

Building multi-stakeholder partnerships for World Heritage

Partnering for World Heritage - Wadden Sea Day 2017



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mission statement



Bringing organizations, communities and people together who want to foster solidarity and build a more sustainable world.

Founded, March 2016

www.brokeringsolidarity.net

Why multi-stakeholder Partnerships for world heritage

The process of building multi-stakeholder partnerships is an opportunity to bring on board all those organizations, private, public and non-governmental, as well as the citizens living in the world heritage area, around the idea of a joint identity for a sustainable future of the region.

Global and European Context

Sustainable Lifestyles, heritage and identity

Multi-Stakeholder Partnerships

Building Partnerships

Building multi-stakeholder, collaborative partnerships for World Heritage

Global context



- ▶ Goal 11, on cities and human settlements, “11.4 Strengthen efforts to protect and safeguard the world’s **cultural and natural Heritage**”.
- ▶ Goal 12, sustainable consumption and production / Goal 13, climate change / Goals 15, biodiversity
- ▶ Goal 14, “Conserve and sustainably use the oceans, seas and marine resources for sustainable development”
- ▶ Goal 17, **Collaborative Partnerships**



From: United Nations A/Res/70/1:
http://www.un.org/ga/search/view_doc.asp?symbol=A/RES/70/1&Lang=E

2018: an opportunity

European Year of Cultural Heritage

“The European Year of Cultural Heritage aims to:

- ▶ encourage people to explore Europe's rich and diverse cultural heritage
- ▶ celebrate, understand and protect its unique value
- ▶ reflect on the place that cultural heritage occupies in all our lives

European cultural heritage allows us to understand the past and to look to our future. By highlighting cultural heritage in 2018, we will emphasize:

- ▶ how it builds stronger societies
- ▶ how it creates jobs and prosperity
- ▶ its importance for our relations with the rest of the world
- ▶ what can be done to protect it”

From: <https://ec.europa.eu/culture/european-year-cultural-heritage-2018>

Sustainable Lifestyles

Collaborating Centre on Sustainable Consumption and Production
(CSCP)

What does this mean in terms of lifestyles?

Average Middle Class Consumer in Europe

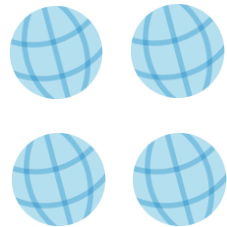
Bernd (34)

Self-employed



Family

- Wife (age 33)
- 2 children (age 4 and 1)



Consumption

4 planets



Food

- Eats meat every second day
- Buys regional and organic food when possible, but needs to be comfortable as well



Housing

- Middle sized house (7 rooms) in the countryside
- Heating and energy production with wood



Living

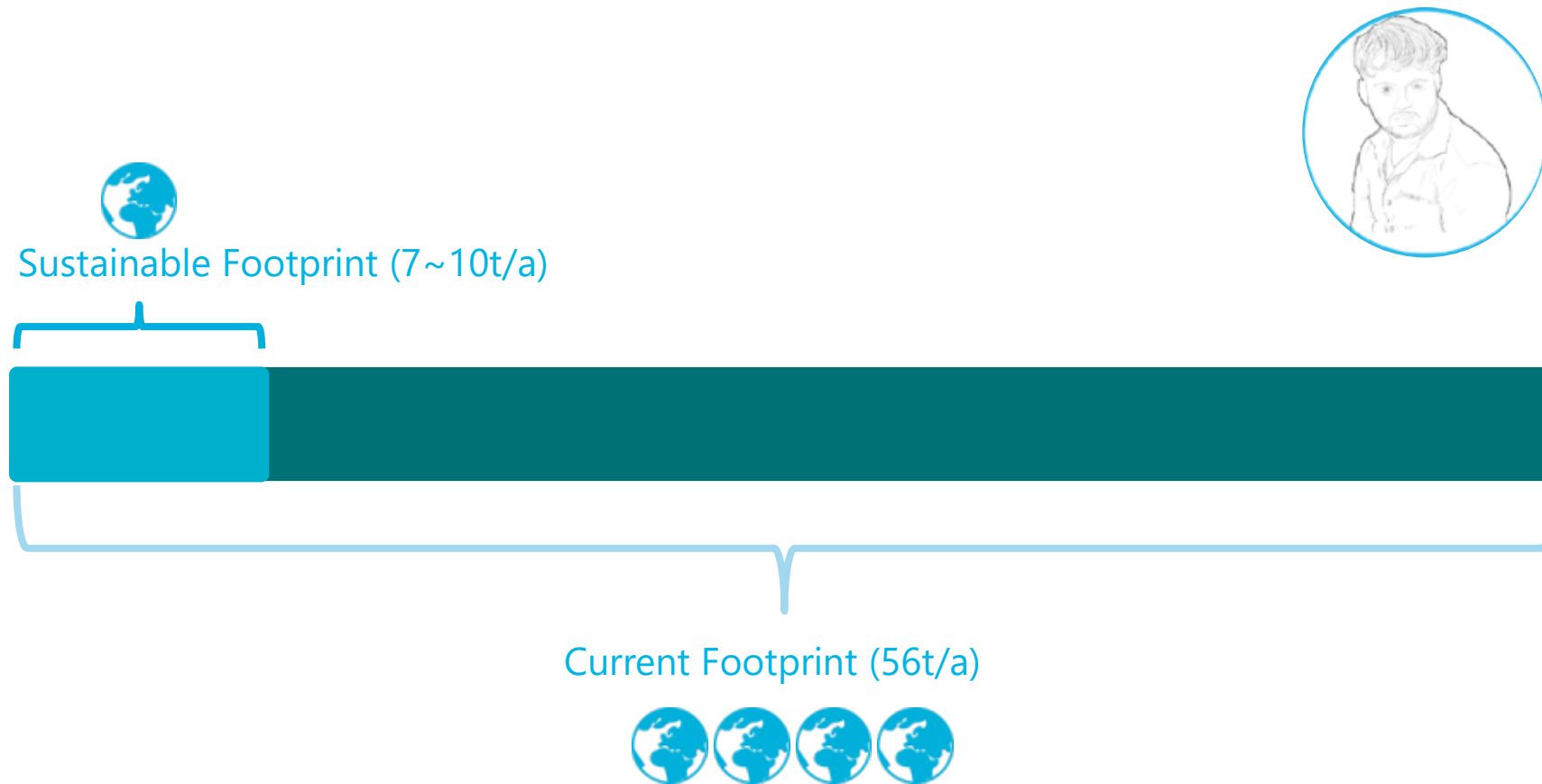
- Jogging, skiing in the winter and playing tennis in the summer
- Shopping once a week, brand aware



Moving

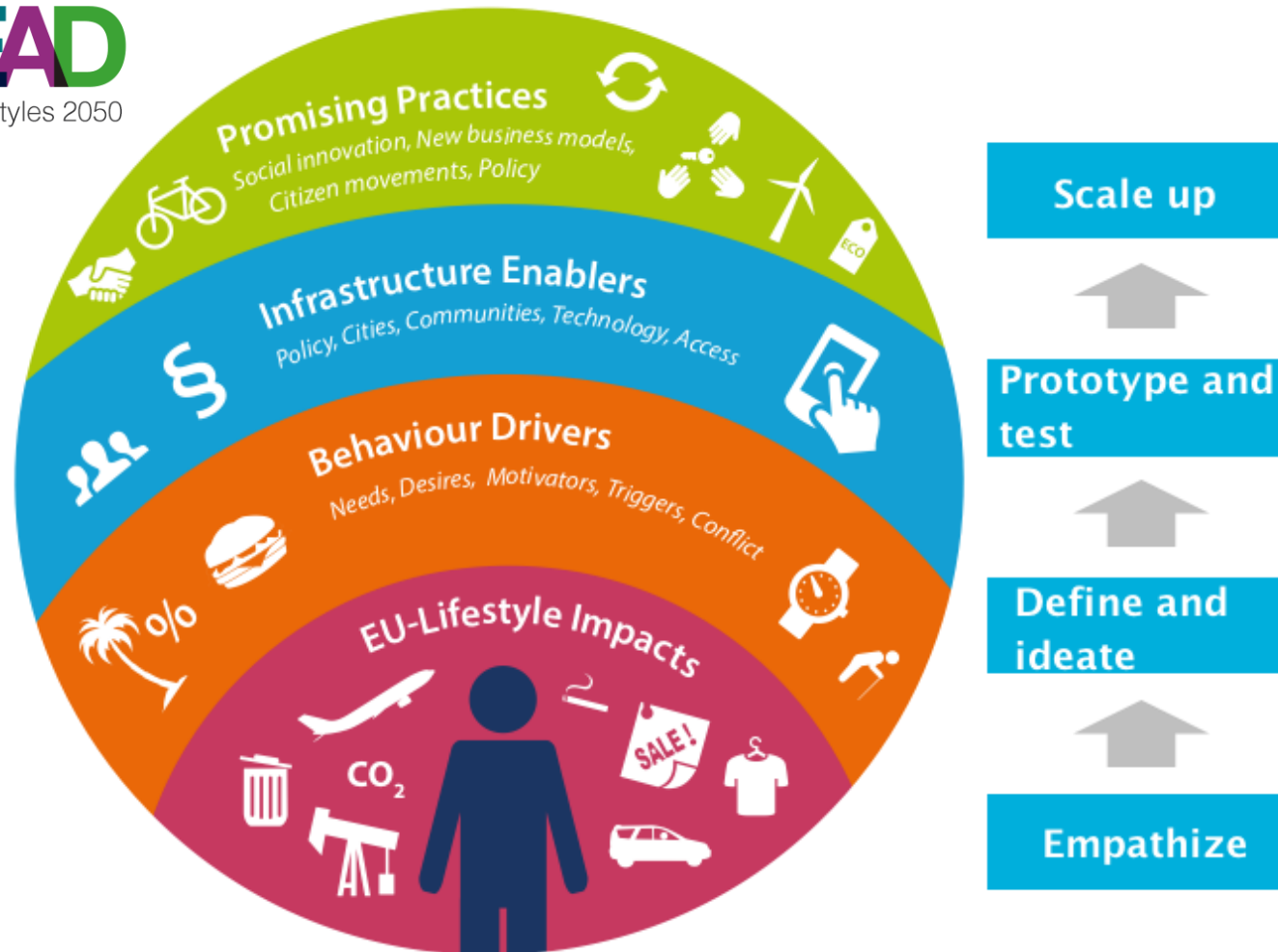
- One car (in addition to the one from his wife) as highly dependent for getting to work and child care, shopping (no public transport or shopping facilities in walking distance)
- For holidays, likes to travel by car/airplane

Vision of Sustainable Living 2050



Embedding the sustainable lifestyle perspective

FP7 SPREAD Sustainable Lifestyles 2050 project



Heritage and sustainable lifestyles = Revitalized Identities

Past

- Identity
- Culture (**intangible**)
- Activities from the past, e.g. food production, fisheries, etc. (**tangible**)

Culture - Identity - lifestyle

A sustainable future

- Sustainable lifestyles
- Synergy past and new activities
- Revitalized identity

Now

- New technologies, Apps
- New lifestyles
- Sharing, circular economy
- New inputs other cultures

Example: Community Management of Protected Areas Conservation Programme (COMPACT)

An innovative model for engaging communities in conservation 2000-2012 - 9 countries:

- ▶ COMPACT is demonstrating that **community-based initiatives** can significantly increase the effectiveness of biodiversity conservation in globally significant protected areas while helping to improve the livelihoods of local people.
- ▶ COMPACT is an initiative of the UNDP/Global Environment Facility Small Grants Programme (SGP), the United Nations Foundation (UNF) and **UNESCO World Heritage Centre**.
- ▶ In UNESCO World Heritage Sites and overlapping Biosphere Reserves.
- ▶ Build **partnerships and networks of stakeholders** to support and strengthen community, NGO and national capacities[...].
- ▶ The **importance of ownership and responsibility** - Global environmental problems can best be addressed if **local people** are involved and there are **direct community benefits and ownership**.
- ▶ The crucial role of **social capital** - Thoughtful **investment in local institutions and individuals** can help build the capacity of communities for stewardship of their environment.

From: SGP 2012, COMPACT: Engaging local communities in stewardship of globally protected areas

Example: Community Management of Protected Areas Conservation Programme (COMPACT)

Lessons Learned - Relevance for the Wadden Sea:

- ▶ Landscape approach
- ▶ Multi-stakeholder - Brining together different types of stakeholders (community, NGO, research, private sector, local government)
- ▶ Building on community and local ideas & initiatives
- ▶ Building cluster of projects across the region
- ▶ Building synergies of initiatives (example, series of ecotourism projects)
- ▶ Building on local practices of sustainable lifestyles
- ▶ Steering committee - multi-stakeholder forum to decide on funding

Multi-stakeholder Partnerships

Collaborative Partnerships

Multi-stakeholder partnerships

government - business - civil society - people

Formal - long term

- ▶ As part of UN process, officially recognized, WSSD Type II Partnerships
- ▶ “global sustainability governance” and transnational in nature (ICCS)
- ▶ Solving global governance, but criticism: “privatization of governance’ (ICCS)
- ▶ From Rio’92, WSSD, Rio+20, to SDGs

Temporary - goal specific

- ▶ Building partnerships around sustainability and common goal with multiple actors
- ▶ Time/goal specific or long term
- ▶ Could be from local to global
- ▶ Goal specific partners

Multi-stakeholder partnerships

government - business - civil society - people

The central challenge seems to revolve around the nurturing of a working relationship based on trust, mutual respect, open communication, and understanding among stakeholders about each other's strengths and weaknesses. Stakeholders from each sector bring their own organisational mandates, interests, competencies and weaknesses to partnerships. Without open acknowledgement of these factors, and without processes in place to facilitate negotiations among stakeholders for optimal outcomes, effective MSPs will not emerge.

9 building blocks for success of Multi-Stakeholder Partnerships

1. Leadership
2. Partners
3. Goal-setting
4. Funding
5. Management
6. Monitoring
7. Meta-governance
8. Problem-structure
9. Socio-political context

From: “Multi-Stakeholder Partnerships: Building blocks for success” 2014: International Civil Society Center

Building Partnerships

partnering cycle

Partnerships building requires collaboration

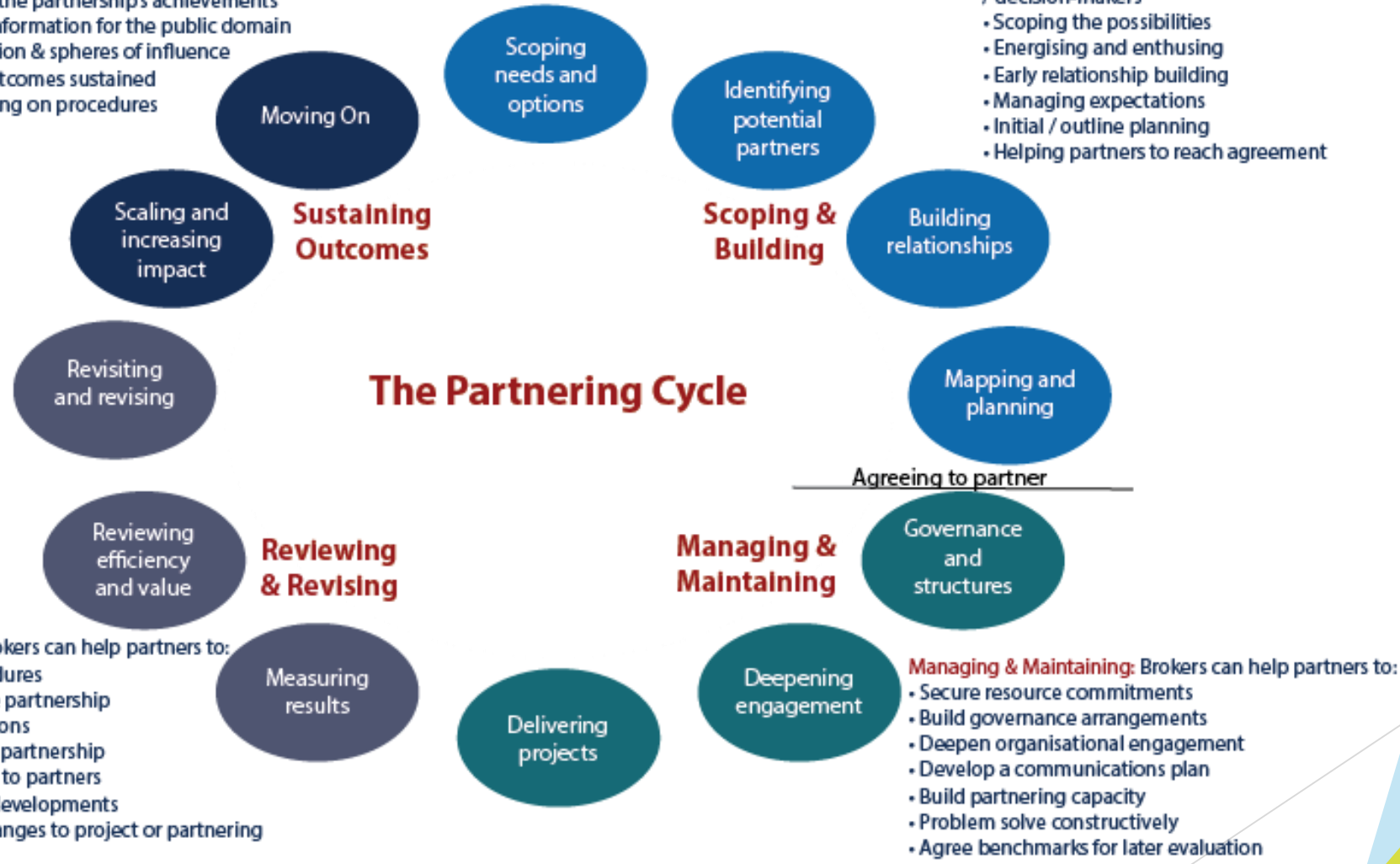


Sustaining outcomes: Brokers can help partners to:

- Discuss 'moving on' choices
- Recognise & celebrate the partnership's achievements
- Reach agreement on information for the public domain
- Identify further champion & spheres of influence
- Work to ensure that outcomes sustained
- Manage closure / moving on procedures

Scoping & building: Brokering roles can include:

- Initiating the idea of partnering
- Making the case to potential partners / donors / decision-makers
- Scoping the possibilities
- Energising and enthusing
- Early relationship building
- Managing expectations
- Initial / outline planning
- Helping partners to reach agreement



Reviewing & Revising: Brokers can help partners to:

- Agree evaluation procedures
- Assess the impact of the partnership
- Draw out and apply lessons
- Review efficiency of the partnership
- Review the added value to partners
- Brainstorm new ideas / developments
- Make any necessary changes to project or partnering arrangements

Managing & Maintaining: Brokers can help partners to:

- Secure resource commitments
- Build governance arrangements
- Deepen organisational engagement
- Develop a communications plan
- Build partnering capacity
- Problem solve constructively
- Agree benchmarks for later evaluation

Building multi-stakeholder, collaborative partnerships for World Heritage

Lessons Learned - Building partnerships

- ▶ Set a clear (and ambitious) objective
- ▶ Identify the stakeholders that are interested in the theme / objective
- ▶ Stakeholders could be interested in a part of the objective
- ▶ Preparatory track, engaging the partners, match interest and taking responsibility
 - ▶ including securing funding
 - ▶ including internally, within the organizations of participating stakeholders (could be your biggest challenge)
- ▶ Organize multi-stakeholder events to discuss the objectives, campaign
 - ▶ and use for outreach to additional partners
- ▶ Communication and dissemination
- ▶ Effective implementation
- ▶ Review results achieved and communicate results
 - ▶ Who is interested in which result
- ▶ Build on results/success to define next steps, could be as group or individual organization

Why multi-stakeholder Partnerships for world heritage

- ▶ World Heritage is ours, and represents the identity of all of us. When we collaborate to protect it, and make it part of our current identity; we are building multi-stakeholder partnerships.
- ▶ Then we should look for the opportunities of where tangible and intangible, natural and cultural, heritage can help us (re)build sustainable lifestyles that fit our identity and can be sustainable for generations to come.

Thank you



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