgården (parking, signs and information, fences and walk paths, garbage management, restrooms).

The public/possible entrepreneurs wants the agencies to support with information/knowledge, cooperation and help with paperwork (project descriptions/plans, applications).



Conclusions

The primary work for the government/local agencies is to: **initiate, support and to follow up**. To interact with other stakeholders through supporting activities and dialogue that also could open up to wider and further cooperation.

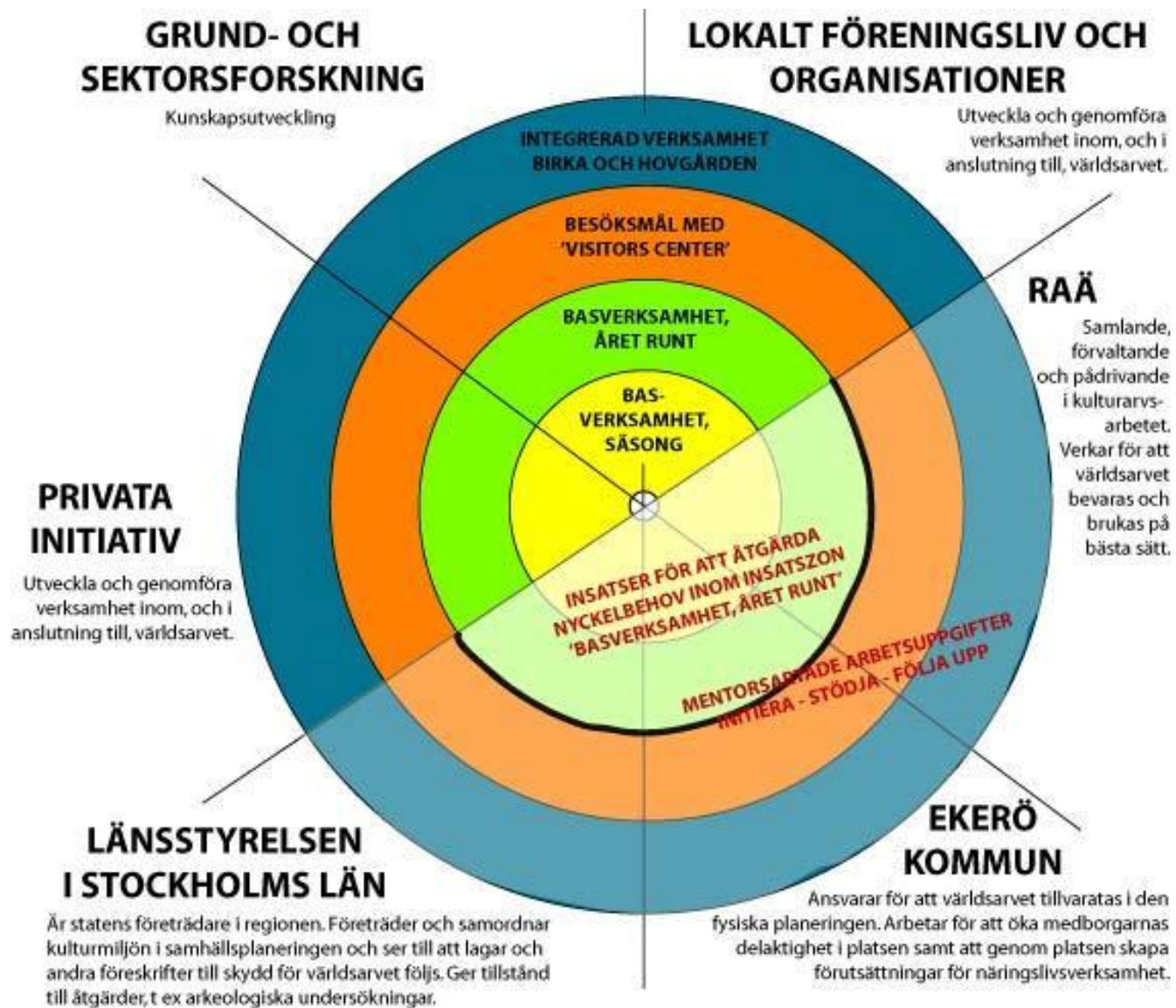
The agencies should also initiate development and increase the chances of success through investments in basic functions (infrastructure, certain facilities etc.).



Aim for future activities that springs from **local initiatives** and could be a positive part i regional development.

All activities shall relate to the location and aim to **increase the values** of the world heritage site.





Results for Hovgården (so far...)

- Cooperation
- Organisation
- Definition of responsibility and roles
- Public seminars
- Entrepreneurial programme
- Logistics (parking, programme for information)
- A joint vision for the future



Heritage **belongs to everyone**, and protecting and preserving the historic environment is **a responsibility shared by every member of society**.

The Board has a **proactive, coordinating and inspirational role** to play in that effort.



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