

# Towards Future Heritage Management

## The Swedish National Heritage Board's Environmental Scanning Report



# *Extract from NHB's official commission for 2006*

*In 2006, the Government commissioned the National Heritage Board (NHB) to present;*

*“an Environmental Scanning Report (ESR) that looks at the changes and development tendencies in society that can have significance for the cultural heritage and the development of cultural policy. The ESR should also contain an overall assessment of the state of and developments in the historic environment sector. In addition, the ESR should include an overall assessment of the development of regional historic environment work.”*

# Environmental Scanning

- A systematic process for **monitoring** and **analysing societal** and **external information**
- The method used can be summarised as **trend-spotting**, with **trend appraisal**, **driving force-** and **consequence analyses**.
- The work has been carried out both in **smaller analysis groups** and with a **wide variety of different participants**.

## Method - stages

1. Purpose, question-framing and present situation analysis
2. Intuitive trend-spotting
3. The valuation and prioritisation of trends
4. Trend description, validation, durability, driving force and possible counter-trends
5. Analysis of the consequences for the cultural heritage and the heritage field
6. The prioritisation and grouping of consequences
7. The formulation and prioritisation of challenges.

## Purpose

- Create a foundation for the Government's assessment of the cultural heritage field's and cultural policy development.
- A support for the formation of long-term strategies for a sustainable management of the historic environment.

## Specific Question

*Which environmental changes are likely to have an impact on the cultural heritage and the cultural heritage field's development in the period up to 2015?*

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## Societal and External Trends

1. Regions increase in importance
2. Migration from rural to urban areas increases
3. International contacts (including the EU) increase and deepen
4. More privatisation and new actors in an increasingly borderless market
5. Continued development of the experience economy
6. Increased integration of IT in everyday life
7. A more heterogeneous population
8. Rapid changes in values, involvement and priorities
9. Interest in environmental issues and climate change increases
10. Changed public sector circumstances.



## Consequences for the Cultural Heritage Field

- A diverse cultural heritage vision
  - A more heterogeneous and polarised society
  - The cultural heritage perspective widens
  - Cultural heritage will become a more flexible tool, used by different groups for different purposes.
  
- A landscape in transformation
  - Structural transformation; large-scale agricultural companies, closing of firms and depopulation of the countryside change the historic landscapes
  - Production of experience and renewable energy rather than food.
  - Towns and cities with suburbs expand to become widespread metropolitan and multi-nuclear areas with radical or extreme design
  - Conversion to a sustainable society affects the conservation and protection of the built cultural heritage and the historic environment.

## Consequences for the Cultural Heritage Field

- A changed view of the cultural heritage as a resource
  - Heritage is becoming a commercial product
  - Narratives and histories are getting more important
  - It may lead to over-exploitation and idealisation but also that authenticity is valued in a new way
  - New methods for valuation and selections must be developed
- A wider knowledge production
  - A greater number of different individuals and groups will making their voices and views heard. They will also contribute to and control knowledge banks and databases.
  - Historical writing and research will be directed towards other and different historic environments than those defined by the historic environment sector.
  - The sector will share the preferential right of interpretation with others
  - Call for access to the cultural heritage will increase substantially
  - The agency's role in heritage work will need to be developed and refined

## Consequences for the Cultural Heritage Field

- An increased need for quality-guaranteed knowledge
  - Increased demand for easily accessible and quality guaranteed information
  - New technologies provide new opportunities for research and analyses
  - Increased demand for interpretations and visualisations
  - The authenticity of cultural heritage and historic environment will be valued higher in the future
- New demands on agencies
  - New collaborations and forms of cooperation across old boundaries
  - Citizens' calls for accessibility, transparency and efficiency increase
  - Demands on agencies increase at the same time as public sector resources become scarcer
  - Important that assignments, responsibility distribution and public authority roles are both clear and prioritised.

## Three Challenges for Cultural Policy and the Cultural Heritage Field

### 1. Increased readiness to manage landscapes in transformation

- Supporting the development of methods and tools for a long-term sustainable protection of historic environments.
- Supporting an improvement of culture-historical consequence analyses, communication and discussions.
- Supporting the development and dissemination of knowledge, methods and strategies relating to climatic changes and other environmental factors that affect the living environment and the cultural heritage

## 2. Strengthening humanistic and historical perspectives

- Strengthening and internationalising humanist education and research in order to secure the provision and acquisition of new and broader knowledge and skills
- A greater integration of humanist and historical knowledge in technical and scientific education and research
- Giving humanist and historical perspectives opportunities similar to those of other perspectives, such as natural- or social sciences, to impact environmental work and the transition to a sustainable development
- Giving individuals and associations, networks, enterprises and other NG organisations more opportunities to take responsibility for the conservation, use and protection of the cultural heritage

## 3. Creating contemporary assignments for public cultural heritage work and management

- Designing missions for the public heritage actors so that they support a developed, proactive work that meets the goals set for the historic environment field.
- Making more efficient use of resources in the heritage field by ensuring that assignments and responsibilities in the historic environment sector are more clearly related to the set goals.
- Developing instruments of governance and other tools so that a new cultural heritage vision can have an impact on societal development and be implemented in everyday historic environment work.

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