

EUROPEAN
HERITAGE
HEADS
FORUM



The Role of Heritage Conservation in a Sustainable Economy

May 28, 2009

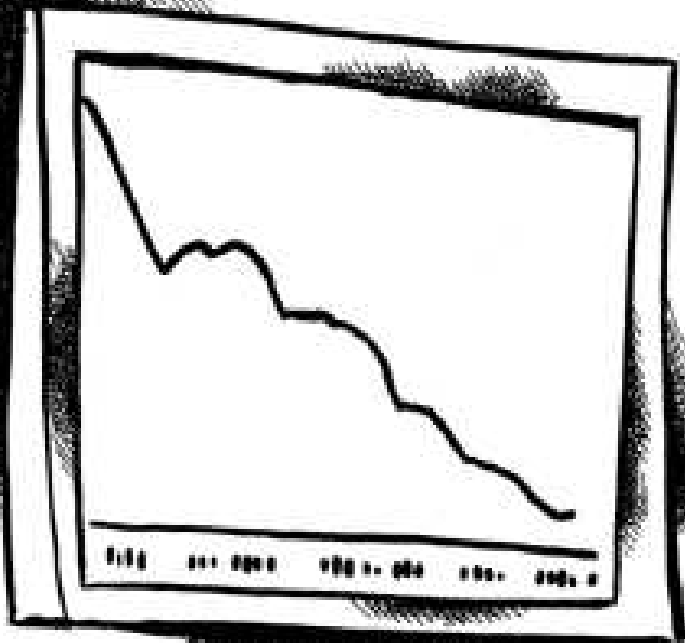
Bratislava, Slovakia

Donovan D. Rypkema





Hukkumisvaara



WE CAN ONLY HOPE THAT IT TURNS AROUND BEFORE THERE'S TIME TO LEARN ANY LESSONS.



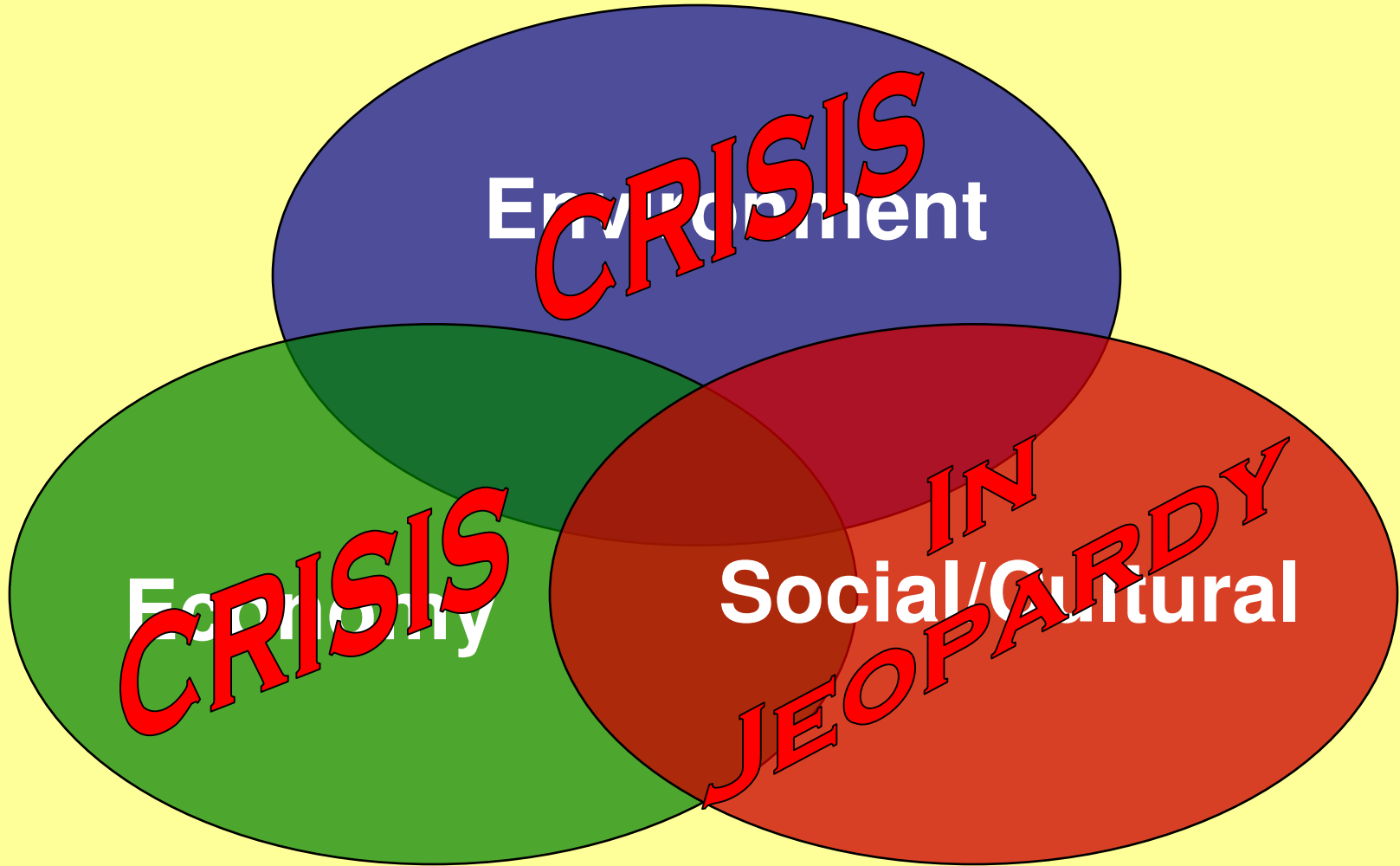
TLS

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BECAUSE THE LESSON IS PROBABLY ME.

13

Sustainable Development

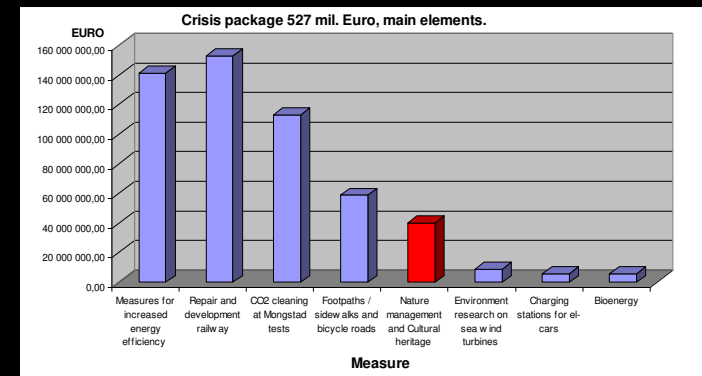
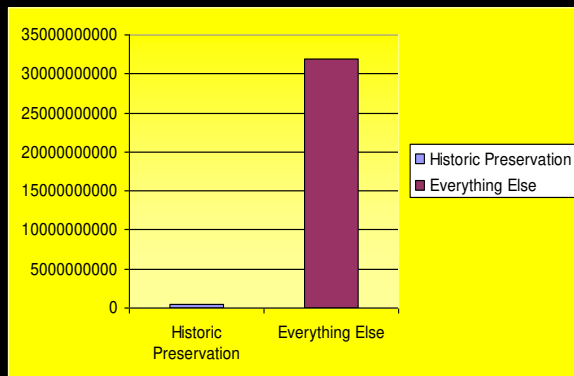




France

Hong Kong

Norway



HEARING



Strategy for
Stimulus

~~Or~~ AND

*Strategy for
Sustainable
Economic
Development !*

HERITAGE OF A TIME OF FINANCIAL CRISIS
CRISTINA GUTIÉRREZ-CORTINEZ
THURSDAY, 5 MARCH 2009
FROM 09.30 TO 13.00 HRS
EUROPEAN PARLIAMENT
BRUSSELS ROOM JAN 2009
EPP-ED HEARING
THE ECONOMIC
ROLE OF HERITAGE
OF A TIME OF
FINANCIAL CRISIS
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EPP-ED HEARING
THE ECONOMIC
ROLE OF HERITAGE



Sustainable *Economic* Development

1. Use
Local
Assets

2. Widespread
measureable
benefits

3. Private
sector, small
business

4. Contribute in both up
and down cycles

5. Participate in global economy, but mitigate
cultural globalization

Sustainable *Economic* Development

6. Quality of life as major variable

7. Long term strategies

8. Not a zero sum game

9. Advance environmental responsibility

10. Advance social/cultural responsibility

Heritage Conservation as Sustainable Economic Development?



1. Use Local Assets



1. Use Local Assets



2. Widespread, measurable benefits

New Construction



Rehabilitation



Materials



Labor



2. Widespread, measurable benefits



2. Widespread,
measurable
benefits

3. Private Sector/Small Business



3. Private Sector/Small Business



4. Contributes in both up and down cycles



Scale



4. Contributes in both up and down cycles



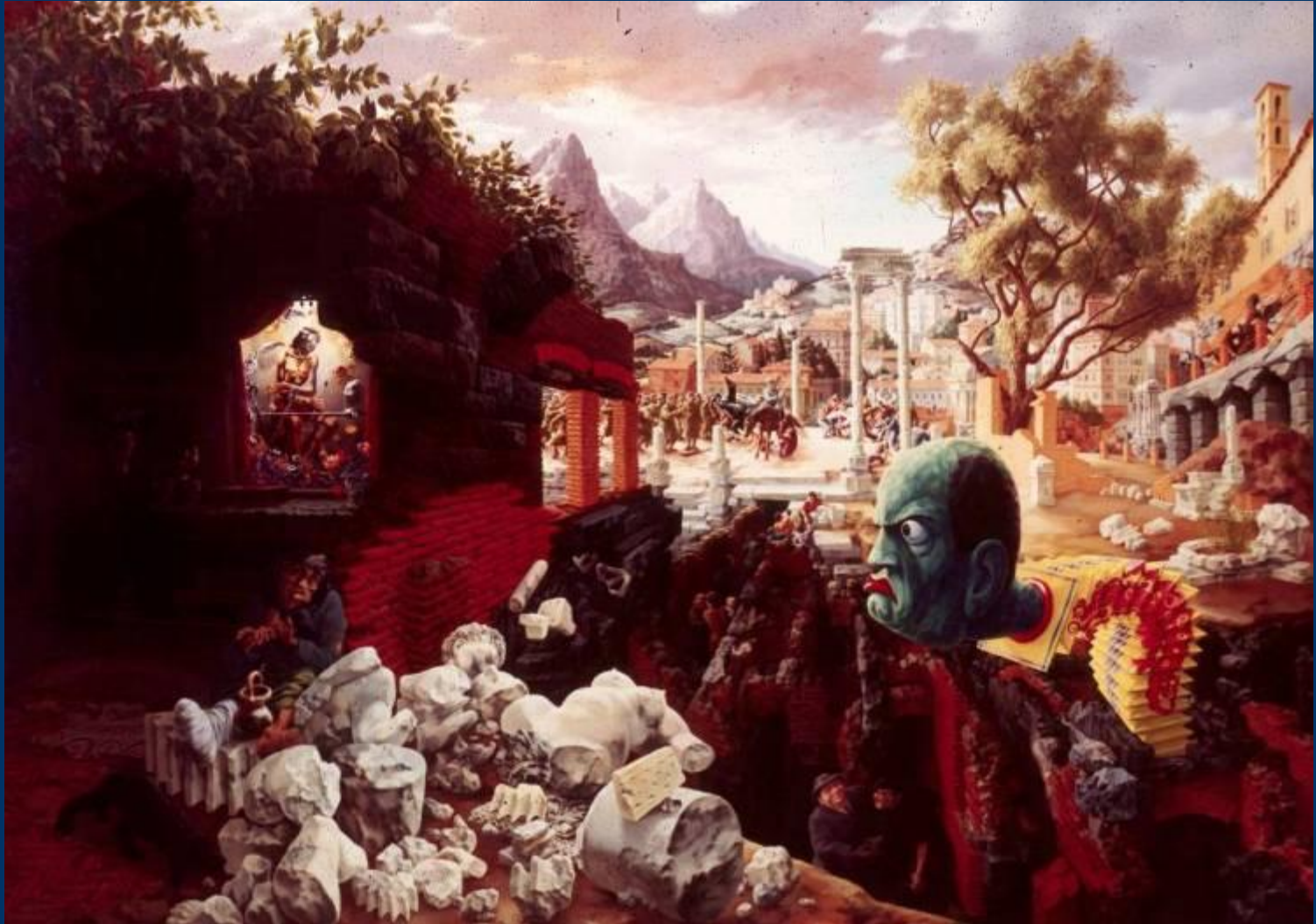
Geographic Distribution



4. Contributes
in both up and
down cycles

*Catalytic
Projects*

5. Response to Globalization



5. Response to Globalization



5. Response to Globalization



5. Response to Globalization



6. Quality of Life as Economic Development Variable



6. Quality of Life as Economic Development Variable



6. Quality of Life as Economic Development Variable



6. Quality of Life as Economic Development Variable





6. Quality of Life as Economic Development Variable

7. Long Term Perspective



7. Long Term Perspective



7. Long Term Perspective





7. Long Term Perspective

7. Long Term Perspective



8. Not Zero Sum Game



8. Not Zero Sum Game



9. Advance Environmental Responsibility



9. Advance Environmental Responsibility









CIGARETTES

EXTRA

328⁹

UNLEADED

335⁹

PREMIUM

350⁹

FLA



212,000 Liters









International Labor Organization Arguments for Heritage Conservation

- Promotes small & medium enterprises
- Drop in foreign exchange requirements
- Decreases overall cost
- Reduces environmental impacts

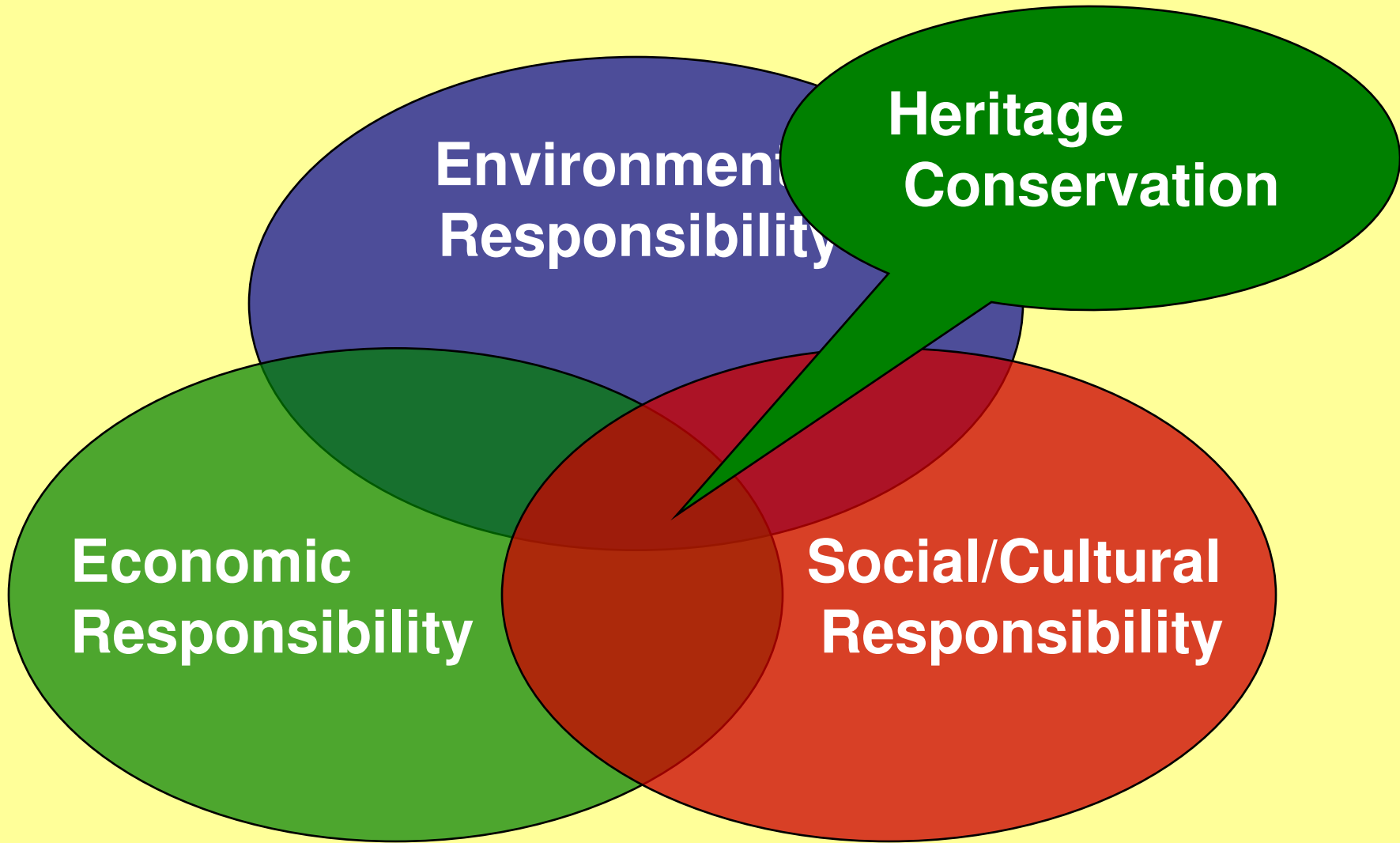
10. Advance Social/Cultural Responsibility



10. Advance Social/Cultural Responsibility



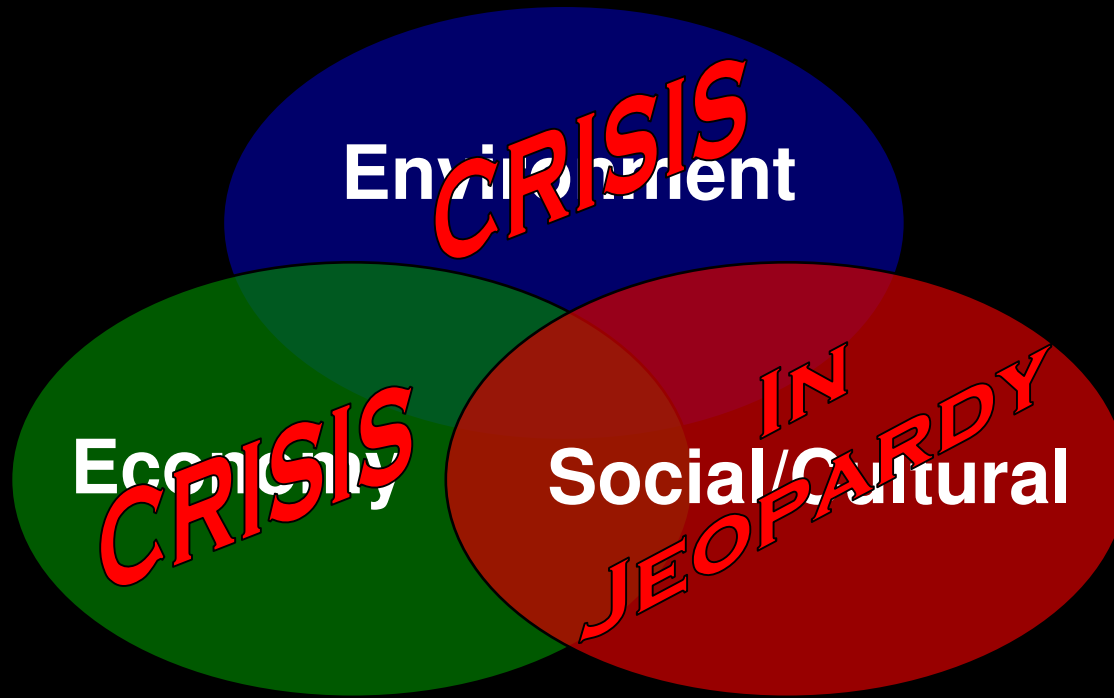
Sustainable Development





Sustainable Development: The ability to meet our own needs without prejudicing the ability of future generations to meet their own needs.





Thank you very much



HERITAGE STRATEGIES

international

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